

OUTREACH LAUNCH KIT

Organization & Execution Manual

Vision

A practical step-by-step framework designed to help churches plan, organize, and execute a community outreach event in their city with clarity, excellence, and reproducibility.

Recommended Planning Window

While this timeline can be condensed, it is strongly recommended to begin planning 4–6 months in advance. A 12-week timeline is possible but significantly more compressed and operationally demanding, especially for first-time or large-scale events.

PHASE 0: PLANNING TIMELINE

12–10 Weeks Out

- Establish and communicate the vision for the event with your leadership team.
- Choose date and initial location options.
- Begin permit research and application process.
- Confirm guest speaker availability (and translator if needed).
- Set preliminary budget framework.

10–8 Weeks Out

- Secure permits and begin insurance process.
- Finalize event location.
- Confirm guest speaker and travel needs.
- Define overall event scope and expectations.

8–6 Weeks Out

- Build volunteer structure and assign team leaders.
- Confirm core logistics and equipment needs.
- Begin booking rentals (stage, sound, tents, etc.).

6–4 Weeks Out

- Launch marketing and promotion (flyers, social media, ads).

- Open event registration if applicable.
- Begin street flyering and community promotion.
- Continue volunteer onboarding and team meetings.

4–2 Weeks Out

- Confirm all vendors, rentals, and logistics.
- Finalize security and crowd control plan.
- Confirm city requirements and compliance details.
- Prepare contingency plan (weather, delays, etc.).

2–1 Week Out

- Final team leader meetings and role confirmations.
- Print materials (tickets, wristbands, forms, signage).
- Confirm full schedule and logistics with all teams.
- Final coordination with city and venue.

Event Week

- On-site setup and rehearsals.
- Final leadership meeting before event.
- Equipment testing and walkthrough.
- Execution of event.

Post-Event (1–2 Weeks After)

- Follow up with salvations (connect team).
- Bookkeeping and final reporting.
- Thank you communication to city officials and partners.
- Connect the participants to your church and start the discipleship process.

PHASE 1: EVENT SETUP

Establish Event Details

- Determine date and time.
- Select location — typically underserved or lower-income communities based on church vision.
- Secure all required permits.
- Ensure liability insurance is obtained if required by your city.

Budget & Ministry Planning

Prepare a budget that accounts for:

- Permits
- Food (if applicable)
- Kids ministry (if applicable)
- Giveaways
- Rentals (stage, tents, sound, lighting)
- Advertising
- Flyers & banners
- Insurance
- Transportation
- Miscellaneous expenses

Confirm:

- Guest speaker
- Translator (if needed)

PHASE 2: TEAM STRUCTURE & PROMOTION

Volunteer Teams

The following teams are typically needed for a full outreach event:

- Security
- Media
- Ushers
- Worship / Music Support
- Sound & Visual
- Set-up & Tear-down
- Check-in & Connect / Prayer Team
- Food Team (if applicable)
- Kids Ministry (if applicable)
- Street Outreach / Flyering Team

Leadership Structure

- Assign clear team leaders for each department.
- Hold leadership meetings to align on vision and expectations.
- Communicate needs, roles, and equipment requirements clearly.

Promotion Strategy

- Begin marketing 1–2 months prior to the event.
- Delegate media creation (flyers, social media, banners).
- Setup an event registration system (a simple form on jotform.com will do the job).

PHASE 3: LOGISTICS & PREPARATION

Site & Equipment Coordination

- Stage, tents, sound, instruments, and lighting.
- Food, inflatables, seating, tables, generators, and any other supporting infrastructure.
- Weather protection plan — tents strongly recommended.

Connect Team Responsibilities

- Prepare follow-up materials (Bibles, tracts, discipleship resources).
- Set up follow-up / disciple connection table.
- Train prayer and ministry volunteers.
- Ensure church connection pathway is ready post-event.

Check-In Team

- Set up a giveaway registration system (tickets, wristbands, stamps, etc.).
- If food and/or a kids area are included, ensure separate access systems are used for each area to manage distribution and flow effectively.
- Prepare release forms (as-is acceptance / no liability).
- Basic supply kit: pens, tape, clipboards, scissors, first aid.
- Purchase giveaways.

PHASE 4: EVENT EXECUTION

Logistics Execution & Final Coordination

- Assign responsibility for purchasing and preparing all giveaways, supplies, and materials ahead of time.
- Confirm all rentals and vendors, including delivery times, arrival schedules, and on-site setup requirements.
- Ensure a detailed setup timeline is established (load-in, soundcheck, opening readiness).
- Verify that all equipment, food (if applicable), and materials are accounted for and properly staged.
- Confirm transportation and delivery coordination for all incoming items.
- Ensure someone is actively overseeing on-site logistics from arrival through full setup completion.

Final Preparation

- Final leadership meeting before the event.
- Confirm roles, communication, and structure.
- Review contingency plans (weather, emergencies, delays).
- Ensure crowd control systems are in place (fences, security, ushers).

Event Flow — Simple Model

A simplified format focused on clarity and gospel centrality:

- Check-in begins.
- Registration + wristbands/tickets distributed.
- MC opening + engagement.
- Music (band or Christian artist).
- Giveaways / engagement moments (MC-led).
- Main message / preaching.
- Prayer & response time.

Note: Flow may be adapted depending on church context, but simplicity and gospel focus are strongly encouraged.

Event Flow — Full Community Model

This version is used when the event includes full community outreach elements (food, kids zone, extended engagement areas):

- Gates open / Check-in begins.
- Registration + wristbands/tickets distributed.
- Access to food area and/or kids zone opens.
- Live music / worship set begins (atmosphere building).
- Controlled closing of food/kids zones (when applicable).
- MC welcome + announcements.
- Continued music / transitions.
- Giveaways and community engagement moments.
- Main preaching / gospel presentation.
- Altar call + prayer ministry.
- Connect table activation (follow-up team engages new salvations).
- Crowd regathering for more giveaways & dismissal.

Note: This model is more complex operationally and requires stronger coordination between security, ushers, and zone managers. It is effective for large community-focused events but must be tightly managed to avoid crowd fragmentation.

PHASE 5: POST-EVENT FOLLOW-UP

Ministry Follow-Up

- Connect team follows up with attendees.
- Ensure discipleship pathway is in place.

Administration

- Bookkeeping and reporting.
- Evaluate event performance and identify improvements.

City Relationship

- Send thank-you communication to city officials and partners.
- Build relationship for future events and permits.

ADDITIONAL NOTES

- Ensure early access to venue for setup, soundcheck, and preparation.
- Allow sufficient teardown time after the event.
- Weather plan: tents are preferred over cancellation where possible.
- Crowd control is critical — fences, ushers, and trained security are essential.
- Emergency procedures should be pre-communicated to all leadership.
- Keep leadership structure simple — maximum 2 main decision-makers.
- Delegate effectively — no single leader can manage everything alone.
- Choose team leaders wisely. Execution depends heavily on leadership strength.

Go reach your city. 🙌