

Twelve-Week Time Line for Friendship Sunday and Other Special Events

Twelve Weeks Before the Event

What is the mission of this event?

List your goals and objectives for this Sunday.

Identify and recruit our support personnel.

Establish liaison responsibilities:

- Who will act as liaison with the pastor?
- With the music director?
- With the hospitality or fellowship committee?
- With the ushers and greeters?
- With office administrative or clerical staff?

Ten or Nine Weeks Before the Event

Start on your brochure or welcome packet.

Start working on your Sunday program.

Start working on the publicity pieces:

- PR (public relations) press release for local or neighborhood newspapers
- Invitation or mailer you will use
- Letter from the pastor to the church leaders
- Letter from the pastor to the parishioners
- Announcement for Sunday programs
- Advertising copy for signs, posters, flyers, banners

Create announcement board materials.

Eight Weeks Before the Event

Write progress reports from the ministry team in regard to their liaison responsibilities.

Complete any PR or publicity pieces.

Arrange for printing and preparation of signage.

Seven or Six Weeks Before the Event

Pick up and check all printing, signage, etc.

Mail pastor's letter to church leaders.

Give or send flyer to parishioners regarding the event.

Include an Invitation Form for names and addresses of prospects they feel should be invited.

Four Weeks Before the Event

Place Announcement in Sunday program.

Mail pastor's letter to parishioners.

Begin lists of prospects' names and addresses.

Begin computer input of mailing list.

Three Weeks Before the Event

Place announcement in Sunday program.

Complete gathering of lists of prospects.

Complete computer input of mailing list.

Send out invitations to prospects.

Two Weeks Before the Event

Place Announcement in Sunday program.

Include a pep talk during the service about the total number of prospects who have been invited.

Send out PR materials.

Place advertisement.

Check and print special event or program bulletin.

One Week Before the Event

Complete welcoming materials.

Place announcement in Sunday program.

Urge parishioners to contact prospects to confirm attendance. (This helps in planning seating.)

Review procedures with hosts, hospitality committee, etc.

Arrange for flowers.

Conduct special cleaning of worship space, restrooms, children's rooms, parking lot, and church grounds.

Check the special printed program.

Meet to review final procedures.

Day of the Special Event or Sunday

Welcome guests, give them welcome brochures and packets; ushers provide programs.

Service focuses on friends and relationships—what your congregation has to offer.

Members accompany their guests to the coffee hour and introduce them.

During the Week Following the Event

Within forty-eight hours, lay members call visitors.

Pastor sends thank-you letters.

Evaluate strengths and weaknesses of the event.

Recognize and thank all who worked on event.

Two to Four Weeks After the Event

All return visitors should be contacted and invited to a church activity.

- Tell me a little about yourself. How did you come to this congregation? What brought you to this point on your spiritual journey?
- What are your hopes and dreams for yourself?
- Tell me about a high point in your life, when you were involved in something meaningful and significant to you.
- What are your hopes and dreams for our congregation? What do you feel our congregation can offer to the surrounding community?