

# EVENT PLANNER WORKBOOK:

## Helpful Steps to a Successful Event

**RETHINK  
CHURCH®**



a ministry of  
**United Methodist**  
communications



Open hearts. Open minds. Open doors.

The people of The United Methodist Church®

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## PREFACE: TAKING IT TO THE STREETS.

### So, you want to coordinate an event. What do you do next?

This handbook can be your guide to putting a plan into motion. A good plan will help you reach goals and objectives successfully.

At United Methodist Communications (UMCom), the Rethink Church Event Team's purpose is to assist local churches in creating good outreach experiences outside the walls of their churches. We know local churches have generations of experience in providing ministry to those who are suffering in their communities. Taking ministry to the streets requires engaging community and corporate leaders and community volunteers in a cause related event, led by great coordinators and supportive teams.

In addition to this free handbook, Community Event Media Grants are available on a first-come, first-served basis to United Methodist Church clusters (3 or more churches or church entities). For more information, visit [www.umcom.org/rethinkchurchevents](http://www.umcom.org/rethinkchurchevents) or call (877) 281-6535.

The following pages will provide you with information and template worksheets to guide you through the event planning process, whether you work with a grant process, Imagine No Malaria event or simply want to boost your church's local presence. Each Event Coordinator, as well as each Local Church Organizer, should keep a copy of this workbook to make notes, task lists, etc. depending on their church's participation. Any of the forms or worksheets within this workbook may be copied and distributed as needed.

### Rethink Church Community Event Mission Goals:

- ✚ To create a community event that affects positive change
- ✚ To cluster with other United Methodist churches to have a larger impact
- ✚ To engage and participate with church and community volunteers
- ✚ To generate a higher visibility for our churches and their missions
- ✚ To create an opportunity for witness and invitation to the unchurched
- ✚ To build a reputation that is easily recognized
- ✚ To establish a sustainable community ministry

**Do all the good you can. By all the means you can. In all the ways you can. In all the places you can. At all the times you can. To all the people you can. As long as ever you can.**

- John Wesley

# GETTING STARTED

## TEN STEPS TO GETTING STARTED

1. Contact United Methodist churches (UMC) in your area to find out if they are interested in clustering with your church to plan and execute a Rethink Church event in your community.

**For grant applicants, a minimum of three churches or UM entities are required.**

2. Form a committee of church and community representatives. Discuss the needs of your community and how an event could help meet those needs. Decide what your outreach will be and who will lead.
3. Discuss total cost of the event. Set a budget.
4. Set date/time/place for event. Keep in mind that holding the event outside the church will attract more community participants.
5. Set measurable goals and objectives.

**If you plan to apply for a Rethink Church community grant, begin to write your event proposal. Follow the online grant application process at [www.umcom.org/rethinkchurchevents](http://www.umcom.org/rethinkchurchevents).**



6. Create a timeline for the event. Detail strategies, functions, deadlines, and regular meetings.
7. Discuss the schedule of the event day and volunteer training logistics.
8. Generate a list of needs. Assign tasks and add them to the timeline.

*Consider the following:*

- a. Number of volunteers needed
- b. Marketing/media
- c. Space needs
- d. Transportation and/or parking
- e. Training
- f. Approvals/permits
- g. Building or project materials
- h. Health needs, including port-a-potties, first aid kits, etc.
- i. Food and drinks for the day
- j. Childcare, if any
- k. Insurance rider for the day

12. Discuss celebration details and how to close the event.  
Consider including a time of reflection or to read reflection or celebration.
13. Promote the event! Have each church announce their participation in their Sunday services, Sunday School classes, bulletins and newsletters asking people to sign up as volunteers. Provide a place at each church for people to register on paper.  
If a grant recipient, UMCom may assist in online entry.

**Other pages in this planner will help you with the logistics of planning and executing your event in more depth.**

# Ten Steps to Getting Started



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# NARROWING YOUR SCOPE

## DECIDING ON A PROJECT/EVENT

Once you have assessed the needs of the community, researched the issues, and gathered your core team, it is time to establish the project(s) you would like to focus on for your event. Volunteer projects can vary greatly, so it is important to define your scope. The scope will dictate how large or small your event is, the number of volunteers needed, the intended impact, and the general theme of your event. Do not forget to set quantifiable goals and objectives.

### When selecting an event and projects, ask yourself these questions:

- What is the required time or number of days to complete the project(s)?
- Can the project(s) be scaled up or down as needed depending on volunteer participation?
- Can a broad spectrum of people with varying ages and abilities participate?
- What will be the overall cost for non-media expenses?
- What type of skilled labor is needed?
- Are you duplicating other local events?  
Check community and city calendars. You may want to join something already happening.
- Do I have a contingency plan in case of inclement weather, natural disaster or major security issue?
- Do I have access to a building and its facilities?
- How can this event/project be sustained in the future?

## EVENT IDEAS

Below are just a few event ideas to get you and your core team inspired to start planning an event in your area. We recommend that you assess the needs in your community by interviewing local community leaders: educators, health professionals, police and/or fire department representatives and social services personnel to name a few.

1. **FOOD DRIVE OR SCHOOL BACKPACK PROGRAMS**
2. **SHOES FOR HOMELESS/NEEDY**
3. **HABITAT FOR HUMANITY® PROJECTS**
4. **HOST AN IMAGINE NO MALARIA (INM) FUNDRAISER**
5. **FREE COMMUNITY HEALTH FAIR(S)**
6. **CLOTHING DRIVE**  
(coats for children, free store/yard sale/clothing closet, etc.)
7. **COMMUNITY CLEAN-UP/IMPROVEMENT**
8. **COMMUNITY CENTER PAINTING OR PLAYGROUND BUILD**
9. **SCHOOL IMPROVEMENT PROJECTS**
10. **DAY OF SERVICE AND/OR GOODS TO LOW-INCOME RETIREMENT HOMES, MILITARY FAMILIES AND OTHERS**
11. **CRISIS OR STORM RECOVERY EFFORTS**
12. **MULTI -FOCUSED EVENT IN ONE CITY/COMMUNITY**

[For more INM Ideas,,  
see Appendix C, page 17]

You may find more ideas by going to  
[www.umcom.org/rethinkchurchevents](http://www.umcom.org/rethinkchurchevents)  
and clicking on the Past Community Events tab.

**Now that you have selected your event focus,  
it is time to develop the plans for how you  
will manage and implement the event.**

# SECURE RESOURCES

Below you will find some basic ideas of how you can tap various resources and gain support for your event. UCom can provide examples for Event Coordinators to develop a sponsor packet.

[for an example of an Advertising/ Sponsor Packet, see Appendix N, page 28]

## Businesses

- Can corporate sponsors support the event with a volunteer team or in-kind donations?
- Can they offer event or celebration space?

## Colleges & Universities

- Is there a Wesley Foundation that could partner with you?
- Would fraternities and/or sororities participate?
- Can they offer event or celebration space?

## Neighborhood Associations & Civic Groups

- Could they help with community outreach and recruitment?
- Would they provide in-kind donations or informational materials?
- Would they advertise for you in neighborhood papers or calendars?

## Non-Profit Organizations

- Do they have volunteer teams they could send to your event or assist with community outreach and volunteer recruitment?
- Can they help select additional project opportunities?
- Can they offer event or celebration space?

Use this resource to reach out to contacts as a way to “sell” your event and gain support.

# JOB ROLES

The following job roles are recommended for specific event success, but may be customized to fit your event needs.

For grant applicants, the Event Coordinator role is mandated.

## EVENT COORDINATOR:

Coordinates and manages event overall. Delegates tasks and assigns job roles. Serves as chief spokesperson for the event. Works closely with staff of chosen project/charity/cause to assure the United Methodist Church and participating volunteers are trained; knowledgeable; and helpful during day of service (if applicable). (If a grant applicant, this role serves as liaison with Rethink Church event staff for all aspects of the grant process: the event proposal, the online application, media purchase and placement and content for event microsite.)

## LOCAL CHURCH ORGANIZER:

Main contact person at each participating church; assigns tasks to various church participants. Takes charge of internal messaging and publicity within their church regarding the event; reports updates to Event Coordinator; assigns sub-roles within each participating church to include, but are not limited to (depending on event needs): volunteer recruiters, t-shirt organizer (orders & distribution), church event budgeting and securing of funds, and overseeing any job roles below assigned within your local church.

## ONSITE PROJECT SUPERVISOR:

This person will inform volunteers of project expectations, ensure volunteers sign medical waivers and photo release forms; serves as point person for any question or issues that may arise; adheres to schedule of the day and displays hospitality to all volunteers.

## VOLUNTEER COORDINATOR:

In charge of overall church and community volunteer recruitment, handles online registration, delivers volunteer status reports to Event Coordinator; works closely with Local Church Organizer to help with volunteer efforts at each church. (See Volunteer Strategy on page 10)

## FINANCE MANAGER:

Responsible for event finances, budget, accounts receivable, accounts payable and financial transactions; maintains event ledgers. Publishes post event report. Also ensures letters of gift/donations acknowledgement letters sent to all donors/businesses for tax deduction purposes.

## DONATIONS/SPONSORS:

Responsible to coordinate all in-kind donation solicitations to ensure same businesses/donors are not asked more than once for a donation. Coordinates and manages the donor/sponsorship solicitation process; responsible for safe and secure storage facilities for all donated items. For perishable items, like food, adequate refrigeration/freezer capacity issues should be addressed in coordination with Food Coordinator. Responsible for the prompt delivery of any donated items to event site on day of event in coordination with Logistics Coordinator, Food Coordinator, and Materials/Tools/Equipment Manager.

## FACILITIES/VENUE:

Reserves and secures space for the event and celebration; provides diagram of event space to Event Coordinator and each Local Church Organizer; responsible for area clean-up of event and Celebration site.

## TRANSPORTATION/PARKING/SECURITY:

This job role serves as the main person in charge of transporting volunteers to and from the event site (if applicable) as well as parking; coordinates with police/sheriff/fire/EMS on public safety issues, traffic control, and emergency plans. Works in accord with Marketing Coordinator to assure street and parking signage is clear and posted.

## LOGISTICS:

Responsible to ensure sufficient water, restroom facilities, portable toilets (if needed), and electrical utilities are available at event site; coordinates with Finance Coordinator in negotiating contracts, purchase orders and budgets. Makes certain that all audio-visual equipment is in good working order; all microphones/bullhorns are in adequate numbers and in good working order. Guarantees sufficient number and length of safe electrical extension cords are available and coordinates post-event cleanup and waste disposal.

## FOOD:

Responsible for food for workers on the day of event and the celebration in coordination with Donations Committee Coordinator, Logistics Coordinator and Finance Coordinator. Ensures adequate supplies are acquired; works with Celebration Coordinator on menu; manages the preparation, serving and post-event disposal of food and waste.

## MARKETING/PUBLICITY/PR:

Liaison to public media sources such as local TV stations, radio personalities, newspapers, etc. for publicity of event; calls stations and newspapers to request local reporting on the day of the event; partners with local church organizers for internal communications within churches. Ensures appropriate expression of gratitude made during closing celebration for all volunteers, local donating companies, businesses, public safety officials, and donors.

[For more ADVERTISING info, see Appendix N, page 28]

**If a grant recipient, this role works with Rethink Church event staff on overall promotion and advertising.**

## DAYCARE:

Handles all aspects of daycare during the event; maintains medical forms and photo releases for every child accessing the daycare during the event. At least one daycare worker must be certified in Child First Aid. IMPORTANT: Please check the Childcare Worker laws in your state. Must be Safe Sanctuary certified if held in a UMC.

[For more DAYCARE info, see Appendix M, page 27]

## MATERIALS/TOOLS/EQUIPMENT:

Handles all donations, purchasing, rental of materials, tools and/or equipment needed on the day of the event (i.e. gloves, shovels, etc). Ensures materials/tools /equipment delivered on time on day of event. Responsible for the prompt return of any rented/ borrowed materials/tools/equipment after the event. Transports equipment to the site and is responsible for gathering and returning any rented equipment at the end of the day.

## SOCIAL MEDIA:

Sets up Facebook page for your event, Twitter, Flickr and any other relevant social media accounts to promote the event. Maintains updating of site content and reporting on all social media hits, comments, etc.

[For more SOCIAL MEDIA info, see Appendix O, page 29]

## FIRST AID:

Handles all aspects of safety for the event. Makes sure each work site has a first aid kit and preferably, someone trained in First Aid/CPR. There needs to be at least two people trained in First Aid/CPR at the event at all times.

## CLOSING CELEBRATION:

Responsible for coordinating all aspects of the closing time of reflection or celebration. Ensures all participating churches have table/booth space, hires entertainers and coordinates music, audio-visual equipment, and keynote speakers. Secures Master of Ceremonies (may be coordinated through Marketing/Publicity person). Provides a diagram of venue for Event Coordinator and each Local Church Organizer.

## VOLUNTEER STRATEGY

### RECRUITMENT MESSAGE

The recruitment message should invite and encourage people to become involved as a volunteer with a UMC. It should also be clear and concise so that it communicates the ease with which a person can become involved. The volunteer ought to be able to feel some ownership and responsibility for the project.

#### Each message should identify:

- Event needs and volunteer opportunities
- Identification of local church sponsors
- The benefits to the volunteer and the local community
- Specific details, such as event date and a description of project(s)
- Communication contacts
- Online registration access
- Encouragement to invite/bring others and to share event through social media

### VOLUNTEER OUTREACH

There are many techniques available for recruiting volunteers. You and your core team must work together to decide which recruitment technique will best reach the potential volunteer for the Rethink Church experience and for your specific volunteer positions.

#### Suggested recruitment techniques:

- Congregational recruitment through bulletin inserts, announcements and sermons
- Announcements to young adult, college or community church groups
- Articles in local newspapers and newsletters to other organizations
- Church signage
- Email blast invitations
- Word of mouth - encourage families to volunteer together and reach out to friends, co-workers, relatives, and neighbors
- Referrals/outreach from the Local Church Organizer and Volunteer Coordinator
- Conference, church and community calendars.
- Utilize church web site and social media outlets

### RECOMMENDED VOLUNTEER CRITERIA & GUIDELINES

**Schedule:** Provide a planned schedule or logistics of the day to volunteers.

#### Overall Volunteer Guidelines:

- All volunteers must be 18 years or older unless accompanied by a parent for the duration of the event.
- All volunteers must sign a medical waiver and have the option of signing a photo release.
- Communicate with volunteers the appropriate apparel per project. If event t-shirts are provided to church volunteers, they should be offered to community volunteers as well.

#### Church Volunteer:

- All church volunteers should be oriented with the event's objectives and provided with talking points to communicate to the public during orientation.
- Church volunteers must offer the best assistance, promote their church, secure the safety of themselves and those around them, improve communication with the community and maximize opportunities for outreach and witness throughout the event day.
- All church volunteers should be alert to any issues of safety and security and report such activity to Project Coordinator or security personnel.

### TRAINING

Training is essential to event success. The United Methodist Communications Training Department (1.877. 281.6535) can help you with your training needs.

#### Plan separate trainings for:

- **CORE TEAM:** Contact UCom Training Department for available resources.
- **CHURCH VOLUNTEERS:** Visit [umcom.org/rethinkchurchevents](http://umcom.org/rethinkchurchevents) for resources, including the downloadable "Prepare to Engage" training.
- **CHURCH AND COMMUNITY VOLUNTEERS:** Plan a sending forth/orientation for volunteers on the day of event, including message of welcome and any needed instructions.

## SUGGESTED TIMELINE PLANNING

### SIX MONTHS PRIOR TO EVENT:

- \_\_\_ Connect with other churches/UM groups to assess interest/establish partnerships.
- \_\_\_ Establish contact person at each participating church/UM groups.
- \_\_\_ Meet to decide type of event & community needs/assessment.
- \_\_\_ Check community calendars to see if there are conflicting events scheduled.
- \_\_\_ Set date, time and place of event.
- \_\_\_ Start to plan event day needs (food, drinks, tools, transportation/parking, etc.).
- \_\_\_ Consider what other community partners should be contacted: non-profits, government agencies, and local businesses.
- \_\_\_ Discuss budget needs for event.
- \_\_\_ Check with city council for any permit needs.

**If applying for a Rethink Church Community Event Grant, begin writing proposal for pre-approval.**

[For more GRANT info, see Appendix A, page 15]

**Notes:**

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### THREE MONTHS PRIOR TO EVENT:

- \_\_\_ Present sponsor packet to recruit potential sponsors for sponsorships/donations.
- \_\_\_ Set up timeline for communication plan within local churches (announcements, bulletin inserts, etc.).
- \_\_\_ Secure event site(s).
- \_\_\_ Meet with participating Core Team to delegate work.

**If applying for a Rethink Church Community Event Grant:**

- \_\_\_ Submit proposal to Rethink Church Events Team for review.
- \_\_\_ Upon approval of proposal, complete online application found at [www.umcom.org/rethinkchurchevents](http://www.umcom.org/rethinkchurchevents).
- \_\_\_ Purchase URL to establish event website.
- \_\_\_ Gather project information to set up website with Rethink Church Community Events Team (form provided by UMCOM).
- \_\_\_ Discuss branding and media purchasing with Rethink Church Community Events Team.

**Notes:**

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## ONE MONTH PRIOR TO EVENT:

*(All of the items below can be applied to any event – grant or not.)*

- \_\_\_ Media should be bought and scheduled.
- \_\_\_ All additional promotional materials should be ordered/designed/printed.
- \_\_\_ Check event-related online presences (i.e. social media accounts, web pages, etc.) on a weekly basis for updates, issues, changes, or additions.
- \_\_\_ Order t-shirts for all volunteers, including extras for walk-in volunteers.
- \_\_\_ Order food for the day: breakfast, lunch, final celebration.
- \_\_\_ If collecting paper registrations, gather lists of volunteers from participating churches.
- \_\_\_ Finalize needs for sending forth/orientation prior to event start (i.e., speaker, handouts, food/drinks, etc.).
- \_\_\_ Finalize all needs for any closing celebration/reflection times (i.e., space, food, bands, speaker, etc.).
- \_\_\_ Make checklist of all tools/supplies/equipment needed for event. Secure purchase/donations.
- \_\_\_ Begin to collect non-perishable donations (i.e., napkins, plates, food drive items if applicable, etc.).
- \_\_\_ Meet with Core Team to discuss any additional plans, needs or issues.
- \_\_\_ Finalize security, transportation and parking plans for event day.
- \_\_\_ Every week, participating churches should remind members to volunteer and invite community members join the event.

### Notes:

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## ONE WEEK PRIOR TO EVENT:

- \_\_\_ Check daily list of volunteers registered to attend the event for needs/assignments.
- \_\_\_ Check event-related online presences (i.e. social media accounts, web pages, etc.) on a daily basis for updates, issues, changes, or additions.
- \_\_\_ Conduct final meeting with Core Team to finalize plans/needs/assignments.
- \_\_\_ Send out reminder email to all volunteers detailing the date, time, and place of event.
- \_\_\_ Begin to gather perishable donations to hold for event day.
- \_\_\_ Contact local TV stations and newspapers for possible live media coverage of event.
- \_\_\_ Finalize/confirm speakers or entertainers involved in the event or celebration.
- \_\_\_ Double-check your needs lists to make sure nothing has been missed.

### Notes to self:

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## DAY BEFORE EVENT:

- Make sure camera/videographer is set with supplies for the event.
- Perform last check call to speakers or entertainers involved in the event or celebration.
- Make sure site coordinators have sign in sheets, paper registration forms (for walk up volunteers), medical and photo release forms and first aid kit.
- Send last email reminder using final list of volunteers registered.
- Double-check all needs lists to make sure nothing has been missed.

### Notes to self:

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## EVENT DAY

**Below are a few helpful last minute checks to help your event run smoothly on the day.**

- Verify that all materials and tasks are ready prior to volunteers arriving.
- Make sure check-in/registration table(s) are clearly marked, and registration helpers are in place at least 30 minutes prior to the beginning of the event.
- Confirm that every volunteer has signed both a medical and a photo release form. As a minimum, post signs that photos will be taken during this event.
- Make sure t-shirts are arranged in stacks according to size.
- Nametags are always a good way to make everyone feel welcome! If you have them, use first names only (especially for youth and kids) and make sure you have enough for everyone.
- If providing snacks, make sure table is ready and stays clean.
- If providing transportation to the site, ready buses/vans for transport.
- Check any last minute needs for the sending forth/orientation.(sound, chairs, food, etc.).
- Have back-up projects for walk up volunteers if all other projects are full.
- Make sure safety issues are monitored.
- Check with each site coordinator and ask if they need any additional items or volunteers.
- Make sure photographer is getting pictures of volunteers in action as well as posed group photos.
- Be prepared to speak with any media outlet that may cover your event.
- Touch base with clean-up crew to make sure they have all supplies needed.
- Set up for closing celebration during service work hours. This will help make the transition from work to fun much smoother. (See Appendix checklists.)
- Make sure food for celebration is ready before volunteers arrive.
- Have music and speakers in place 15-20 minutes before start of closing celebration time.
- Make sure to thank all volunteers, speakers, musicians, and sponsors and inform them of future volunteer opportunities. Always extend an invitation to visit a local UMC.
- Begin making notes of quotes, stories of the day, etc. for your evaluation report – these are quickly forgotten after the event day.

### Notes to self:

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## Time For Celebration!

**Don't skip this step!** Build in time when planning (usually at the end of the day) to celebrate successes, reflect on good experiences and build new relationships. If goals were reached or marked progress occurred, acknowledge this as a meaningful achievement. Congregations should be encouraged to invite community partners to participate in church activities. A service of celebration or reflection should include all who participated in the community event and provide an effort to build relationships.

Even though the closing celebration marks the end of the community event, it also provides an opportunity to springboard into the next project or engage others in ongoing church ministries.

## CELEBRATION CHECKLIST:

- **Location:** Choose a central location for the community (outside the walls of the church)
- **Hospitality:** Food and drink
- **Entertainment:** An emcee or master of ceremonies; music (live or recorded; secular and sacred); games for kids, prizes, etc.
- **Guests:** Include church and community leaders (if possible, use partner logos/information in celebration materials so that all efforts are acknowledged)
- **Logistics:** Sound system; tables for each participating church to display information about their ministries and provide specific information on follow-up events

## POINTS FOR CONSIDERATION:

- How will you express thanks to God in this portion of the event? Think about your partners and those outside of a faith community. Is there a way you can express thanks that will feel inclusive to all present?
- Who will speak at this event? Perhaps volunteers who have already expressed a particular touching moment, or challenge that could be followed up with advocacy. Have your eyes and ears open through the day for testimonies. Consider inviting a city official.
- The celebration event offers a time for compassion ministry. A prayer station in one location or each church display may offer a place for a deeper relationship with God and community.
- Remember to capture contact information of participants. Email addresses offer a chance to start a two-way dialog between congregations and potential visitors. Be sure to have a sufficient number of people (lay and clergy) to follow up.
- If possible, end the event with thoughts on what's next.

## EVENT FOLLOW-UP CHECKLIST

Evaluating your efforts is equally as important as the Event day itself.

- Arrange meeting with your site coordinators/core members to get feedback on the following:
  - *Did we meet our goals?*
  - *How many people did we serve?*
  - *What overall impact did we have in our community?*
  - *How many church/community volunteers participated?*
  - *How did the event affect our church(es)?*
- Make a list of things you would do differently, accomplishments, or things that you would add to the next event.
- Gather event stories and photos.
- Thank your volunteers. Save your registration list to use as a follow up with volunteers and to extend an invitation to visit your church or your next ministry event.
- Send your sponsors a thank you note.
- Calendar your next outreach event.
- **If you are a grant recipient, complete the evaluation of the grant process.**

[For more EVALUATION info, see Appendix L, page 26]

# RETHINK CHURCH EVENT PROPOSAL TEMPLATE

Please use this template to write your proposal. Your proposal must be detailed enough to clearly explain the event(s) planned in meeting your cluster/organization goals and objectives. All questions must be answered and requested material must be submitted by the deadline (no less than three months prior to the event date) to be considered for a Rethink Church Event grant. Complete this form and email to [RethinkChurchEvents@umcom.org](mailto:RethinkChurchEvents@umcom.org) for pre-approval before beginning the online application process.

If you have any questions, please call us toll free (877) 281-6535 or email, [RethinkChurchEvents@umcom.org](mailto:RethinkChurchEvents@umcom.org).

NAME OF EVENT	DATE OF EVENT	
CLUSTER LEAD CHURCH AND/OR ORGANIZATION NAME		
CITY/STATE	ANNUAL CONFERENCE	
CONTACT NAME	EMAIL	PHONE

- 1. OUR PARTNERS** *(at least 3 United Methodist Churches or church entities constitute a cluster - needed to qualify)*
  - List churches partnering with you
- 2. YOUR RETHINK CHURCH EVENT VISION**
  - Describe your one-day outreach Event Plan for impacting your community. Include:
    - An action plan (sample provided upon request)
    - The community need(s) you plan to address
    - List of project(s) and their focus (i.e., Home Repairs – Storm Recovery, Community Garden & Food Drive – Hunger Relief)
    - Is this based on an existing ministry or annual event?
    - What is your anticipated budget for non-media expenses?
    - Provide community demographics and population of target community.  
*(This can also be obtained through your Annual Conference office, or UMCCom can provide upon request.)*
- 3. GOALS WITH MEASURES**
  - Please list your goals and objectives. Goals must be measurable and quantifiable.
  - What is your goal for number of church volunteers and community volunteers?  
(at least 200 recommended)
  - List anticipated community, corporate and non-profit sponsors
  - Potential number of people served (per project)
- 4. EVENT DAY TRAINING**
  - Describe your pre-event training plans: Core Team and Volunteer Training (i.e., Welcoming 101, etc).
- 5. PROMOTIONAL PLANS**
  - Describe how you will promote your event(s) within your churches and the community.
  - Provide planned timeline(s).
- 6. EVENT CELEBRATION/REFLECTION**
  - Describe your Event Celebration plans, (i.e. time of reflection on what has been accomplished, venue selection, music, entertainment, refreshments, keynote speakers including church and community leaders,.)
- 7. EVALUATION**
  - What measures are in place to help you track/evaluate your success?
  - How will you follow up in the community?
  - How will you sustain this ministry?
- 8. ADDITIONAL COMMENTS**
  - What other information would you like to share?

For help, changes or questions any time with your application, call us toll-free at (877) 281-6535 or email [RethinkChurchEvents@umcom.org](mailto:RethinkChurchEvents@umcom.org).

# CHURCH/DISTRICT PARTNERS CONTACT LIST

CHURCH/DISTRICT	LOCATION	SIZE	CONTACT PERSON/D.S.	CONTACT NUMBER/EMAIL

# MEDIA CONTACTS

(Remember: The Impact Community office can get free media quotes and services for your event!)

MEDIA TYPE	COMPANY NAME	CONTACT NAME	CONTACT PHONE	CONTACT EMAIL
TV				
RADIO				
CINEMA				
BILLBOARDS				
NEWSPAPER				
DIRECT MAIL				

# CORPORATE SPONSOR CONTACTS

COMPANY NAME	CONTACT NAME	CONTACT PHONE	CONTACT EMAIL
(ex: Lowes)	John Smith, Mgr	123-456-7890	jsmith@lowes.com

# IMAGINE NO MALARIA EVENTS

Events whose primary purpose is fundraising are not eligible for grants. However, when combined with a community outreach event, grant applications will be considered. Events team will take all factors into consideration when making grant determinations.



- **Benefit concert**
- **Camp Out to Stamp Out Malaria**
- **Car wash**
- **5k Race**
- **Pancake Breakfast**  
(Iowa had very successful statewide pancake breakfast)
- **LemonAID Stand**
- **“Killer in the Dark” or “Mary and Martha” movie screening/house party**
- **Malaria Awareness Sporting Event**  
Partner with a local pest control company to co-sponsor a city-wide sporting event(s), i.e., Basketball Throw, or 5K Run. Use fly swatters as trophies.
- **Mosquito Ball**  
You can go as far as asking participants to wear mosquito costumes, or at least antennae (also a great party favor!) A costume contest could be a big hit!
- **Plant Sale**  
Offers natural mosquito repellent solutions. Work with local plant suppliers to provide Citronella, Horsemint/Bee Balm, Marigolds, Ageratum and Catnip plants—all natural options to keep from getting bugged.
- **Shoot for No Malaria**  
Basketball tournament, shoot out, etc.
- **Skeeter Shoot Competition**
- **Skeeter Smash**  
Decorate old car like mosquito & collect donations for chance to smash car with a sledgehammer
- **Spaghetti Dinner**
- **Sponsor a “mosquito dance contest”**  
The audience can “vote” with their donations. Be sure to post the contest entrants and their dances on YouTube. Especially good for younger audiences.

For more information, visit [www.ImagineNoMalaria.org](http://www.ImagineNoMalaria.org)

## ITEMS NEEDED FOR EVENT:

**Use this page to plan for sponsor asks and possible in-kind donations.**

[illegible]

# Event Checklist

## APPENDIX D



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# Task Delegation List

[illegible]

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# Event Budgeting

## APPENDIX F



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# BUDGETING TOOLS

We strongly recommend that some form of budgeting tool be used to track expenses and/or donations for your event. Below is a free template in Office 2007 if you have that program on your computer. If you do not have Office 2007, another budgeting tool may be used or even an Excel spreadsheet.

(BUDGET SAMPLE)

[Date]

## Event Name

### Event Budget for *Event Name*: EXPENSES

Site	Estimated	Actual
Room and hall fees	\$500.00	\$300.00
Site staff		
Equipment		
Tables and chairs		
<b>Total</b>	<b>\$500.00</b>	<b>\$300.00</b>

Decorations	Estimated	Actual
Flowers	\$200.00	\$500.00
Candles		
Lighting		
Balloons		
Paper supplies		
<b>Total</b>	<b>\$200.00</b>	<b>\$500.00</b>

Publicity	Estimated	Actual
Graphics work	\$500.00	\$800.00
Photocopying/Printing		
Postage		
<b>Total</b>	<b>\$500.00</b>	<b>\$800.00</b>

Miscellaneous	Estimated	Actual
Telephone	\$500.00	\$600.00
Transportation		
Stationery supplies		
Fax services		
<b>Total</b>	<b>\$500.00</b>	<b>\$600.00</b>

Refreshments	Estimated	Actual
Food	\$600.00	\$800.00
Drinks		
Linens		
Staff and gratuities		
<b>Total</b>	<b>\$600.00</b>	<b>\$800.00</b>

Program	Estimated	Actual
Performers	\$300.00	\$500.00
Speakers		
Travel		
Hotel		
Other		
<b>Total</b>	<b>\$300.00</b>	<b>\$500.00</b>

Prizes	Estimated	Actual
Ribbons/Plaques/Trophies	\$200.00	\$300.00
Gifts		
<b>Total</b>	<b>\$200.00</b>	<b>\$300.00</b>

Total Expenses	Estimated	Actual
	<b>\$2,800.00</b>	<b>\$3,800.00</b>

#### Actual Cost Breakdown

Category	Percentage
Site	8%
Decorations	21%
Publicity	13%
Miscellaneous	8%
Refreshments	21%
Prizes	16%

#### Estimated vs. Actual

Category	Estimated	Actual
Site	\$500.00	\$300.00
Decorations	\$200.00	\$500.00
Publicity	\$500.00	\$800.00
Miscellaneous	\$500.00	\$600.00
Refreshments	\$600.00	\$800.00
Program	\$300.00	\$500.00
Prizes	\$200.00	\$300.00

Made in Office 2007 for office2007.com

# VOLUNTEER QUESTIONNAIRE

NAME \_\_\_\_\_ DATE \_\_\_\_\_

HOME PHONE # \_\_\_\_\_ CELL PHONE # \_\_\_\_\_ EMAIL \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

AGE *(must be 18 yrs or older to volunteer without parental supervision)* \_\_\_\_\_

CHURCH I ATTEND (IF ANY) \_\_\_\_\_

PREFERRED METHOD OF COMMUNICATION: ☐ PHONE ☐ EMAIL

☐ **YES! I would like a FREE event t-shirt to wear for the day.**

SHIRT SIZE: ☐ S ☐ M ☐ L ☐ XL ☐ 2XL ☐ 3XL ☐ 4XL

## HAVE YOU VOLUNTEERED BEFORE?

If yes, please provide a brief description of your experience.

\_\_\_\_\_  
\_\_\_\_\_

## DO YOU HAVE ANY SPECIAL NEEDS OR SKILLS THAT WE NEED TO KNOW ABOUT?

If yes, Please explain.

\_\_\_\_\_  
\_\_\_\_\_

## I AM BRINGING WITH ME (INSERT NUMBER):

- \_\_\_\_\_ ADULTS (18+)
- \_\_\_\_\_ YOUTH (AGE 12-17)
- \_\_\_\_\_ CHILDREN (AGE 11 AND UNDER)

SIGNATURE OF VOLUNTEER \_\_\_\_\_ DATE \_\_\_\_\_

## FOR VOLUNTEERS UNDER THE AGE OF 18:

*I certify that I am a parent/legal guardian of the above registering minor and will shadow them throughout the event day. I will take full responsibility of his/her actions, work, and safety and will hold harmless all parties associated with this event.*

SIGNATURE OF PARENT/LEGAL GUARDIAN \_\_\_\_\_ DATE \_\_\_\_\_

# Volunteer Questionnaire

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# EMERGENCY MEDICAL AUTHORIZATION FORM / ADULT

Please fill out the form below in black or blue ink and return it to the church program coordinator.  
Please print.

LAST NAME	FIRST NAME	DATE OF BIRTH	AGE
MAILING ADDRESS		CITY	STATE
		ZIP	
EMERGENCY CONTACT		PHONE #	
PARENT/LEGAL GUARDIAN	HOME PHONE #	CELL PHONE #	WORK PHONE #
HEALTH INSURANCE		POLICY #	
<input type="checkbox"/> MALE <input type="checkbox"/> FEMALE			

DO YOU HAVE ANY ALLERGIES OR SPECIAL MEDICAL PROBLEMS? IF YES, PLEASE DESCRIBE:

## RELEASE, WAIVER OF LIABILITY AND ASSUMPTION OF RISK.

Participant desires to participate in the United Methodist Church program including field trips and other activities related thereto (the "Activities"). Participant and his or her parent or legal guardian recognize that the Activities could be hazardous and understand the risks and dangers associated with participation in the Activities, including, but not limited to, bodily injury, disability, paralysis and death. The undersigned accept and assume such risks and responsibilities however caused or alleged to be caused by any party with the exception of those risks caused by fraud, willful misconduct or violation of law. Each of the undersigned hereby waives, releases, and discharges the United Methodist Church, its agents and any related parties from any and all claims for damages for wrongful death, personal injury, or property damage occurring to Participant caused by negligence, strict liability or otherwise (except for such injury, wrongful death or property damage caused by fraud, willful misconduct or violation of law) which the undersigned may have or which may hereafter accrue to the undersigned as a result of participation in Activities. This Release is intended to be binding on each of the undersigned's heirs, beneficiaries, personal representatives, next of kin, spouse and assigns. We have read the above waiver, have been fully and completely advised of the potential danger incidental to engaging in the Activities, are fully aware of the legal consequences of signing the within waiver and have signed it voluntarily. The undersigned parent/legal guardian intends by this Release to waive all claims against the United Methodist Church, both as himself/herself and as for Participant.

## MEDICAL RELEASE & WAIVER FORM

I hereby authorize the United Methodist Church and its representatives to take whatever actions may be necessary to obtain emergency medical care if warranted. These actions may include but not limited to the following;  
1. Attempt to contact a parent or guardian; 2. Attempt to contact a parent through any of the persons listed on the emergency card; 3. Call 911 for assistance and have the person transported by ambulance to hospital if recommended by emergency personnel.

SIGNATURE OF PARTICIPANT OR PARENT/LEGAL GUARDIAN

DATE

Medical Form / Adult

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# EMERGENCY MEDICAL AUTHORIZATION FORM / CHILD

Please fill out the form below in black or blue ink and return it to the church program coordinator.  
Please print.

LAST NAME	FIRST NAME	DATE OF BIRTH	AGE
MAILING ADDRESS		CITY	STATE ZIP
EMERGENCY CONTACT		PHONE #	
PARENT/LEGAL GUARDIAN	HOME PHONE #	CELL PHONE #	WORK PHONE #
HEALTH INSURANCE		POLICY #	
<input type="checkbox"/> MALE <input type="checkbox"/> FEMALE			

DO YOU HAVE ANY ALLERGIES OR SPECIAL MEDICAL PROBLEMS? IF YES, PLEASE DESCRIBE:

## RELEASE, WAIVER OF LIABILITY AND ASSUMPTION OF RISK.

Participant desires to participate in the United Methodist Church program including field trips and other activities related thereto (the "Activities"). Participant and his or her parent or legal guardian recognize that the Activities could be hazardous and understand the risks and dangers associated with participation in the Activities, including, but not limited to, bodily injury, disability, paralysis and death. The undersigned accept and assume such risks and responsibilities however caused or alleged to be caused by any party with the exception of those risks caused by fraud, willful misconduct or violation of law. Each of the undersigned hereby waives, releases, and discharges the United Methodist Church, its agents and any related parties from any and all claims for damages for wrongful death, personal injury, or property damage occurring to Participant caused by negligence, strict liability or otherwise (except for such injury, wrongful death or property damage caused by fraud, willful misconduct or violation of law) which the undersigned may have or which may hereafter accrue to the undersigned as a result of participation in Activities. This Release is intended to be binding on each of the undersigned's heirs, beneficiaries, personal representatives, next of kin, spouse and assigns. We have read the above waiver, have been fully and completely advised of the potential danger incidental to engaging in the Activities, are fully aware of the legal consequences of signing the within waiver and have signed it voluntarily. The undersigned parent/legal guardian intends by this Release to waive all claims against the United Methodist Church, both as himself/herself and as for Participant.

## MEDICAL RELEASE & WAIVER FORM

I hereby authorize the United Methodist Church and its representatives to take whatever actions may be necessary to obtain emergency medical care if warranted. These actions may include but not limited to the following;  
1. Attempt to contact a parent or guardian; 2. Attempt to contact a parent through any of the persons listed on the emergency card; 3. Call 911 for assistance and have the person transported by ambulance to hospital if recommended by emergency personnel.

SIGNATURE OF PARTICIPANT OR PARENT/LEGAL GUARDIAN

DATE

# PHOTO RELEASE

This form must be completed for all volunteers and children in daycare during the event.

I hereby grant all rights to \_\_\_\_\_  
United Methodist Church ("Church") and United Methodist Communications (UMCom) to use my photograph and/or other reproduction of me or my physical likeness for United Methodist publication purposes, whether electronic, print, video, digital or electronic publishing via the Internet. I further agree that any uses described may be made without additional compensation or consideration.

**I understand that, in compliance with Federal COPPA regulations, my identity will not be revealed or acknowledged through any descriptive text or credits.** I acknowledge Church and/or UMCom's right to crop or treat my photograph(s) at its discretion. I also acknowledge that Church and/or UMCom may choose not to use my photo at this time, but may do so at its own discretion at a later date. I waive any right that I may have to inspect or approve the copy and/or finished product or products that may be used. I understand that in signing this release, I agree to all these terms and that I cannot participate without this release.

PRINT NAME

AGE

SIGNATURE OF PARTICIPANT

DATE

## FOR ANYONE UNDER 18 YEARS OF AGE:

I certify that I am a custodial parent and have the aforementioned rights to assign.

SIGNATURE OF PARENT/LEGAL GUARDIAN OF PARTICIPANT

DATE

# Photo Release Form

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## EVENT EVALUATION

**This form is for grant recipients but can be used to self-evaluate any event.**

Please provide detailed (quantifiable) answers to all questions below in a Word document.

Email completed report to [RethinkChurchEvents@umcom.org](mailto:RethinkChurchEvents@umcom.org) within 2 weeks of the event.

CLUSTER/DISTRICT/CONFERENCE

DATE OF EVENT

TITLE OF EVENT

1. Describe the day of your event.
2. Tell us about your Celebration/Time of Reflection.
3. Number of church volunteers?
4. Number of community volunteers?
5. How did you realize your goals and objectives? Please explain.
6. How did this event impact your community?
7. How many people affected/served per project and total? (i.e., serving a school would impact the entire population of that school)
8. How did this event impact your congregation(s)?
9. What are your follow-up plans for extending this ministry into the future?
10. What is your follow-up plan with community volunteers?
11. Please provide stories and quotes from the day that relate to the impact made in your community.
12. What did you learn from this event that you will or will not use for other future event?

**NOTE:**

Make sure to take pictures of volunteers in action and attach them to the email (or save in a Dropbox and send us an invite) as pictorial proof of the success of your event. (high res jpeg photos preferred)

**We hope that this was a positive experience for you and your community and that you plan to continue the work now begun as you reach out and Rethink Church!**

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# SAFE SANCTUARIES®

Safe Sanctuaries is an overt expression in making congregations safe places where children, youth and elders may experience the abiding love of God and fellowship within the community of faith.

## How to Begin Developing and Updating a Safe Sanctuaries® Policy

*The process of developing a Safe Sanctuaries® Policy in your congregation is not complicated.*

*These 10 steps will guide you in reducing the risk of abuse and protecting children and youth in your congregation.*

### Step 1

Find out if your congregation has a Safe Sanctuaries® Policy in place, when it was last updated, and when leaders, teachers, and staff last attended training. If a policy does not exist, make every effort to implement the following steps as swiftly as possible.

### Step 2

Talk with the senior pastor, church leaders, teachers, parents, guardians, grandparents, and others who are concerned about the importance of keeping children and youth safe. As a group, discuss the existing policy or the process for creating a Safe Sanctuaries® Policy. Meet as a group with the Church Council. Resources in Steps 3-6 will be helpful in this process.

### Step 3

Contact your **Annual Conference Safe Sanctuaries® Coordinator** or the **General Board of Discipleship (GBOD)** to obtain a copy of the policy and training adopted by your Annual Conference. If you are unsure of your church's Annual Conference, use the UMC Annual Conference Finder or ask your senior pastor.

### Step 4

Use the **GBOD SELF-EVALUATION TOOL** to assess your congregation's policy needs for the prevention of abuse in your congregation's ministry with children and youth. This tool helps identify the areas that require attention.

### Step 5

Gather current resources necessary for planning and maintaining policies that protect children, youth, and the adults who serve them. Keep these in a place for church leaders and teachers to easily reference.

### Step 6

Recommend that your pastoral staff read **Safe Sanctuaries® for Ministers: Reducing the Risk of Abuse in the Church** by Joy T. Melton to gain a better understanding of the ministerial role in keeping children and youth safe in church and at church activities. This resource is written specifically for those serving as pastors in local church settings.

### Step 7

Write or update a Safe Sanctuaries® Policy for your congregation, being sure to address the unique risks in your congregational setting. Acquaint everyone in the congregation with the policy and its contents. Download a sample policy.

### Step 8

Know your legal responsibility. In many states, clergy members and those involved in the care of children and youth are considered "mandated reporters", meaning they have specific obligation to report suspected child abuse. Updated information on these mandates in your particular state can be found at **Child Welfare Information Gateway**.

### Step 9

Contact your local hospital, police department, social service agency or public health department for names of people in your area qualified to speak with teachers, leaders, parents, and church staff on local resources and procedures for responding to potential abuse.

### Step 10

In all you do, **remember** that as part of his public ministry, Jesus committed the then-radical act of welcoming children. Our commitment to reducing the risk of abuse in the church for children and youth is one way that we live out Jesus' act of love.

**Safe Sanctuaries®: Reducing the Risk of Abuse in the Church for Children and Youth** and **Safe Sanctuaries® for Children and Youth DVD: Reducing the Risk of Abuse in the Church** were developed through the General Board of Discipleship of The United Methodist Church, and written by Joy T. Melton. The book includes: Information on recruiting, screening, and hiring workers with children and youth, Guidelines for developing policies and procedures, Training models, Suggestions for congregational response to allegations of abuse, Sample forms and guides.

[www.gbod.org/lead-your-church/safe-sanctuaries](http://www.gbod.org/lead-your-church/safe-sanctuaries)

# ADVERTISER/SPONSOR PACKET

- \_\_\_ COVER LETTER REQUESTING SPONSORSHIP OF THE EVENT
- \_\_\_ PRESS RELEASE
- \_\_\_ ANY MEDIA COVERAGE THAT WILL BE PROVIDED
- \_\_\_ GOODS/SERVICES REQUESTED
- \_\_\_ FLYER

As you begin planning your event, consider finding a coordinator(s) to recruit corporate sponsors.

Often businesses are looking for ways to give back to the community by either providing in-kind donations or volunteer support. We recommend presenting the items below as a package when soliciting sponsorships from local businesses.

Look within your church for local merchants or those who have contacts in the business community.

Cover Letter	Press Release	Needs List	Media Plan	Event Flyer
Explains purpose and scope of event; community needs listed and plan of action.	Provided by UMCOM; shows what is going to press outlets; could be used in corporate newsletter.	The "Ask(s)"; food and/or supplies the sponsor could provide; include volunteer needs.	Provided by UMCOM; shows the scope of advertising purchased to entice sponsors.	If applicable; at the very least, a company could put a flyer in their break room.

## Advertiser/Sponsor Packet

### APPENDIX N

  
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## SOCIAL MEDIA TIPS & BEST PRACTICES

### How can your church's website become seeker or visitor-friendly?

- The reality is that only 1% of church websites are designed to reach seekers or the unchurched.
- Utilizing Find-A-Church, which is the most frequently visited section of the UMC.org website, becomes a free portal to your church. This is a great place to start with or without a website.
- Extend an authentic welcome to seekers on your church's website.
- Recognize and plan for the fact that intentional invitations to participate online become pathways to meaningful offline relationships.
- Watch your language! You only need to use four "churchy" words: God, Jesus, Bible and Heaven. Everything else you can say in plain language, and avoid acronyms or other churchspeak (insider language).
- Be attentive to where you say things on your website. Don't bury the important stuff among a lot of less essential information.

### Using Social Media to Connect with Members, Seekers and Visitors

There are a number of online resources available from United Methodist Communications to assist you in using Web and Internet technology, including social media tools. To access these resources, visit [www.umcom.org/webministry](http://www.umcom.org/webministry) and select from the various categories.

You will find specific suggestions and best practices to help your church embrace and use social media to communicate effectively in cyberspace and reach members, visitors and seekers with information and messages about your church's ministry and service opportunities.

### Connecting the Local Church: Social Media Best Practices

*Advice compiled by Lindsey Solomon and Sophia Agtarap of United Methodist Communications*

If your church has not yet embraced social media as a communications tool, now is the time. Church members should see their place of worship as a place of both spiritual and social connection. Through social media, you can provide a small mirror of that environment online for members and seekers alike. This set of tips is not all-inclusive. However, this collection of ideas may help you begin to think more strategically about your current social media use. Visit [www.umcom.org/socialmedia](http://www.umcom.org/socialmedia) for more information.

### Facebook ([www.facebook.com](http://www.facebook.com))

- Ask for comments and "Likes" from your constituents. The more social traffic, the more likely posts will show on fan News Feeds.
- Ask those in your congregations and on your board to start conversations by posting, liking and commenting on what others say. It is not cheating to move social currency from your home base outward. Good content is good content.
- Customize your page to reach more people. Configure your page for maximum participation, such as regularly changing your cover photo or populating the favorites section beneath it.
- Make sure fans are allowed to write on your page's wall and give them permission to post photos, videos and links. Let them tell their own stories about your church.
- Schedule status updates – one or two a day should suffice, released at different times of the day.
- Facebook is not Twitter. Content rotation in Twitter is fast and frequent. Facebook posts are more static. Sending too many updates may result in the loss of fans, or people may hide you from their News Feed.

## APPENDIX O

  
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# SOCIAL MEDIA TIPS & BEST PRACTICES

## Social Media Tips

### Twitter ([www.twitter.com](http://www.twitter.com))

- Start by planning three tweets a day. It is important not to overwhelm your followers with constant content, but Twitter's format allows for more flexibility than Facebook's does on this matter.
- Use hashtags (place the # sign in front of any word or space-less phrase).
- Using hashtags everyone uses provides more exposure in searches (like #umc, #umclead or #rethinkchurch).
- Communicating the hashtags you plan to use with your congregation and/or community partners helps provide more grouping opportunities. Hashtagging alongside others gives them a way to tell their story, providing a multi-faceted experience.
- Use multiples – employ common ones and develop a specific hashtag for your event. Example: I'm so excited to participate in #Hands4Detroit with #HopeUMC this weekend! #umc #rethinkchurch
- Kindness goes a long way in the Twitter world. Use it as a space to build conversation and community.
- Follow those that follow you. Provide a two-way street for conversation.
- Reply to as many follower questions as possible.
- Do not worry if you lose some followers. Those with real interest in your cause will stick with you.
- Retweet things you find interesting, thoughtful or applicable.

### General Tips

- Employing the use of an aggregator can streamline your social media efforts. An aggregator can collect information from different websites (including Twitter, Facebook, etc.), allowing the user to access them all in one place. One can schedule tweets or posts in the morning to appear throughout the day. Investigate free or low-cost aggregator options like Tweetdeck or Hootsuite to help collect social media efforts in one place.
- Asking questions via post or tweet can help drive retweets and shares. Inspirational quotations may do the same, though too much scripture may polarize seekers interested in your feeds.
- If your church plans a big event, you will most likely include social media in your promotion strategy. Post on Facebook. Plan for and utilize hashtags on Twitter. Give followers and friends updates about event specifics and personal information about the planning journey.
- The day of the event, get participants tweeting and posting live from the event and encourage them to group themselves (using appropriate hashtags on Twitter). Ask them to post pictures and video (with appropriate permissions granted) as well.
- Social media communication should not stop after the event is over. Share results. Link to a blog post. Post more event photos on your page and, if applicable, on a parent organization's page (like the United Methodist Church's Facebook page).
- Keep your brand/logo/profile pictures consistent.
- Connect your social media pages to your church's main website.
- List your social media web addresses on the same page as your contact information.
- Add buttons on your website for viewers to easily share your content via Facebook or tweet new information to followers.
- Promote your social media pages in newsletters and other channels.
- Have realistic expectations, but don't let the number of followers necessarily determine success.

"Facebook Best Practices." DIOSA Communications. Last accessed May 4, 2011. <http://www.diosacomunications.com/facebookbestpractices.htm>