



MY KINGDOM APPS · RESOURCES

OUTREACH EVENT PLANNING CHECKLIST

A generic planning timeline, event worksheet, task tracker, and debrief template — for any outreach event, not just Serve Day.

“DO EVERYTHING DECENTLY AND IN ORDER.” — 1 CORINTHIANS 14:40

PLANNING TIMELINE

Adjust the timeframes to fit your event — a block party needs more lead time than a guest speaker night.

8 WEEKS OUT

- Confirm the event concept, date, and location
- Set a rough budget and who owns it
- Identify your point person and key task owners

4 WEEKS OUT

- Finalize partner organizations, vendors, or guest speakers
- Start promotion — social media, bulletin, word of mouth
- Open volunteer sign-ups

2 WEEKS OUT

- Confirm headcount estimates with anyone providing food or supplies
- Follow up with volunteers who haven't signed up for a specific task
- Order or purchase remaining supplies

1 WEEK OUT

- Send a reminder to volunteers and confirmed attendees
- Walk the site if you haven't already
- Print sign-up sheets, name tags, and any other materials

DAY OF

- Arrive early to set up and brief your team
- Designate someone to take photos (with permission)
- Assign someone to handle unexpected problems, so your point person isn't pulled in ten directions



EVENT DETAILS WORKSHEET

Fill this out first — it becomes the reference point for every other decision.

EVENT NAME

DATE & TIME

LOCATION

POINT PERSON

TARGET AUDIENCE

EXPECTED ATTENDANCE

PURPOSE & GOAL

What does success look like for this event? Be specific — "meet 20 new neighbors" is more useful than "have a good turnout."

ESTIMATED BUDGET

BUDGET OWNER





POST-EVENT DEBRIEF

Fill this out within a few days, while it's still fresh — it's the fastest way to make next year's event better than this one.

ACTUAL ATTENDANCE

ACTUAL COST

WHAT WORKED WELL?

WHAT WOULD YOU CHANGE NEXT TIME?

FOLLOW-UP NEEDED

Thank-yous to send, leads to pass along, relationships to keep building.