



**ST. JOHN'S LUTHERAN CHURCH**  
**EVENT PLANNING APPLICATION**  
[OVERVIEW]

**EVENT OVERVIEW**

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Event Title \_\_\_\_\_

Date(s) of Event/Meeting \_\_\_\_\_

Time(s) of Event/Meeting \_\_\_\_\_

Location(s) of Event/Meeting \_\_\_\_\_

Event Coordinator \_\_\_\_\_

Cell Phone \_\_\_\_\_ Email \_\_\_\_\_

**PRE-EVENT QUESTIONS AND GUIDELINES**

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*Who is the target audience for this event? Please provide as much detail as possible.*

*What does the audience need to know about the event?*

*What does the audience need to do to get involved/register?*

*What is the purpose of this event? What do you hope to achieve with the event?*

*What are your key objectives for the event (i.e., number of attendees, amount of money raised, etc.)?*

*What is your budget? Is a budget needed for this event? Are you seeking donations?*



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**[EARLY EVENT PLANNING]**

**BUDGET OVERVIEW**

Budget Identified?  Y  N      Budget \_\_\_\_\_

Event Sponsored?  Y  N      Fund/Sponsor \_\_\_\_\_

Will you charge a fee?  Y  N      Ticket/Registration Fee \_\_\_\_\_

Will you charge a service fee?  Y  N      Online Ticket/Registration Agent \_\_\_\_\_

Online Ticket/Registration Service Fee \_\_\_\_\_

Was break-even point established?  Y  N      Break-even Point \_\_\_\_\_

Attendees Needed \_\_\_\_\_

**SPEAKERS/PERFORMERS**

	<b>PERSON RESPONSIBLE</b>	<b>ACTION REQUIRED/NEEDED</b>	<b>DATE TO BE COMPLETED</b>
• Request/invite sent to speakers, presenters and special guests in writing in a timely manner?			
• Council approval received?			
• Senior Pastor/ Executive Director approval received?			
• Speaker, presenter, special guest attendance confirmed?			

**INVITATIONS**

	<b>PERSON RESPONSIBLE</b>	<b>ACTION REQUIRED/NEEDED</b>	<b>DATE TO BE COMPLETED</b>
• Creation of invite list			
• Production of invitations			
• Invitations mailed/ emailed			
• Tracking RSVPs			



**ST. JOHN'S LUTHERAN CHURCH**  
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 [MARKETING & PRINTING]

**EVENT PROMOTION**

	<b>PERSON RESPONSIBLE</b>	<b>ACTION REQUIRED/NEEDED</b>	<b>DATE TO BE COMPLETED</b>
• Posters/Fliers			
• Signs/Banners			
• T-Shirts/Memora-bilia			
• Announce-ment/E-blast			
• Spokesman Article			
• Community Ads - radio, news, TV			
• Press Release			
• Website			
• Social Media			
• Online Community Calendars			

**PRINTING**

	<b>PERSON RESPONSIBLE</b>	<b>ACTION REQUIRED/NEEDED</b>	<b>DATE TO BE COMPLETED</b>
• Programs			
• Day of Timeline			
• Emergency Con-tacts			
• Briefing/Talking Points			



**ST. JOHN'S LUTHERAN CHURCH**  
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 [DAY OF NEEDS]

**CATERING**

	<b>PERSON RESPONSIBLE</b>	<b>ACTION REQUIRED/NEEDED</b>	<b>DATE TO BE COMPLETED</b>
• Internal or external catering			
• Alcohol approval			

**HOSPITALITY**

	<b>PERSON RESPONSIBLE</b>	<b>ACTION REQUIRED/NEEDED</b>	<b>DATE TO BE COMPLETED</b>
• Gifts/Favors			
• Event Programs			
• Prizes/Competitions			
• Table decorations			
• Ambient music			
• Welcome Signage			
• Ushers			
• Coat Room			
• ADA compliance			

**STAFFING**

	<b>PERSON RESPONSIBLE</b>	<b>ACTION REQUIRED/NEEDED</b>	<b>DATE TO BE COMPLETED</b>
• SJLC staff needed			
• Volunteers			



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**[DAY OF NEEDS]**

**SECURITY**

	<b>PERSON RESPONSIBLE</b>	<b>ACTION REQUIRED/NEEDED</b>	<b>DATE TO BE COMPLETED</b>
• Risk Assessment			
• First Aid & incident forms on hand			

**AUDIO/VISUAL**

	<b>PERSON RESPONSIBLE</b>	<b>ACTION REQUIRED/NEEDED</b>	<b>DATE TO BE COMPLETED</b>
• PA System			
• Microphones			
• Lighting			
• Stage/Lectern			
• Volunteer or SJLC staffing			

**FOR STAFF/OFFICE USE ONLY**

Staff Recommendation: \_\_\_\_\_

Executive Director Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Council Approval: \_\_\_\_\_

Council President Signature: \_\_\_\_\_ Date: \_\_\_\_\_