Outreach Planning Checklist

- **Brainstorming:**
  - Pray and work with your Love Venue ministry leaders to develop an event that utilizes their gifts and abilities, and that connects with your target community.
  - Choose an event that connects back to a ministry within your church. For example, if you plan an event for youth, make sure you have a children’s ministry in your congregation for guests to regularly participate in afterward.
  - Potential event ideas:
    - Family movie night
    - Back-to-school fair
    - Sports tournament
    - Team scavenger hunt through the community
    - Block party or carnival
    - Free classes (marriage workshop, resume & interview skills seminar, basic computer skills classes, etc.)

- **Before the event:**
  - Know your why:
    - Develop a purpose and description of the event so that the whole team is working toward the same goal.
  - Work out the details:
    - Date, location, budget, and enough volunteers with outlined roles and responsibilities for before, during, and after the event.
  - At least 4 weeks before your event, invite your community:
    - Hand out invitations door-to-door.
    - Create a Facebook event and post information on community forums online, at local stores, libraries, etc.
    - Encourage each member of your congregation to personally invite at least 5 friends. Ask them to include the event purpose in their invitation.
  - Equip your volunteers:
    - Make sure everyone understands their role and the purpose of the event. Making connections and creating a welcoming space is a priority for every volunteer.

- **During the event:**
  - Have church contact information, service times, and connection cards available so that you can follow up with guests, and guests can follow up with you!
  - Promote a come-back event. This could either be a special service (a blessing of the children, back-to-school blessing, etc.) or your next event.
  - Have fun! Remember that we are participating with Jesus in loving our communities. The Holy Spirit is in us, empowering and strengthening us.

- **After the event:**
  - Within 48 hours, follow up with the connection cards you received.
  - Debrief with the event volunteers: What went well, what can you improve upon, etc.
  - Be prepared to receive guests at your next church service. Make sure you have greeters and assimilation team members are present and ready to help welcome guests.