

Special Events, Part 1

Organize and Manage Successful Church Events

from ACS Technologies

Special events are some of the most valuable, visible aspects of your church ministry, attracting potential new attendees and members to your congregation. Thus, every church event must be done with excellence. The following article is the first of two on successful special events, and focuses on the planning stage. It has been excerpted from the ACS ministry guide [Events from Start to Finish](#).

The way you handle the administrative side of church events is a critical and often daunting task--both in the organization of the event and in the management of the people coordinating the event. The planning portion of the events process is as follows:

- Build an event team to plan and carry out the event
- Define and understand your target group
- Determine event ideas that appeal to the target group
- Keep your team on task prior to the event

Build Your Event Team

The first step in planning your event is to put together an “event team,” consisting of church staff, leaders, and members who can plan your event and make it happen. Those involved will benefit from using their gifts and experiences to serve your church; more people involved means greater creativity and a decrease in the likelihood of being unprepared for the event.

After you determine the gifts and abilities of your congregation, you can use volunteer management software to help organize the data. Performing a simple search will allow you to find people with relevant interests and skills to volunteer for the event.

Identify Your Target Group

Look at the people your church is best equipped to serve—those that currently attend—and try to attract a similar group of people. Plan events with your target group in mind; focus on your church’s strengths, the programs you offer, and the worship style of your church to naturally connect with your target group.

It is also crucial to identify the demographics (age, sex, race, and average income) of your community. This type of information can help determine appropriate events for your community and can be collected by contacting sources like:

- U.S. Census Bureau
- Local chamber of commerce
- Online research services

Event Ideas

Another important aspect of event planning is to understand the people you wish to reach. By understanding their hopes and fears you will be able to offer events that address their needs and attract them to your church. Ask questions about who they are, what concerns they have, and what interests they like to pursue. The answers you receive will help you further determine appropriate events to hold in your

community. For instance, depending on your community, you may want to offer:

- Children's sports clinics
- Professional development seminars
- Divorce recovery workshops
- After-school programs for children

Keep Your Team On Task

First, consult your church-wide calendar to choose a date, time, and event location that works for both your team and your target group. Many churches use ministry-scheduling software that interfaces with their church management software, allowing them to create event calendars. These calendars can be placed on your Web site or sent to a PDA quickly and easily. This type of scheduling software eliminates disorganization and overbooking.

Next, make a list of tasks and resources needed for the event: audio/visual equipment, online or onsite registration, food, security, publicity, or anything necessary to make your event a success. This list should also include volunteer needs, which can easily be found in your volunteer management software. Estimate how many volunteers you need and what skills they should have, then delegate responsibilities accordingly.

First Step to Success

Remember, prior planning is crucial to the success of your events. By building your team and defining your target group, you will be able to come up with ideas that appeal to your community and make it easier on your event team to stay on task prior to the event. The concluding article on successful special events will focus on execution: how to increase awareness, pull off the event, and evaluate the success of your event.

By implementing these ideas you can raise the bar in your event ministry and move your church closer to accomplishing its vision. To get more information about how ACS Technologies can help you be more effective in your event efforts, download the ACS ministry guide [Events from Start to Finish](#), visit acstechnologies.com, or call toll-free 800-736-7425.

Is Your Children's Ministry at Risk?

DOWNLOAD the ACS ministry guide, **How Secure is Your Children's Ministry,** for ideas and practical solutions!

ideas.to.impact.com/childsecurity1

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