



WHAT IS THE MAIN PURPOSE OF THE EVENT?

Focus your event on a single purpose. This purpose should be known up front, stated & restated all the way through preparation. Everyone involved in putting it on should know the purpose. People who invite others should know why they are inviting someone. Music... prayers... testimonials... video pieces... EVERYTHING should have the single focus of the event.

When you go through a house remodel, you often get the dose of *“As long as... might as well...”* disease. *“As long as we are rewiring the kitchen, while the walls are open, we might as well upgrade the plumbing.”*

The *“As long as... might as well”* disease will destroy the effectiveness of a banquet or other fund raising event. *“As long as we have a room full of people, we might as well give out our volunteer awards”* or *“If we have one of our staff share, we better have all of them share or they might feel left out.”*

- WHY are we doing this?
- WHAT do we want to accomplish?
WHAT is the purpose?
- WHEN?
- WHERE?
- WHO is our specific target?
- HOW?

❖ Plans

Food
 Program
 Timeline
 Decorations/theme
 Budget
 Back-up plans

❖ Promotion

Communication
 Media partners
 Personal invitations
 Hospitality
 Printed materials
 Visual stories

❖ Prayer

Many
 Often
 Mobilizing

❖ People

Committee
 VIPs
 Program
 Ask

