

## Healthy Congregations Event Planning and Documentation Tool

Name of Program/Project/Event: \_\_\_\_\_

Day of the week/Date/Time for Program/Project/Event: \_\_\_\_\_

Specific Location/Room(s) of Program/Project/Event: \_\_\_\_\_

### Target Audiences: (Check all that apply)

- Adult congregants       Adults from the community  
 Older Adult congregants    Older Adults from the community  
 Youth congregants               Youth from the community  
 Child congregants               Children from the community

Total Number of Participants Anticipated: \_\_\_\_\_

Is Child Care to be provided?  Yes  No If yes, by whom? \_\_\_\_\_

Who will pay for it? \_\_\_\_\_

### Objectives of the Event: What do we want to change as a result of this event?

1. \_\_\_\_\_

2. \_\_\_\_\_

### Marketing/Promotion Plan

1. What message? \_\_\_\_\_

2. What media? \_\_\_\_\_

3. Who is responsible for developing and placing the marketing/promotional materials?

4. Marketing/Promotion Schedule:





**Planning Team Evaluation**

1. How well did the program/project/event meet the objectives you set for it?

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2. How did the numbers participating compare to the numbers you forecast?

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3. What challenges did you encounter in planning?

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4. What challenges did you encounter during the event?

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5. What feedback have you personally received from participants?

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6. What feedback have you personally received from volunteers?

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7. What will you do differently the next time you organize this event?

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