

DBLC 2010 - PLANNING AND PROMOTING EVENTS

PREPARE:

- **Begin with Prayer** – At the start and all the way through secure each task with prayer
- **Passion** – Get others excited to get the help you need. Teamwork is so much more fun!
- **Patience** – Not all events come easy. Persistence and patience are key; all the logistics will come together in their time, and participants are naturally receptive to a right idea.
- **Praise – Keep your joy!** Remember this is God's work!

CREATE A CHECKLIST:

- **Facility** – Lodging, meals, activity needs, larger group meeting area.
- **Secure a practitioner** – This support is so important to the success of the activity. Although it's preferred that the practitioner attend the event – especially for overnight weekend events – it's okay to have one available by phone. Many practitioners donate this service, or discount their usual rate, but be sure to clarify this ahead.
- **Chaperones** – This group is key in setting the atmosphere and standards. Try to include young adult counselors who have experience with teens for youth events. If it's a family event, be sure there's someone who can run mixers (find mixer ideas under "Resources" at DiscoveryBound.org) and keep the connections and activities going while others attend to logistics.

- **Main Activity** – Service, recreational, family, teen...there are limitless ideas! Make them age appropriate. Make them consistent to build community continuity.
- **Cost** – Create an event that most can afford. Offer financial support when possible. Cost should never enter any decision to participate.
- **RSVP's** – We recommend you set a deadline and have a point person for questions and rsvp's to simplify.
- **Permission forms** – These apply for adventure activities, overnight events, or when there's transportation from one location to another. Have them available when you first promote. You can find a basic permission form in the Appendix of the DB Chapter Handbook and under "Resources" on the DB website. It is important to have emergency information available at all times. Participants/Parents signatures will be required.
- **What to bring** – Be sure to share a list of what to bring, i.e tools and appropriate dress for a service project, toys for a summer picnic, equipment & types of layers for a snow retreat.
- **Delegate** – Share responsibilities of organizing the event. Someone can handle the logistics, another the money, another promotion and communication, someone else all carpooling, etc. Teamwork is more effective and fun!

PROMOTE: One month before, 2 weeks prior, last minute rsvp's

- **Flyers**
 - Our website has flyer templates and logos under "Resources" available to download
 - Include the who, what, when and where, cost, RSVP/Questions, directions, what to bring, and a schedule if appropriate.
 - Don't forget the DiscoveryBound logo, purpose statement, and standards

- **On-line**
 - **Email** flyer and info to chapter list and past participants
 - **DB Website** – Post event info on Master Calendar on the DB website
 - **Contact your Regional Manager** for support.
 - **Facebook** – Use chapter or regional pages to promote events
- **Phone calls**
 - Don't forget that old-fashioned, but important tool of phone calls! This is still the most direct, effective tool, and they're what it takes to get larger groups to events. You can also text message invites by cell.
- **Church Contacts**
 - Forward event flyer, sometimes with additional information to help them share it with their community. Follow up with church contacts to see if anyone from their church plans to attend. It's a great chance to personally invite them to attend too. Contact your Regional Manager for the latest list of Church Contacts in your area.

EVENT ELEMENTS:

- **Welcome** – Introductions, important information, overview of the schedule, expectation of conduct (DB Standards).
- **Ice Breakers** –
 - It's important for everyone to learn names and mix with new people. Some may hesitate at first, but these activities are important to set the tone.
 - Check out lots of ideas under "Resources" for Chapter Workers on our website.
- **Metaphysical Theme** –
 - Weave an inspirational theme or focus throughout the event
- Consider different kinds of inspirationals – single speaker, panel, discussion group, interactive game, teen readings, participant gratitude and highlights sharing following a national event, etc.
- Make it appropriate for the group.
- Check out lots of ideas under "Resources" for Chapter Workers on our website
- One simple formula that takes any social activity, from roller skating to hiking to laser tag and transforms it into a spiritual growth opportunity.
 1. **INSPIRATION:** Start the event with some words from a speaker or practitioner who has been working for the weekend in advance about the activity we're about to delve into and how we can actively express God at each moment.
 2. **REFLECTION:** Half way through the event, take a moment to reflect on what has been accomplished so far. How has our thought been changed through the challenges and elements of the activity? This is looking inward in oneself.
 3. **GRATITUDE:** At the end of the program have a session to express gratitude for what was accomplished, for those who helped along the way, for new ideas that have struck home. This is a chance to look outward from oneself.
- **Debrief** – Review the event with organizers afterwards. What worked? What could we do better? What would you repeat, and what would you drop next time?
- **Thank you's** – Follow up with the practitioner, speakers and special guests with thanks you cards, and send a follow up/fruitage communication to all participants including information on the next event.