



# CHURCH MARKETING PLAN TOOL

## Event Planning Guide

**Event Name:** \_\_\_\_\_

**Event Purpose:** \_\_\_\_\_

*Please identify your ministry event's primary purpose by checking a box below.*

**WORSHIP:** Responding to the love of Christ through corporate prayer, praise, and proclamation

**CONNECT:** Introducing people to Jesus and/or inviting people into Christian Community

**GROW:** Fostering spiritual growth while nurturing Christ-centered relationships and exploring Scripture

**SERVE:** Sharing the love of Christ and helping those in need

### Event Goals:

*Please reflect upon your ministry event's primary goals.*

Who is it for (who are you intending to reach)? \_\_\_\_\_

How does it benefit The Kingdom? \_\_\_\_\_

How does it align with the Church's mission of making disciples? \_\_\_\_\_

Is there a Bible verse that comes to mind in planning this event? \_\_\_\_\_

### Event Budget:

*Please specify your ministry event's financial ramifications.*

What is the estimated cost? \_\_\_\_\_

Is this a budgeted event?  Yes  No

Are there designated funds available?  Yes  No

Is fundraising a by-product of the event?  Yes  No

### Event Marketing:

*Please identify your ministry event's desired marketing tools.*

Facebook  Consumables (postcards, flyers, brochures, etc.)

Website  Newsletter

Bulletin  Email Blast



*A growing church serving a growing community*



# ROSE HILL UMC EVENT REQUEST FORM

**EVENT/CONTACT INFO:**

Today's Date: \_\_\_\_\_

Event name: \_\_\_\_\_  Church Sponsored  Not Church Sponsored

Brief Description of Event: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

**What Ministry Area below best describes the primary focus/purpose of the event?** Worship Ministry  Music Ministry  Adult Education Ministry  Youth Ministry  Children's Ministry Women's Ministry  Men's Ministry  Hospitality/Outreach Ministry  Missions Ministry  Care Team Ministry

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**DAY/DATE/TIME:**Day(s) of the week:  Sunday  Monday  Tuesday  Wednesday  Thursday  Friday  SaturdayHow often?  One Time  Annually  Monthly  Weekly  Other \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

*(Note: You may only book for up to one calendar year at a time. Each calendar year will require a new form to be submitted.)*

Setup Requirements: \_\_\_\_\_

Setup Time Required: \_\_\_\_\_ Tear-Down Time Required: \_\_\_\_\_

LOCATION:  Onsite RHUMC  Offsite RHUMCFaith Center:  Sanctuary  Library  Parlor  Conference Room  Other: \_\_\_\_\_Historical Sanctuary: Fellowship Hall:  Hall  Kitchen  Other: \_\_\_\_\_Youth Bldg. (HUB): Grounds:  Ball Field  Volleyball Court  Basketball Court  Parking LotNURSERY: (Internal events)  Contact Director of Children's Ministry to schedule: [jlmcmullen@rosehillumc.org](mailto:jlmcmullen@rosehillumc.org)**MARKETING/PUBLICITY:** *(Publicity is dependent on the appropriateness of the event and other events that may be scheduled at the same time.)* FaceBook  Website  Bulletin  Newsletter  Email Blast  Consumables (postcards, flyers, brochures, etc.)

Please write the announcement as you would like it to appear. Be as concise as possible. (Editing may be required for space.)

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Office Use Only *(Events must be authorized before space will be reserved. No events will be permitted when church building is closed on major holidays.)*

AUTHORIZATION: Pastor / Office Manager / Council of Ministries Chair: \_\_\_\_\_ Date: \_\_\_\_\_

 Scheduled on Calendar[www.rosehillumc.org/events](http://www.rosehillumc.org/events)