



Welcome!

Q and A

To ask the presenter a question, you will type that in the Q and A box.

CHAT

If you'd like to interact with chat, click the chat box and select **“chat to all panelists and attendees”** from the dropdown menu.

RECORDING

You will receive a recording of this webinar including a scrollable chat box.

TOO MUCH?

If the chat and/or Q and A interactions are too distracting, please feel free to close them now or at any time during the webinar.

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Practical Resources for Churches



PRC is a non-profit ecumenical resource center offering consultants, workshops, webinars, and resources to congregations and individuals.

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Outreach Events

PRACTICAL

RESOURCE FOR

CHURCHES

SESSION 2 OF 2





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Kim's a successful pastor for 20 years.
Eric is a Fortune 500 marketing exec.

Together, we combine the best of the secular corporate world and church practice to deliver the newest skills and trends with a sound theological understanding to create positive change.



How to organize outreach events

Put together a master schedule

- Begin with the event and the schedule for the actual event. Be as detailed.
- Then work forward and backwards
- Begin three months ahead of time for large events. (3 months, 2 months 1 month, 2 weeks, 1 week, day before, day of, after)

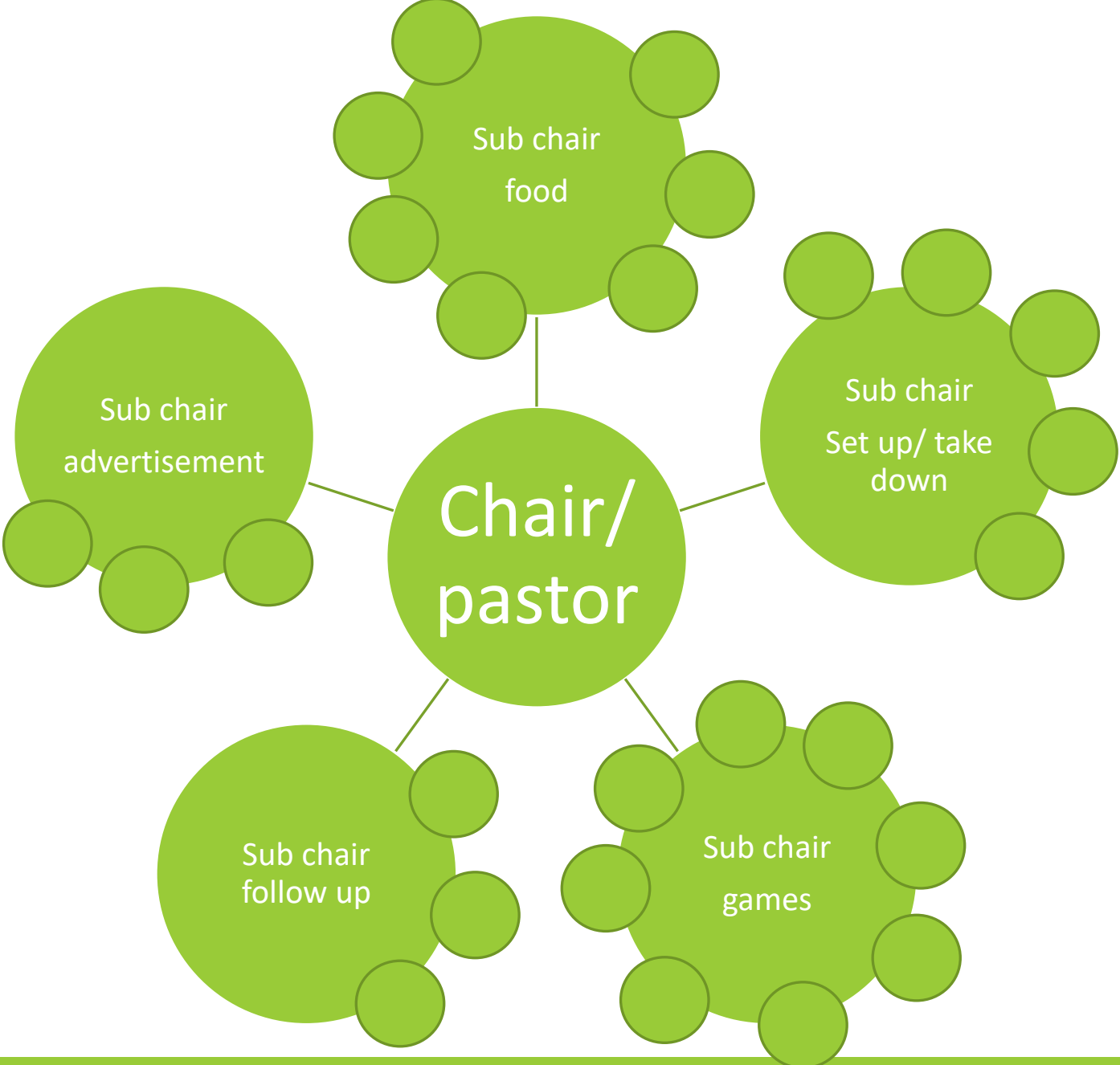
Your schedule can include:

- Meetings
- Purchase Dates -
Try to buy things that are returnable.
Open what you need. Save receipts.
- Volunteer blitz
- Prayer blitzes
- When to advertise
- Follow up with guest





Pastors are not
one man
shows!



A job description should include

- Title
- What is expected of them, be specific
- Time commitment
- If they are expected to attend any meetings outside of the volunteer opportunity.

- If they will be expected to manage or handle a budget.
- If they will be expected to lead others.
- If they will need to do any administrative tasks.
- Who they report to.

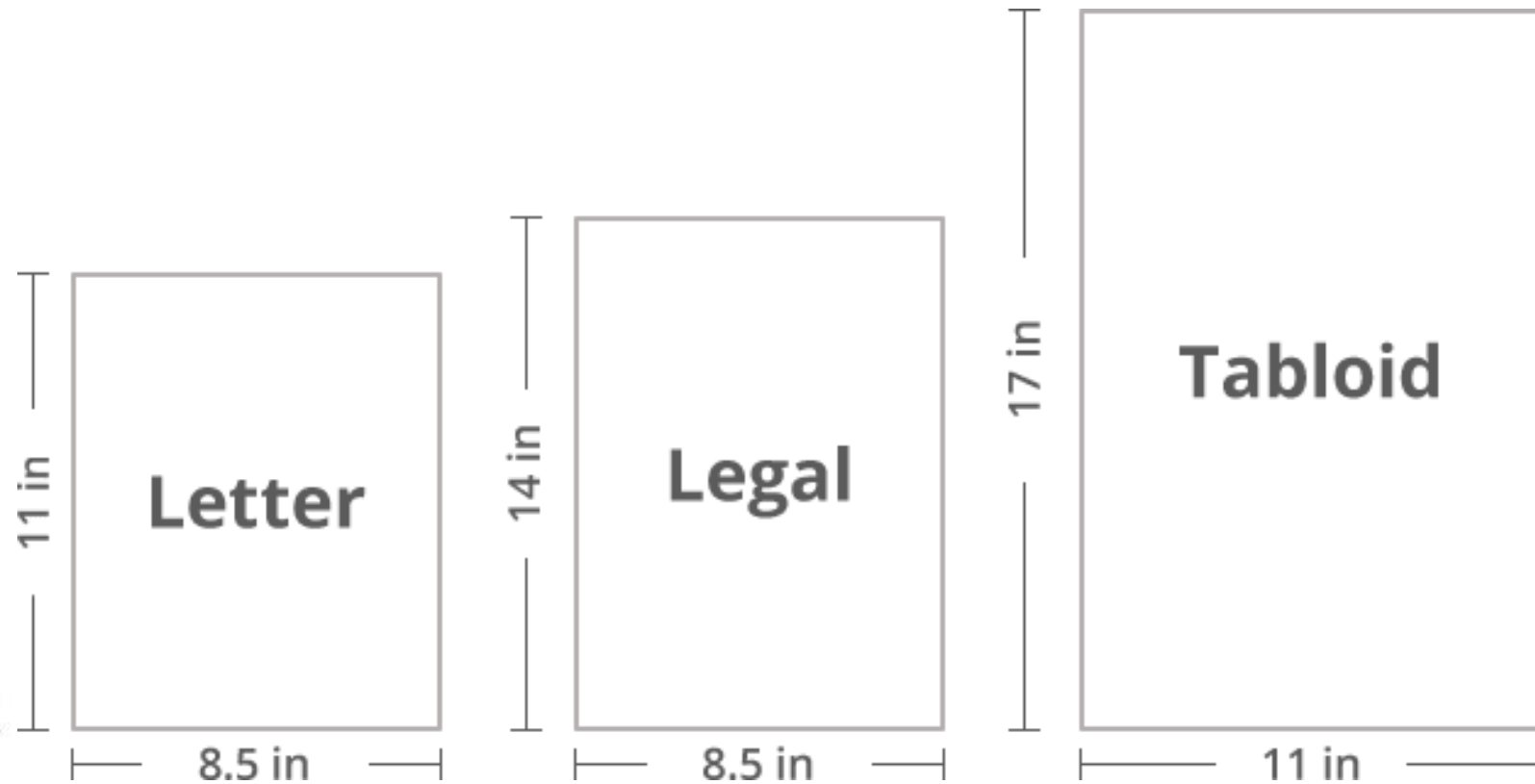


Advertising

- Advertise in color!!!!
- Consider professional services
- Posters out a month ahead of time
- Hand outs 2/3 weeks ahead of time
- Local cable
- Yard signs

Broken Sheep Tip and Trick

We recommend posters be
non-standard size (8 1/2 x 11)
such as 8 1/2 x14 or 11x17



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- Church banner
- Keep the lay out simple.
Use as few words as possible!
- Emphasizes free.
- Social media - a month announcement,
two weeks, one week, three days and
day before.
- Your people must invite!

Broken Sheep Tip and Trick

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You can make your banners and yard signs reusable by keeping the timing of your event the same...

- - First Saturday in June
- - First Sunday in December
- - The Saturday before Easter



Never Fail to ***Follow Up***



Get phone numbers and names

- Door prizes!!!!
- Follow up with texts (free services)
- Advertise upcoming event, services
- Be sure the follow up event is also relevant.

Outreach Ideas

- American Girl Tea
- Touch-a-truck
- Egg hunt
- Princess & Pirate Party
- Rent a venue
- Trunk or treat
- Breakfast with Santa
- Taste of ...

- Tailgates
- School fair
- Free rummage
- Baby sitting
- Father/Daughter dance
- Safety Night
- VBS
- Fifth quarter parties/
video games/
humans vs. zombies
- Free car wash

Let's Chat!



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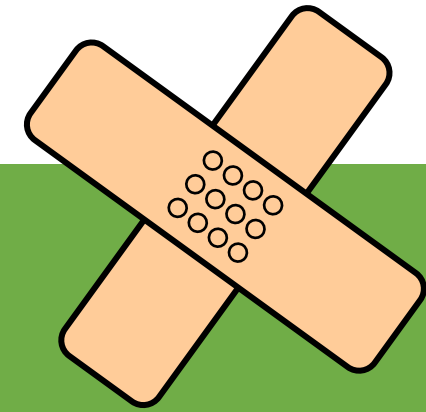
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