



# GENERAL GUIDE TO PLANNING NLT EVENTS

ABBREVIATED

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**NEW LIFE**  
**TABERNACLE**  
UPC

Below is a **basic guide** to planning events at New Life. You are welcome to use this as a checklist when planning your events. Note: No event is the same and so you may have to adjust your approach; however, this guide will help determine the best approach.

1. **Write the Specifics** – When planning **ANY** event, you must know the “specifics.” This is perhaps the most important part of the process. Here are a few questions I ask **prior** to planning:
  1. When is the event?
  2. What is the purpose for this event?
  3. What type of event is this? (note this response may be different than the second question)
  4. Where will this event be held?
  5. What is the expected attendance and target audience?
  6. What is the estimated budget?
  7. How will funds be obtained? (i.e. District, Section, Fundraisers, Begging ☺, etc.)
  8. What financial tools are needed? (i.e. clover, change bag, collection of offering)
  9. What check requests must be submitted?
  10. Will food be served? If yes, who will do the cooking and serving?
  11. Is entertainment / performances needed? If yes, what type? (Note: You should get Music and Technology Department involved in this process)
  12. What is the look and feel of the event?
  13. What things are “must haves” and what things are “wants?”
  14. What décor and equipment are needed?
  15. Which ministries need to be contacted? (Ushers, Greeters, Music, Fine Arts, Nursery, etc.)

Below is an example of my “Specifics”

#### SPECIFICS

Event	Event Lead
Memorial Day Picnic	<ol style="list-style-type: none"> <li>1. <b>When is the event?</b> – annual picnic</li> <li>2. <b>What is the purpose for this event?</b> – serve as an outreach tool to the community; most recently, serve as a time to honor those who died defending our country</li> <li>3. <b>What type of event is this?</b> – a grand picnic for the family and community</li> <li>4. <b>Where will this event be held?</b> – NLT field (near the cross, along I-75. Also, will use the FLC)</li> <li>5. <b>What is the expected attendance and target audience?</b> – 1,200; NLTFOC, Community, Previous Attendees</li> <li>6. <b>What is the estimated budget?</b> - \$10,000</li> <li>7. <b>How will funds be obtained?</b> - Primarily New Life, Sam’s Club/Walmart, Feeding America, Food Banks, Personal Donations</li> <li>8. <b>What financial obligations are needed?</b> - none</li> <li>9. <b>What check requests must be submitted?</b> - Food, Beverages, Taylor Rental (equipment), Speakers, Tent, Cooling System, Trash Cans, Golf Car, Activities (to be determined)</li> <li>10. <b>Will food be served? If yes, who is the vendor?</b> Yes! Brother Lamar and team</li> </ol>

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|  | <p>11. <b>Is entertainment/performances needed?</b> If yes, what type? Yes! Activities for all ages (7 total) and music</p> <p>12. <b>What is the look and feel for the event?</b> – carnival, lot of play, oversized family gathering; family fun, chill day</p> <p>13. <b>What things are the “must haves” for this event?</b> – at least two major / tall attractions, a variety of activities, bug repellents (especially under the tents), cleanup crew, more trash receptacles, tents must have fans</p> <p>14. <b>What décor and equipment are needed?</b> – no décor is needed as attractions will serve as décor; speakers, grill</p> <p>15. <b>Which ministries need to be contacted?</b> Guest services, Sound Team, Security, Department Heads (for volunteers)</p> |
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2. **Secure a Date & Facility** – In general, events should have already been added to the annual calendar; however, if this has not been done, complete the Facility Request Form - [yournlt.com/ministry-resources](http://yournlt.com/ministry-resources)

3. **Determine What is Needed** – Now that you have the specifics and secured the date and facility, it is time to actually execute the plan.

Everyone has their individual planning styles; however, I highly recommend:

- Drawing/Diagram of event layout;
- Develop a team;
- Develop a task list; and
- Assign tasks (Be sure to include deadlines, descriptions, and notes. The goal is to ensure that your team is equipped to be successful in completing their tasks).

4. **Determine What is Missing** – This question is **EXTREMELY** important. It helps identify the small details that is often overlooked. Capitalize on the **Perspective Analysis** to help answer this. Once you’ve done this, you can finalize the overall planning of the event.

5. **Determine the Budget** – At New Life, your budget is usually limited; however, we expect “more for our buck.” Also, everything **MUST** be done **AND** presented with the spirit of **EXCELLENCE**. This would require you to get creative and for you to “shop around” – again, budget is limited.

Check Requests **MUST** be submitted in a timely manner. I highly recommend that the requests are submitted no later than one week prior to when payment needs to be made/mailed off (aim for two weeks).

When submitting your check requests, you would need to provide the name of the vendor, items/service they will provide, and cost. I personally like to have a payment schedule list to ensure that all vendors are paid on time. The earlier you get accounting involved the better. They can help you navigate payment terms and issues you may encounter. They can also review payment contract terms if you need assistance.

6. **Form a Team** – Now that you have everything planned, it’s time to make your contacts! For the sake of identification, I’ve grouped people into categories. See below...

1. New Life

- A/V Tech

- Sound Tech

- Musicians
  - Speakers/  
Moderator/Host
  - Graphics – Note: Typically, graphic requests must be submitted at least four to six weeks prior to when the flyer will first be distributed. This would require you to PLAN AHEAD!
2. Your Crew
    - Preliminary Crew – this is the team who will help you with planning and implementing your vision for the event.
    - Set Up Crew – this is the team who will set up the venue and/or ensure that everything is in place prior to the event.
    - Event Crew – this is the team who will ensure that the event is being ran smoothly for the duration of the event.
    - Break Down Crew – this is team’s purpose is to clean up the venue, ensure everything is in place for pick up, and that the venue is set back to its original state.
  3. Vendors

## 7. Promotion

1. Marketing is willing to help you develop a marketing plan for your event. Contact [kharris@yourmlt.com](mailto:kharris@yourmlt.com) to set up a time.
2. There are several avenues to promote your event. **DO NOT RELY SOLELY on VIDEO ANNOUNCEMENTS**
3. Be sure to identify your audience.

## 8. Be aware of all deadlines by reviewing the Promotion SOP.

1. Bulletin, App & E-blasts,
2. Text Blasts/GroupMe/PCO Groups – this is especially helpful for targeted groups (i.e. wives, singles, etc).
3. Social Media
4. Fliers – these can be printed in house. Send to [mthomas@yourmlt.com](mailto:mthomas@yourmlt.com) 72 hours prior to your need date. This would ensure she has cardstock paper and/or fix any issues with the copier.
5. Outreach – this ministry is a great tool to get the word out about our event...so use them! Be sure to coordinate with Cavency and find out how many fliers they’ll need (and by when).
6. Guest Services – Sister Ann and her team are phenomenal! She is always looking for fliers to promote during her visitations. She can reach people the Outreach team can’t...and she’s very effective with getting the visitors and new converts to attend. Be sure that she gets hard and soft copies of the promos.

## 9. Set Up – it’s game time! When and how will the set up take place? How many people will make set up efficient. Ensure there is someone available to open up and lock up the building.

## 10. Day of Event – OK...so NOW is the REAL game time! ☺ Before the event, be sure to have a check list for everything (vendor arrival time, payments, food, placement, etc.) This checklist will help ensure that everything is done. Also, allow yourself 30 minutes prior to the start of the event to take it all in and relax...you may need it!

## 11. Breakdown – Be sure that the venue/room is cleaned after the event. All trash must be placed in the dumpster, floors must be swept and mopped, tables wiped, chairs placed

around tables, décor removed, equipment returned to its proper place, etc. At the closure of the event, it should appear that no event was held there.

## 12. Post Event

1. Final Payments – be sure that EVERYONE is paid.
2. Thank You's – send out thank you cards to donors, helpers, etc.
3. Event Analysis – review your event. What went well, what didn't, etc. This will help plan the next event.

Please be sure that you remain organized and keep a file for everything!

**Feel free to contact me to schedule a consultation for any events!**

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