

Community Outreach Planning Sheet

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Use this simple “walk through” process to clarify the purpose and planning needs of the event. Decide on the “Purpose Work Area” sections first, then fill in the sections in the “Purpose Results” area. Use the information in the “Results” area to develop your planning needs and “To Do” lists. At the right of the “Work Area” section is a summary area, which will become the “Purpose Statement,” for your program.

<u>Purpose Work Area</u>	1. <u>Purpose Results</u>	<u>Purpose Statement</u>
<p>For Whom → is this event?</p>	1. <input style="width: 100%; height: 25px;" type="text"/>	<p>The _____ Name of event will attract _____ 1. of our community to learn _____ through 2. experiencing _____ 3. at _____. This event 4. will take place on _____ 5. for _____ nights/days. 6. The _____ Name of event will be operated by _____. It is 7. hoped that this event will result in _____ on 8. the part of those who participate, and _____ 9. on the part of the event’s staff. This event will prepare our church and community for _____. 10.</p>
<p>What → do you want them to learn?</p>	2. <input style="width: 100%; height: 25px;" type="text"/>	
<p>What → do you want them to experience?</p>	3. <input style="width: 100%; height: 25px;" type="text"/>	
<p>Where → will this event take place?</p>	4. <input style="width: 100%; height: 25px;" type="text"/>	
<p>When → will this event happen?</p>	5. <input style="width: 100%; height: 25px;" type="text"/>	
<p>How many → meetings will the event hold?</p>	6. <input style="width: 100%; height: 25px;" type="text"/>	
<p>Who → will run the event?</p>	7. <input style="width: 100%; height: 25px;" type="text"/>	
<p>What → are the hoped-for results in the participants?</p>	8. <input style="width: 100%; height: 25px;" type="text"/>	
<p>What → are the hoped-for results in the staff?</p>	9. <input style="width: 100%; height: 25px;" type="text"/>	
<p>How → will this event link to future events?</p>	10. <input style="width: 100%; height: 25px;" type="text"/>	

Planning “To Do” List

Using the information in the gray “Purpose Results” area, brainstorm needs and create a “To Do” list for the event. Use the area to the left to establish deadline dates for each area.

“Target Audience” – “Results” area 1

1. Create a list of the needs, interests, fears, and dreams of the target audience (using observations, interviews, etc.)
2. Based on #1 above, create a list of “attractions” that would draw the target audience to this event (words, logos, slogans, experiences, “heroes,” song / movie titles, etc.)
3. Identify the best means of advertising among the target audience, and decide on how much that advertising will cost.
4. Make a connection to someone within the target audience who could serve as a spokesperson or “voice” for the target audience.

“Learning Goal” – “Results” area 2

1. Create a list of people who are best qualified to teach the information you want your participants to learn (spiritual and (practical/worldly teachers)
2. If necessary, brainstorm a list of places in which to find the “experts” listed in #1 above.
3. Contact and invite potential teachers, and finalize a list of confirmed teachers.
4. Create one or two main learning goals with several observable, tangible objectives “under” each goal.
5. Create at least one means of evaluation for each learning objective.

“Experience Goal” – “Results” area 3

1. Based on your understanding of the needs, interests, etc. of the target audience, create a list of the experiences you want them to have at this event.
2. Brainstorm ways to create environments in which the experiences you listed in #1 above.
3. Create a list of what is needed for each environment in order to accomplish what you planned in #1 and #2 above.
4. Create at least one means of evaluation for each experience listed in #1 above (smiling faces, laughter, messy, attention, participation, etc.)

“Location” – “Results” area 4

1. Based on your understanding of the target audience, and your learning and experience goals, make a rough list of the environments needed for this event.
2. For each of the environments listed in #1 above, describe each environment in detail (chairs, lights, signs, boundaries, stage, etc.)
3. For each of the environments listed in #1 above, based on the the descriptions of #2 above, create a list of preparations (facility, supplies, staff) needed to make the environments ready.

Deadline Dates

“Target Audience”

- 1.
- 2.
- 3.
- 4.

“Learning Goal”

- 1.
- 2.
- 3.
- 4.
- 5.

“Experience Goal”

- 1.
- 2.
- 3.
- 4.

“Location”

- 1.
- 2.
- 3.

(Make sure to contact the teachers or experts listed in the “Learning Goal” area above, for their input in this area.)

4. Create a list of the direction signs needed for each environment or to direct the participants to the various environments.
5. Based on what you know about your personnel, church, and community, set deadline dates for the preparations listed in #3 and #4 above (artwork to printer, purchases, etc.)

“Calendar” – “Results” area 5

1. Considering the world and needs of the target audience, the schedules of the teachers, the preparations needed, upcoming holidays or community celebrations, and other events on the church’s calendar, set the date for the event. Set this date(s) on the church calendar. (Consider the number of event meetings in “Event Length” below, and set those dates as well.)
2. From the event date, create deadline dates for recruitment, advertising, supply purchases, and training. Make sure to include dates for progress meetings that include the target audience “spokesperson,” teachers, team members, church personnel, etc. (at least two meetings).

“Event Length” – “Results” area 6

1. Based on your understanding of the needs / interests of the target audience, and your learning and experience goals, decide on the number of meetings this event will cover. Make sure you have set all of the dates on the church calendar. (Multiple event meetings may reduce the effectiveness.)
2. Based on your understanding of the needs / interests of the target audience, and your learning and experience goals, decide on the length of time each event meeting will last.
3. Consider the commitment expectations for the event staff regarding the event meeting(s) length. Decide on clarifying staff time requirements as part of the recruiting / training process.

“Administration & Staff” – “Results” area 7

1. Create a “chain of command,” or administrative “flow chart” that illustrates the levels of responsibility and ultimate leadership for the event. Make sure to list the teachers and any “outside” specialists on this chart.
2. Create job descriptions for the leadership positions.
3. Create job descriptions for the “coordinator” positions.
4. Create job descriptions for the teaching or specialist positions.
5. Create job descriptions for all other personnel positions.
6. List the names of the people who are already “on board” with the various positions.
7. List the positions for which you need to recruit people.

Deadline Dates

“Location”

4.

5.

“Calendar”

1.

2.

“Event Length”

1.

2.

3.

“Admin. & Staff”

1.

2.

3.

4.

5.

6.

7.

**Deadline
Dates**

“Part. Reactions”

1.

2.

“Staff Reactions”

1.

2.

“Future Events”

1.

2.

3.

“Participant Reactions” – “Results” area 8

1. Based on your understanding of the target audience’s needs, interests, fears, etc., and your learning and experience goals for the event, brainstorm 5 statements you would like the participants to say to their families and friends about their experience at the event.
2. What implications do the 5 statements listed in #1 above have on recruiting, training, programming, etc?

“Staff Reactions” – “Results” area 9

1. Based on your understanding of the adults in your church and community, and your learning and experience goals for the event, brainstorm 5 statements you would like the staff to say to their co-workers, families and friends about their experience at the event.
2. What implications do the 5 statements listed in #1 above have on recruiting, training, programming, etc?

“Future Events Link” – “Results” area 10

1. Make a list of future events or programs to which this event may relate. These events should include any on and off-campus church and community events.
2. From the list made in #1 above, identify how those connections can best be made (verbal, printed, announced, personal)
3. Make a list of needed items (printed, training, etc.) that relate to the connections expressed in #2 above.