



# EVENT PLANNING FOR MINISTRY

*A Guide for Leaders*

BY LEE-ANN MATTHEWS



ANGLICAN  
DIOCESE  
MONTREAL

## **Introduction.**

Have you ever wanted to host a community event but didn't know where or how to begin? Maybe you have hosted but are now considering trying something new? As church leaders, it feels as if we are experiencing a collective desire to meaningfully encounter our neighbours. Perhaps this is due to the long drought of interrupted gatherings and events during the Covid19 pandemic, but I think that there is also some fear around the statistical decline that threatens us as the institutional church. As such, we aspire more than ever, not only to build new relationships, but to fortify existing ones.

An event based model is an effective way of making connections, deepening relationships and strengthening the fabric of ministry. As our culture continues to change, we must respond and adapt. This guide will be helpful, allowing you to personally assess and self-reflect as well as inspire and prepare you to plan and execute events that are appropriate for you, your resources and your passion.

As a project coordinator, educator, author, ministry leader, and entrepreneur, I have planned countless events. Fortunately, I love hosting parties and gatherings. In fact, if I were to ever win a lottery or suddenly become obscenely wealthy, the first thing I would do would be to host an epic event for 100 of my closest contacts and spoil my guests rotten! I would be the lead event planner. So, if you are a friend / contact of mine, I would strongly encourage you to frequently *gift* me lottery tickets. This will increase all of our odds of winning and believe me, you will definitely want to be on that guest list!

Seriously though, in my roles in parish and Diocesan ministry, I have hosted hundreds of gatherings, including events, programs, fundraisers, dinners, classes and webinars with varying degrees of efficacy. Regardless of the outcome, however, I have put in countless hours and have learned many lessons along the way. Some of which has inspired this e-book.

So, thanks for being here and let's dive right in!

## **Chapter 1. Hospitality: the Root of Event Based Ministry**

Hospitality is not only a creative and meaningful way to connect, express love and deepen bonds; it is also a crucial tenet of our faith. Hospitality is a transformational Christian practice and extends all the way back to the book of *Genesis*. Hosting events in a spirit of hospitality gives us tangible opportunities to express our mission, share our faith and extend the borders of Christian community. Through the hospitality model, we are afforded the privilege of building relationships and connections, not only with our neighbours, but to strangers and those who are marginalized and vulnerable. This act of service is, in fact, fundamental to our call. But, it demands a lot of us as we must sometimes go outside of our comfort zone, perhaps finding hidden skills and talents. This also means bumping up against the tension of trying new things, making mistakes and managing the disappointment and even shame of rejection or failure.

According to [1 Peter 4:9](#) - we are to “show hospitality to one another without grumbling.” Well, in this guide, I’m not guaranteeing that you won’t grumble, because that is an inevitable aspect of a life in ministry from time to time. Hosting events is challenging but fulfilling work. It requires a commitment. There will be sweat and tears, and you will need to rely on your grit, determination and perseverance. Naturally, there will be some grumbling, because there often is when you try something new and give it all you’ve got.

## Chapter 2. Events: A Non-Transactional Offering to the Community

Events are an often overlooked and sometimes underused ministry resource. They can be defined as planned public occasions that are of significance or value. In this discussion, when we refer to an event, they are to be considered distinct from what is currently being offered at worship services etc.

Events are unique because they are **non-liturgical** and signify that something new, different or noteworthy is happening. It's an offering that is out of the ordinary; unlike Sunday morning services which take place weekly and have a predictable rhythm and cadence. Yes, a Bake Sale and a Parish Dinner are events, but we are going to challenge ourselves to think outside of this box.

I will invite you now to approach this guide with a beginners mindset, assuming that you are about to try something new and are coming to the table without preconceived ideas. Even if you have been involved in ministry for the past 50 years, let's suspend our beliefs, wipe the slate clean and open our minds, shaking off our past experiences, doubts, cynicism or even insecurities.

From this perspective, events are not transactional: there are no expectations of attendees such as fund raising, conversion or membership. We aren't recruiting Anglicans, volunteers, disciples or members of Sunday School. All of these things may be an outcome of course, but they are not the primary objective. When we host events in ministry, let's view this through the lens of sheer generosity: we are giving a gift, and there are no strings attached.

The possibilities here are abundant and the approaches one can take are endless: creative, practical, fun, silly, serious, structured or informal. The good news is that there are no rules, no "do's" or "don'ts", no canonical implications or need to comply with governance structures. You are free to dream. Your event is a gift to your community and there is nothing better than giving a gift. Although there are no rules when giving a gift, I would invite you to consider the following set of criteria:

- Your resources (financial, emotional, spiritual)
- The story your gift tells about who you are (as a Church)
- The need that your gift is meeting (in your community)

## Self-Reflection Exercise

Let's begin by doing some self reflection to assess where you are in this equation. Find a piece of paper or create a digital document, date it and fill in the following questions. Hopefully you will repeat this exercise frequently as this is a dynamic and fluid process that is always evolving. Take a deep breath and ground yourself before you begin.

1. Write up a quick personal reflection detailing your honest, uncensored position on hospitality as it pertains to event planning for ministry. **How does it make you feel?** Does it give you energy or deplete you? Are you annoyed? Why? Document any thoughts that come to mind. Keep in mind that this is not a sermon, or lecture, more like a private journal entry. Keep it real. Don't think too much. Your responses will likely vary from day to day. Just document what you are feeling now.
2. List at least three **positives** (personal strengths) and three **negatives** (personal weaknesses) that come to mind when considering event planning for ministry. Be specific and provide as many details as you can.
3. What ignites your **passion** as a leader? What lights you up, inspires, motivates and drives you?
4. Consider some of the obvious and visible **needs** in your community. Are there families who are in need of spiritual formation? Is food security a concern? Are there seniors who are in need of companionship? Etc. Document as many as you can here.
5. Evaluate: Is there any **synergy** between your strengths passion (q. 2, 3) and the list of identified needs? (q. 4)

- a. If yes, wonderful. Take some time now to reflect and pray on these new insights and begin to wonder what new event or ministry opportunity might be on the horizon. Discuss with ministry partners, friends and colleagues etc. We are not in the planning phase yet. We are simply assessing, dreaming and holding space for some new potential. Jot down anything that comes up here
- b. If not, don't worry. This is an evolving conversation and something might be brewing that you don't even know about yet.

### Chapter 3. Pre-Planning: Getting Ready and Taking Stock

The fact that you have made it this far is a good sign. It means you are curious. Every good idea starts from a spark of curiosity. In preparation for the planning stage, let's review some of the attributes and conditions for success. Before a house painter begins to paint, they prepare: clear the cobwebs, wash the walls, put down tarps, cover the furniture, tape the moldings and windows etc.

Here are some of the things you will need:

**Time:** carve out a generous window of opportunity, likely forfeiting or delaying some aspects of your existing ministry, perhaps put book club, bake sale, or altar guild meetings etc. on hold. This may seem impossible or even daunting but your community will understand and be grateful if you articulate your vision with **clarity and purpose**. *“I am planning an event this fall that will benefit our parish and I will need to withdraw from a few commitments in order to make this happen.”*

**Energy:** Visualize the project and gather up the gumption to execute. You will need **stamina and focus**. Surround yourself with supporters and stay attuned to their energy. Like an athlete training for their sport, you will need to find ways of building up your reserves and being ready to give it all you've got. Whatever gives you vitality, do that!

**Passion:** Your emotional connection to this event is the spark that will propel you to the finish line. Tap into and listen to that voice, follow and express it creatively through writing, blogs and sermons, with doodles and however / whenever you can. Your **Passion is contagious** and will attract supporters to the project and will influence the outcome.

**Grit:** Prepare yourself for a season of hard work, courage and resilience. There will inevitably be pitfalls, naysayers and unexpected demands. You will make mistakes, face challenges and hardships. Don't let this deter you. Get up and try again. You haven't gotten this far in your ministry without overcoming obstacles. Successful events don't happen by luck or circumstances but are a direct result of **perseverance and determination**.

**Faith:** Each of us is called to our roles in ministry for a different reason. Pray on and **trust your guiding principle**. You don't need me to tell you but it bears mentioning now that your faith in God is your highest force and from where your ultimate strength and conviction is derived.

**Wonder & Curiosity:** Approaching event planning with wonder and curiosity implies we are open and available. From here, we aren't preoccupied with winning or losing. We are in the moment, with an open mindset and a desire to learn and expand. **Growth** is a guaranteed outcome and there is no "losing" from this perspective. Assuming an experimental posture means that there is something to gain regardless of the perceived success of your event.

**Do you have what it takes?** Of course you do! You have already been honing these skills in your leadership. A call to preach, lead, teach, and serve in Christian leadership requires all of these qualities and more. The better question is, are you **inspired** to cultivate new ways of approaching ministry and directing your passion, unique talents and skill set toward a ministry event? I hope the answer is **yes**. If so, let's start to plan!



## **Chapter 4. So Many Ideas in so Little Time!**

By now, I hope that you are excited and ready to roll out some ideas...

I am fortunate that I can access my creative side and generate a bank of possibilities when needed. In fact, sometimes I have too many ideas and that means I have to do the work of discernment. Not every idea is a good one. Let's be clear, many of them are really bad, or at least not viable, but at least I give myself permission to try, as you should.

It's time to reflect on some potential ministry events.

I will preface this by stating the obvious, you are the authority on the most impactful idea for your ministry. You know the strengths and limitations of the players, the needs of the community, the volunteers, the financial resources, access to physical spaces and most importantly, your own capacity and passion to deliver the project. You have already done an audit of some of the attributes and skills needed. When planning you will need to take these aspects into account. This will help to steer your vision and keep you on track.

Time to start generating ideas: **Let's Get Creative!**

Imagine that there was a parish with a \$1,000 Mission & Outreach budget and a small contingent of passionate, eager volunteers who were in need of some guidance. They are curious and open. This would be the perfect opportunity to hold a think tank to generate ministry project ideas. If curiosity is the cornerstone of event-based ministry then this is where the seed is planted. But these seeds must be tended to. If these volunteers are the proverbial seeds, it wouldn't be recommended to meet up with them in a dimly lit basement with "events" unenthusiastically listed at the bottom of a meeting agenda. Their curiosity needs to be nurtured. Energy for your event is sparked even when you are in the planning stages, so this step is crucial.

Here is a better alternative. Invite these volunteers to a dedicated tea and cupcakes session in a new location with a focus on idea generating. Create an agenda but keep it loose and ensure that the spirit of the session is

creative, not critical. Make it clear that there are no bad ideas, to keep the mood experimental, playful and collaborative. There is support, leadership and hopefully laughter.

When you serve as facilitator, try to do so with both tenderness and vigilance, allowing for ideas to be generated organically. The meeting should have a creative aspect, with time for doodling, word games and play. Safety is necessary for quality brainstorming. Be sure to cultivate **trust** to encourage productivity and participation. Stay focused!

Remember, If we are trying to do something new then we need to communicate this, even in the preliminary planning stages. The meeting format should reflect a spirit of **innovation**. The facilitators' curious and collaborative disposition will not only draw out ideas but garner the long term support that your project needs to succeed. The team will be more likely to stick around if their ideas are valued and they are encouraged to contribute throughout.

Here are a few ministry project ideas to whet your appetite. There is potential here to combine several ideas into one event, to offer them over the course of a few weeks or months, or as a one off and for as little as a one hour duration. As you peruse this list, consider potential formats and collaborations, recruiting talent in your community, parish or friends and family. There is potential to invite speakers, experts, creatives, authors and entrepreneurs to partner with you.

Your role as event planner is not to lead every aspect of the project but to coordinate, assist, support, facilitate and oversee.

Let's take a look at some suggestions.

#### Ministry Project Ideas

Art Show

Ask-a-Priest

Ask-an-Expert

Book Reading

Bowling

Breakfast  
Coffee House  
Community Meal  
Dance Party  
Drama and Improv  
Earth Day  
Family Day  
Games  
Gardening Workshop  
Halloween Haunted House  
Harvest Festival  
Homework Help  
Listening Circle  
Lunch and Learn  
Meditation for Mental Health  
Movie Night  
Music and Movement  
Open House (explore the church)  
Poetry Night  
Puppet Show  
Seniors Soup  
Spinning  
Spiritual Retreat  
Talent Show  
Tea Party  
Tech Support for Seniors  
Vegan Festival  
Writing Workshop  
Wine Tasting  
Yoga and Fitness for Overall Health

Go to your local community website and see what programs and events are being offered. This could be a source of inspiration while providing you with some insight into existing programs and discovering trends, finding out what's popular etc.

Now, make a list of some ideas that come to mind that compel you either from this grouping or from your own areas of interest.

## Chapter 5. But Why?

Before we can go any deeper into inspiring event planning for ministry, we will need to take a thorough look at the “why” of this endeavor. In his book *Start with Why: How Great Leaders Inspire Everyone to Take Action*, Simon Sinek explains that many leaders and organizations are well versed in the “what” and the “how” but miss the mark on the most crucial ingredient “why”. It’s the “why” that distinguishes your project. Your belief and conviction are what will elevate your event, garner participation and give you the credibility to deliver something **inspiring**. Knowing why you are doing something and being able to articulate this belief is a crucial step in this process. If your message is delivered with conviction and reflects your core values, you will earn the respect and attention of your community.

Sinek provides the following example which illustrates this point:

“In the summer of 1963, 250,000 people showed up in Washington to hear Dr. King speak. They sent out no invitations, and there was no website to check the date. How do you do that? Well, Dr. King wasn't the only man in America who was a great orator. He wasn't the only man in America who suffered in a pre-civil rights America. In fact, some of his ideas were bad. But he had a gift. He didn't go around telling people what needed to change in America. He went around and told people what he believed. “I believe, I believe, I believe,” he told people. And people who believed what he believed took his cause, and they made it their own, and they told people. And some of those people created structures to get the word out to even more people. And lo and behold, 250,000 people showed up on the right day at the right time to hear him speak.

Leaders hold a position of power or authority, but those who lead inspire us. Whether they're individuals or organizations, we follow those who lead, not because we have to, but because we want to. We follow those who lead, not for them, but for ourselves. And it's those who start with “why” that have the ability to inspire those around them or find others who inspire them.”

Ok, ask yourself what you believe and how this belief can shape an event that will have the impact you hope to make as a ministry leader. Take some time now to write a list of your core beliefs and see how these beliefs align with some potential ministry event ideas.

## Chapter 6. Ready Set Go!

Once you have a solid idea and a sense of why this project matters to you, it's time to start implementing.

Step 1. Let's **Schedule!** Set an event date, including a pre-launch date, launch date, an outline of an editorial calendar or a visual workflow, and a proposed meeting schedule to keep everyone on track.

Somehow, once you have established these dates and they are in your calendar, on your white board or digital diary, it starts to feel real. At this point you will likely be feeling a healthy dose of enthusiasm, coupled with a generous portion of confidence, a side order of self-doubt, topped with a garnish of crippling fear and anxiety.

Project-based ministry is exciting, yes, but there are risks too. Once you commit to anything, you have introduced the possibility of failure. Failure sucks but it happens. There are risks associated with any endeavor. Acknowledge and push through the doubts and remember your "why". Why did you decide to embark on the project in the first place? This will be your mantra. It will help to keep doubts at bay. Stay tethered to the why and let these convictions steer the ship.

Stay focused on your calendar and track your progress daily (if not hourly). Set dates in advance for meetings, deadlines and to keep you (and your team) accountable to your goals. Your agenda, calendar and /or project management software are your new best friends.

In terms of timeline, I like to give myself 3-6 months leadup time. This of course depends on the scale of your event and the resources that are needed. But for projects that are generally 150 people or less this timeframe has worked well for me.

## Chapter 7. A Fictional Case Study (Part 1)

### Holy Imagination Parish

Let's return to the fictional small group of Mission & Outreach committee volunteers briefly referenced in chapter 3. You will recall that they had a budget of \$1,000 and were enthusiastic about embarking on a project with social impact. We will now go a little deeper into their process.

Under the leadership of their rector they took some time (several weeks in fact) to generate a few decent ideas (using the creative cupcake and coffee meeting model described above). After sufficient deliberation, they were able to arrive at a consensus about a project. They opted to host a Community Meal. They weren't sure what shape this would take but this seemed like the right fit for them. They had a beautiful newly renovated industrial kitchen and dining area that they wanted to take advantage of. This would also allow them to tap into their capacity for hosting meals, a skill that they had already honed due to frequent hosting in their parish. They had a gourmet plant-based chef who was interested in partnering with them and who brought a fresh vision and culinary approach. They were still unclear about how they could attract new people. They had never hosted anything that wasn't a fundraiser or an insiders-only parish meal. They conducted an informal demographic study in their neighborhood.

They started asking questions: Who lived nearby? How could their resources be of service to their community? They referred to some research that had been done in their diocese which gave them specific data, allowing them to get a clear profile on their neighbors. They were curious and open to seeing things differently.

Being guided by the leadership and passion of their rector, Pat, whom they trusted, they were off to a good start. Together, they had cultivated a strong foundation. The team felt heard and supported. Pat brought clarity and steered them on their "why". Her own personal and lifelong conviction for social justice and in particular outreach to the marginalized and vulnerable was a source of inspiration for the team. In fact, she had future

aspirations to build a network where she could be of long term service to this population. Pat was clear about her “why” and often articulated that she was called to ordained ministry to walk with those in need and sometimes felt that she wasn’t living this out in her day to day role. When she put the 8am Sunday service on hold she invited new members to serve alongside her. Pat explained how she would take these hours and dedicate them to a new ministry project. Her beliefs inspired the church community and they were moved by her plea. Some even accepted her invitation and started serving on the event planning team as a result.

Holy Imagination was, in fact, situated on the threshold of a struggling socioeconomic population where food and housing insecurity was a factor. There were other issues associated with poverty such as an overall lack of access to resources: social programs, adequate health care, addiction services, educational support, quality childcare and literacy programs etc.

The Holy Imagination team knew that hosting a community meal would have obvious benefits. Feeding people always does. But it would not have the social impact they were aspiring for. Worse still, it might not even provide enough incentive to draw new people to their facility. Churches can be scary, daunting and unwelcome places. And, there was already a mission several blocks away that had a community garden, provided take-out meals and basic provisions. They had to roll up their sleeves and dig deeper. They decided to collaborate with the local mission to assess the needs of their population further and see how they could fill in some gaps. In doing so, they learned that there was a deficit in terms of making the scarce social programs that were available more accessible to their clients.

This was where the project idea started to take shape. By asking the question: “*How can our event serve not only a healthy meal with good community vibes but also fill in the gaps of our local mission?*” they learned that their event could serve as a **bridge** to access social services. They promptly began the process of documenting a list of names and went straight to work, networking, inquiring with, assembling and ultimately recruiting a panel. They found and accessed practitioners and services



that were required and invited them to the event. They were going to host a **Community Meal with Benefits!** The planning team at Holy Imagination was surprised by the overall willingness and support that the project was already receiving, even in the early planning stages.

### ***Amazingly, People were saying Yes!***

Once they started to feel this momentum, they were encouraged and felt they had what it took to get creative with a title. They knew that an effective title should not only reflect their mission but would be an indicator that could either attract or deter their guests. This needed to be looked at critically. By now, the team had established a healthy rapport and were capable of being playful, creative and imaginative together. They had collaborated sufficiently and felt safe under the leadership of Pat.

After many laughs and some frustration, they found a title. The project would be called **Dine and Dash** with the following tagline: *A healthy gourmet meal with a difference.* The team felt satisfied with this because the language was accessible, not churchy, and implied that there were no strings attached. The offering was of high value and low expectations. Knowing that asking guests to make commitments is increasingly challenging, they felt that they had provided a compelling enough reason to attend. The team reflected on the heavy demands of a consumeristic, transactional culture, always trying to sell something. They discussed how their values as a parish were an exception to this rule. They were proud that they were **telling the story of their core values with the event.**

They all agreed that it was important that the meal they were serving be earth friendly, nutritious and delicious but the added value for participants was the **networking**. This was how they could make a difference and bridge a gap. The panel (including a lawyer, a social worker, a priest, a police officer, a political representative and a medical doctor) would inform diners about available services and individual rights as citizens and offer community support and care. Following a short presentation, public or anonymous questions (written down or texted) could be asked to the panel during the Q & A.

Everything was flowing in the planning stage. There was much to look forward to, so much hope and potential for community growth. The team felt charged with new energy!

## Chapter 8. Keep Your Eye on the Prize!

It's time to develop an event rationale. The “prize” of your event is the impact that it will have on your community. Your event rationale will be a useful document for you and your team, allowing you to stay focused on your desired outcome. The “why” is your rudder, your compass, your purpose. All very helpful to know when you encounter naysayers, experience self doubt, are looking for financial support, when recruiting volunteers or when curating social media content or you are losing steam. By returning to this rationale, it will keep you on course and allow you to stay true to your vision. Refer to it as often as possible.

Parts of this document will also serve as the “copy” (written material) for your communications (website, newsletter, social pages, posters, letters etc).

It's the what, how and the integral “why” of your project.

Let's take a look at our fictitious case study:

The event rationale for Holy Imagination's *Dine and Dash* Project:

- To live out the mission for radical hospitality and meaningful service to fulfill its mission to meet and love their neighbour, while responding in particular to the needs of the vulnerable
- To challenge and disrupt social norms that are demanding, elitist, consumeristic and transactional
- To provide an earth friendly plant-based, gourmet no cost community meal that is nourishing and delicious
- To create a bridge between social resources and a population in need
- To give a no strings attached gift to the community that offers food, a warm welcome, dignity and safety
- To provide a community experience where meaningful connections can flourish
- To provide tangible community care (access to social services) and an opportunity to be heard and have questions answered

## Potential Benefits to the Parish:

- Extend parish reach, make new community contacts, improve “brand” perception, increase parish / rector visibility and build community trust (tells a story about care and outreach)
- Attract new donors, volunteers and community members
- Establish a template for future community events with a similar structure targeting different populations (families, seniors, BIPOC etc)

## Chapter 9. A Picture is Worth a Thousand Words

All of these theoretical ideas now must be transformed into something that your community can sink their teeth into. In fact, the way you tell the story now will determine if your event has what it takes to earn the time, attention and interest of your guests. Let's take a look at words, images, colour and design.

If you feel confident in this area then start playing! Experiment with doodles, and paint swatches and start looking around to find inspiration in architecture, fashion, the natural world etc. Check out how other event planners are telling their story digitally. Notice what you like and what you don't like. Develop a personal aesthetic. For this project, remember, we are being challenged to think outside of the box, break free of existing patterns and explore new ways of expressing ourselves; while honoring the core concept of your event and the story it tells about your ministry.

Let me pause for a moment and share a personal example. When I hosted Family Day in the Spring of 2022, I wanted the message to the community to be clear. **The Church values families.** Families are welcome. Guests were made to feel that they belonged and didn't have to learn how to speak "church" in order to participate. It was a story of inclusivity, welcome and yes hospitality. The images selected were of children, outside, in their element, free, happy and thriving. This reflected our values: welcoming families back after a long absence during the pandemic and meeting our neighbours on their terms.

How does your design (words, images and palette) reflect your event and tell this unique story in a new way? You may have a font, logo design or even a colour palette that you use as a parish and this may have helped to identify your "brand". Although brand consistency can be a very helpful marketing strategy, this would not be the time to employ this approach. I would suggest instead that you break free from former patterns in order to best convey your new message.

If you are looking for inspiration, design trends and best practices, there are countless templates you can *google* that will help to inspire you to create a design that best represents your event.

I use [Canva](#). I must confess that when I first signed up on this platform I was like a kid in a candy store. So many options, images, colours, fonts and graphics to choose from. I have a background in fine arts so I thought it would be fun to design something original. Well, after several failed attempts at building designs from scratch I soon learned that I don't need to reinvent the wheel. I have had more success when selecting an existing template and if I'm feeling creative or daring or particularly inspired, then I will inject my own graphic or design elements. But I don't stray too far from the Canva template. Remembering that it was created and collaborated on by world class design experts. Always take into account the "less is more" rule when playing with Canva because Lord knows how easy it is to get carried away! Adding a flower and a swirl and a frog on a bike can be tempting but *don't do that*. I'm not saying don't have fun but be mindful of how easy it is to dilute your core message with distracting design elements.

You can always default to plan B. (there's always a plan B). **Delegate!** Recruit a graphic design intern. Or ask for the input of other creatives in your network. You might even invite design proposals and host a contest where *The best design wins a 25 dollar Tim Hortons gift card!* I think that the most important aspect of this process is a spirit of play, collaboration and creativity. The objective of course is to stay focused on telling your story and clearly communicating your core message.

In the case study, the Holy Imagination parish had given themselves four months to plan, prepare, market, educate and invite guests to the *Dine and Dash*. They recruited a high school student to help them design some images that would serve as the event graphic. This would be featured on flyers, posters, signage, for digital content etc. The student assisted the committee to select design elements that were clear, had the appropriate details and reflected their mission. They were actually very enthusiastic to expand their creative horizons and try something new. This was encouraging as there had been some tension around trying new things.

Releasing control is not easy but they found themselves eager to embrace the potential of the project and were in an experimental state.

Check out the design they agreed on...



A HEALTHY GOURMET MEAL WITH A DIFFERENCE!

# Dine & Dash

**SATURDAY, SEPTEMBER 30TH 6-8PM**  
**810 WEST BROADWAY**

come to eat, make connections and have your questions safely answered by a panel of social services experts

**JOIN OUR VOLUNTEER GROUP OR SIGN UP FOR THE EVENT**  
**[WWW.HOLYIMAGINATION.COM](http://WWW.HOLYIMAGINATION.COM)**



## Chapter 10. Hatch a Digital / Social Media Strategy

There's a lot here by now I'm sure you are well aware that hosting inspiring events for ministry is a lot. It's a lot of work, a lot of prayer, a lot of time, energy and effort. Nothing great ever happened without a lot of hard work.

*"I'm a great believer in luck, and I find the harder I work the more I have of it"*  
-- Thomas Jefferson

Before we dive into the digital marketing strategy let's take a few moments to reflect on your proficiency, energy and creativity in this area. This will allow you to assess next steps.

It's time once again to take out your trusty event planning document and respond to the following questions honestly.

- What is the **story** of this event?
- What story does this event tell your community about the **values** and **identity** of your church?
- What is your preferred storytelling method? Written word, spoken word, illustration, music etc.
- How proficient / interested are you in technology (including websites, social platforms, email, video editing etc.)
- How excited / scared / intimidated are you about implementing a digital marketing plan? How does this make you feel?
- What help / support do you need?
- Is there anyone you know who could coach you / offer some support?

So, let's roll out the digital marketing plan. As always, you will need a calendar, agenda or digital tracking tool for this.

I suggest that you begin to formally market your project six weeks out. So, if your event is happening on September 30th (as is the case study) then you should roll out your digital marketing plan in mid August.



There is much to be said for an event *launch*. This should be a strategic, well considered and momentous occasion. You can reveal the project with an in person gathering / party or opt for a digital event.

There are benefits for offering a “soft” launch and a “hard” launch. The soft launch is all about building some curiosity around your event. This is important because curiosity is what you need to attract interest and attention to your project. So it's a good idea to leverage this approach. Think about what makes a person curious. Usually it's something that they are interested in, something that helps, teaches and / or makes them laugh or is relatable etc. People are curious about ideas, problem solving and about one another. Curiosity is one of the pillars of event planning success. Never underestimate its power.

Whet the appetite of your audience by inviting them to learn more about what you are planning. Here are a few social media posts to consider. These captions are best accompanied by a candid image of the planning team, some behind-the-scenes captures of a planning meeting with a half eaten cupcake and tea cup, scribbles and doodles from creative mind mapping sessions etc...

*“Holy Imagination is trying something new. Find out more on August 15th”*

*“Can’t wait to share the details of our next project - stay tuned!”*

*“Wish we could tell you what we are up to but you will have to wait!”*

*“We’ve been busy planning a community event, can you guess what we are up to?”*

*“Change is in the air!”*

I encourage you to use your phone to not only to snap spontaneous or curated pics but to record videos as well. This content, including short (10-15 second video clips) can be used widely, published on social media in the format of “stories” or “ reels” or “Youtube shorts” and “TikToks” etc. . Videos in particular are a highly effective way to tell the story of the event.

Use these clips to engage your audience, draw them into the unfolding story and drum up that curiosity. Record yourself asking a question or giving a clue about the event. Record the teacup or take a picture of the meeting agenda or the team in planning mode etc. **Documenting the planning process can be an easy yet highly effective soft launch strategy.**

Share this content across your digital newsletters, on your website and church bulletin too. Right now you may be wondering why we are focusing on marketing to our existing audience when the event is targeting those you don't know yet. Well, the support of your existing supporters is vital to this initiative. It's crucial to get them excited, invested and energized about the project. They are key as they provide financial and volunteer support. They have a network who can potentially get involved and they will serve the critical role of being **ambassadors for the project**. They will be needed to champion the project on social media, sharing with their network and generating some invaluable **word of mouth publicity**.

So, let's look at some specifics around the process of the strategy

- Videos are an excellent way to tell your story and are dominant across digital platforms. If you have any video-editing skills, now is the time to employ them or alternatively, you can recruit someone who does. A communications student, an intern or a social justice lover who wants to be involved in a small project with big social impact!
- At the four week mark, it's a great time to launch with an official event video. This will tell your story, share your passion and inspire your audience to be a part of your project and provide the details they have been looking forward to. Take it a step further and invite the whole community to a video / project launch / watch party
- This would be the appropriate time to reveal your graphic and visuals as well. Hand out flyers, put up posters etc. The graphic ideally will be featured in the video, placed as a social media banner image and made visible across all social platforms. This visual image

will help to identify your project easily and serve as a touch point to the project. It should be everywhere and continue to remind the community that something special, different or noteworthy is happening at your church

- Facebook events are a very effective tool for project sharing. I would suggest launching the FB event approximately four-five weeks prior to the date (timed alongside the official launch). This will provide crucial details to orient your guests to the *what, who, when and why* of your project. This gives guests a place to RSVP and stay connected with the project. A digital community will begin to form and you will be afforded a platform to begin a conversation with future guests. In fact, take note that at this point, you have already begun hosting. Contrary to what you may assume, your role as host begins once you make the invitation. The ways that you respond and care for your guests throughout the process is a reflection of your hospitality.

## **Chapter 11. It's All in the Details!**

When creating the copy (written material) for your event, refer to your rationale and be as consistent and meticulous as possible with the details. This is so important as your guests will have their initial contact with your event here. This info will be shared on the FB event description, on Youtube, in the video description, in newsletters, websites and multiple social posts etc.

Speaking of websites, your website should prominently feature the pending event and make it very easy for guests to find information and a contact person to answer their questions. The official event video should be on your landing page with all of the pertinent event details, linked conveniently to the Facebook event etc.

Please allow me to take some time to reinforce the importance of details. This may seem redundant or basic but it bears noting that this is a common pitfall for many ministry event planners. Either too many details, or too few. Please hear me when I tell you that in the digital realm you have about 10 seconds of anyone's time to convince them that you are doing something of interest. So, make it good. Don't provide unnecessary, redundant or detail laden information. Edit to the absolute bone! But do provide the necessary details - always provide a contact person and be clear about the date and location.

Some examples of unnecessary information at this point are: details around where to park, which door to enter, and the names of every person on the planning team, what to wear. This information will be relevant to guests later on and can be included in future social posts and finalised in a confirmation email once they have registered and reiterated just prior to the gathering.

Take your cues from Goldilocks, *not too much and not too little but just the right amount*. And how do we assess this *sweet spot*? How do we know when we have hit the mark? Because the truth is, we don't always have the objectivity to make this assessment on our own. We may, in fact, believe

that every detail is an important one. Well, if you are uncertain, consult. Check in with colleagues, partners, friends and family. “Take a look at this, how does this sound?” I burden my wife with this question more often than I care to admit. Consult particularly with those who have some credibility in this area, those who have editing skills, language proficiency, an understanding of trends, culture, and / or a sense for the audience you are targeting etc.

For example when you create an event on Facebook, you will be prompted to describe it. This is where precision and clarity are needed. Here is what I would suggest to the Holy Imagination parish as their description of the project

### ***Dine & Dash: A Healthy Gourmet Meal with a Difference***

*We look forward to making a difference in the life of our community and we hope you will join us!*

*The newly formed outreach team at Holy Imagination is joining forces with our local mission, **Food for Life**, for a unique community gathering. We are serving a gourmet vegan meal, prepared by the esteemed Chef Sharon McSweeney from **Plant Based kitchen Inc.** We have also recruited the expertise of a panel of social services experts to answer your burning questions (housing, medical support, food security etc.).*

*Come and eat, have your questions answered in an atmosphere of safety, dignity and respect.*

*(Please note that there will be opportunities for questions to be asked both publicly and anonymously).*

*There is no cost for the event but donations are welcome*

*RSVP (insert email and phone details) by (insert date) to reserve your spot, Walk-ins are welcome up to 25 - first come first served!*

-----  
Note that date, location and time are indicated separately on the Facebook event. Be sure to include the event graphic as the banner image.

I realize that this is very basic information and may leave out certain details that may feel pertinent. There will be many opportunities to say more. For instance, if you like to write and enjoy a good old fashioned stream of consciousness session, channel this creativity into a blog about your event. I strongly encourage you to share your ambitions for the project, the impetus for it etc. Stories are an essential part of your marketing campaign and although videos, fonts, palette and graphics are integral, a well written story is irreplaceable. There are countless creative ways to tell your story. *Just know where and when to do it.*

Blogs

Quotes

Social Media Posts

Email campaigns

**Pro Tip:** you may repurpose blogs / written content by recording them. Having an audio and video version will allow for greater accessibility for those who may have reduced literacy or visual impairment, etc.

## Chapter 12. A Fictional Case Study (Part 2)

**The Holy Imagination Dine & Dash** team looked upon their newly created event graphic with mixed feelings: deep excitement, fear and satisfaction. They had six weeks until *go time* and they knew that the pressure was mounting. Now that they had come this far, there was no turning back.

The team started to visualize the true potential for the project, imagining all of the ways the distribution options and approaches to sharing and extending the **Dine & Dash** invitation. It was exciting because not only were they positioning themselves for outreach but the project would be raising the profile of their parish overall. This felt like an important step. This also meant being exposed to risks. They risked looking foolish, making mistakes and failing miserably. But despite this, the team got to work printing out flyers. They were about to start handing them out and posting them as per usual when they had a second thought. They realized that they were falling into the trap of doing things the way they had always been done. *Perhaps we should explore another path?*

So their rector Pat consulted with a member of staff at their Diocese and asked for advice. It was confirmed that putting the posters up without much thought wasn't the best approach. After a few sessions of support and some coaching the team came up with an editorial calendar and digital marketing plan outlining the phases of the event The next chapter lays this out.

## Chapter 13. An Overview of an Event Based Ministry Plan

Here is a generic plan that can be applied to any ministry project. Obviously, you will tweak and modify as needed. You may have organizational strategies, ideas and approaches that work better and/ or are more effective for you and your team. This outline simply details how I have implemented ministry projects over the years.

Having your work flow documented will keep you focused and on track. This framework is an essential organizational tool. Use this one or make your own but whatever you do, make a plan and do what you can to stick to it. You know what they say, the plan that works best is the one that you actually adhere to.

Side Note: Timing and cadence are essential for an effective plan. This is not only true in storytelling but in comedy and music as well. I would encourage you to consider the fundamentals of pacing, rhythm and interest as you embark on this next step.

### Phase 1. (five-six weeks out) **Soft launch**

#### **Meet with the team** (they are the lifeblood of the project)

Assuming by now you have done the work of coming up with an event title, a date, a location and an event graphic. It's time to begin a new chapter and carefully **delegate roles**. Find out who has the right energy, talent and drive for the various opportunities. There are many positions to consider such as: marketing strategy support, launch detail coordinator and even establishing roles for the event itself. Plugging in the right team members to the right slots is vital to the project. In general, it bears highlighting that there is no such thing as an effective ministry project without the support of a hardworking committed crew.

Show up to your meetings with an agenda, be prepared to encourage and mobilize the team, be enthusiastic and be organized.



When planning, make a map and assign roles/ staff to the appropriate stations. Be mindful that although you are delegating, the bulk of the assignments on the list will be yours. Your team is there to support when and if they can. Note that all unassigned roles leading up to the event will be assumed by you.

At this stage, the bulk of the planning and delegating revolves around the pre launch.

Review the calendar and be sure to lay it out so that everyone is on board with the workflow, including time commitments, meeting expectations etc. Note that meeting mostly online for this phase can be advantageous for efficiency and time-saving benefits.

Regularly make lists of items to consider and jobs to delegate for your project. Here is a generic list of potential items to consider in the early planning stages:

- event location (keys, safety, hygiene)
- access to kitchen, washrooms, storage
- flatware, tablecloths
- entertainment: lighting, music, sound equipment, DJ, other rentals...
- plugs, extension cords
- cups, beverages, ice
- snacks
- meals, catering
- access to garbage, compost recycling
- nametags
- flowers
- balloons
- decorations
- set up crew
- clean up crew
- first aid
- party favors
- videographer / photographer
- graphics
- printing

## Digital Campaign

**It's time to open the conversation and start generating some attention to the project BEFORE you reveal the event details.**

- Curate a series of social media posts using **curiosity marketing**. Consider using a combination of ambiguous pics, posing questions, dropping hints etc. (adapting humor, music and existing social trends with your own idea are great ways to engage your audience)
- Shoot a series of short videos / reels / TikToks reflecting the tone of curiosity and intrigue
- Design an email campaign that aligns with this tactic of generating curiosity and stirring up some interest in what you are up to
- Update the website with links to current videos

## Varia

- Write an outline / script for an official event video (perhaps narrated by one of the organizers describing the event and / or telling the story of the inception of the event - detailing the “why” of the project) Keep it short (5 minutes or less)
- Shoot and edit the video (either hire someone, recruit a volunteer or use your own skill set)
- Design and order signage / banners, posters and promo materials
- Plan a launch gathering for key supporters (to recruit volunteers, generate interest and inspire interest in the project)

Phase 2. (four weeks out) **Launch! (A Digital or in person event)**

**Meet with the Team (a week before the event launch date)**

As always, be organized and prepared with an agenda, be respectful of everyone's time. Listen to the feedback and needs of the team. Follow up on any logistical concerns (location, food, drink, technology etc), review guest list, assign greeters, hospitality team, secure tech support, secure set up and clean up support etc. Make sure materials are printed,

distributed to the team and displayed in a timely manner. Review digital campaign outline with the team

- Option here to host an official launch / watch party with refreshments where you formally reveal the project to your community for the first time. Invite guests from the target population, and all volunteers, members of parish and those who are invested in the project in any way. This is a noteworthy occasion and will afford you the valuable opportunity to pitch the project, answer questions and share your passion. If needed, you could even piggyback on an existing meeting, carve out time to describe the project and its potential impact on the community etc.
- A digital launch on Zoom with a watch party launching the video and event details being revealed online for the first time
- Document and share highlights from the launch, personal reflections, testimonials, impressions etc.
- Be sure to take this time to convey **why** the event matters to you! Take a few minutes to pitch the project and recruit event supporters who share your passion

### **Digital and Print Campaign**

- Now is the time to launch the event graphic and start rolling it out on social pages, websites and in print (bulletin, sign posts, stores, etc)
- Create a Facebook event (invite widely and strategically be organized, consistent and concise with event information) send personal invitations
- Create an enthusiastic email campaign with launch details
- Display event signage on location, a large banner can be very impactful here!
- Update the website (yes! Always keep the website info current. Errors or omissions can undermine the credibility of your event. Make it easy to find for visitors who are seeking information)

## **Varia**

There will be many organizational and administrative tasks at this phase. Staying on track in terms of participant registration, generating email lists, fielding inquiries, considering food allergies, tracking budgets and keeping on top of spreadsheets etc

### Phase 3 (three weeks out): **Conversations that Build Momentum**

#### **Meet with the Team**

Have an agenda, be organized and respectful of time. Check in with the team and follow up on details that may need attention, check on overall energy levels and morale etc. Issues may arise and having healthy communication patterns will be needed.

Be thorough about recruiting participants to the event, encourage each member of the planning team to personally invite at least five people. Request the team to support your efforts by reaching out to community groups. Be sure to submit event details to newspapers, radio, television and digital publications that have free listings to promote community events.

#### **Digital and Print Campaign**

- Use the Facebook event to build and deepen excitement and a sense of community, start a conversation, ask relevant questions, educate, inform and keep members engaged by building momentum. You are almost reaching the crescendo. You don't want to lose energy now! I find it helpful to remember that just because guests have clicked "going" on the event, this doesn't guarantee their attendance. You must be convincing about why the event matters and most importantly why your guests belong there. Provide specific reasons about **what is in it for them.**

- Use social platforms, videos and email campaigns to keep potential guests invested and to reach and attract new participants. Provide incentives that will entice guests, reinforce their interest and ensure their attendance. Let them know why you are so passionate (share your “why”, write blogs, videos, vlogs (video blogs) and short stories etc). Give your audience a reason to believe what you believe and to support the project
- Post bios and testimonials from the organizing team about their passionate involvement with the project on social pages, email campaigns, website etc.
- Update the website (yes - always update the website. Keep it fresh. What is happening in regards to the project now? )

## **Varia**

- Personally invite those who will be most likely to benefit from the event (and / or who would be advantageous to the event such as potential donors, other social justice advocates, philanthropists and community stakeholders etc.) Call, text, write emails, use messenger, pop in, have a coffee and not only invite them but **tell your story** and explain your mission and vision. Turn over every stone in your contacts lists and in the contacts of your contact. This is a grueling and endless task but will bear fruit! Note that people will be far more likely to attend your event if they have a personal connection to the organizer and more importantly, a reason to believe.

## Phase 4 (one week out) **Event Countdown**

### **Meet with Team:**

Hold a final in person meeting, (if possible on site at the event location), to share a meal together, review the designated roles, do a walk through, consider pitfalls etc. This will create some team spirit, deepen bonds and heighten event enthusiasm. You will likely need to modify plans as things will inevitably have changed since you first laid them. Listen to the thoughts, input and feedback of others. Being adaptable, flexible, creative

and playful now is just as important, if not more, as it was when you were first hatching the plan. Stay strong! You are nearing the finish line!

## **Digital Campaign**

- 3-2-1 Go! This is the final stretch! Curate a series of posts for social media describing the anticipation of the organizing team
- Document the walk-through and share some sneak peeks of the pending project.
- Remind guests on the Facebook event that the date is approaching and continue to generate excitement and provide reasons why their participation matters
- Create an email campaign that is both a confirmation and provides details such as what to expect, what to wear, where to park etc. This message prepares and informs them for the event. However, as much as people like to know what to expect, they also love a good surprise so walk this line delicately in your pre-game communications. Strategically omit certain details that will be memorable and important for the success of your project. The story continues to unfold. Your guests are now at the edge of their seats with anticipation.
- Update the website with any new details

## **Varia**

Oh my! So many details! There will be many, many details for you to tend to this week. I mean, more than I can even list here. This is the homestretch. Key volunteers will cancel at the last minute and their tasks will fall on your lap, you will receive criticism or praise and there will be many random opinions flying around. You will have to organize and tend to items that you have delegated but that still requires your input and support. In short, there will be mistakes and this is your problem. There will be cancellations, also your problem. The name tags aren't printed yet, this is your problem. Your event is outdoors and it might rain, yes, this is your problem. In fact, you will be on event duty full time this week so don't commit to anything other than these endless, last minute, unexpected details.

## Chapter 14: Game Day

If you have planned effectively, followed these steps, stayed on top of your lists, secured good attendance, have trained and passionate volunteers, considered every angle, focused on creating conditions for a strong and successful outcome, made contingency plans if things go wrong, and have dedicated yourself to the endless details in the weeks prior, the event will now run itself. No, but seriously, if you have been immersed in the project for the past six months or so, then the day itself should be the very least of your efforts.

You should in fact now be able to just stand back and let everything happen. Like a river, it should flow! This analogy is perfect because you will need to be able to flow when there is a glitch, a hiccup or an unexpected surprise. You will be on site to manage any and all of these potential concerns. And like a river, you will flow.

On “Game Day” I would urge you not to take on any official task. Don’t serve soup or give out name tags for instance. You will be on site, and must be available to pitch in, direct, answer questions and eventually allow for things to evolve organically and to take on a life of its own. I will provide an example that I think illustrates this flow perfectly.

At the Diocesan Family Day in the Spring of 2022, we were outdoors on the grounds of a parish. There were many families and things were flowing well! There were stations throughout, each with dedicated staff and volunteers. There was lots of positive energy, team spirit and enthusiasm to spare. It had previously been decided that the church itself would be locked and guests would only have access to the washroom facilities. Everyone was clear and on board with this.

On the day of the event, however, the head of the altar guild was in the church and the doors were opened. This led to some of the families being curious and wandering in, expressing interest in the church. They were then invited to receive an impromptu tour of the sanctuary. I had no idea that any of this took place. It was... flowing. It had a life of its own. There was a sense that the team had the autonomy to make decisions and

impact the outcome. It was a true collaboration. I later learned that this tour was very meaningful to the families, some had passed this church building for many years and always wanted to check it out. In fact, this was a highlight for them! The sense of flexibility, listening to the needs of the guests and working for the best outcome allows for unexpected benefits.

No matter how organized and prepared you are, the event will surprise or better still, delight you! When we show up with a posture of service, humility and hospitality, this is a holy thing. And when we embark on any holy endeavor, the Spirit will reveal itself. What could be more wonderful or surprising than this? One of the many positive byproducts of hosting inspiring event-based ministry.



## **Chapter 15. Follow Up (*It's Not Over till it's Over and it's Never Over*)**

Now that you are so exhausted you can hardly move you may think you have crossed the finish line and are done. But it's not over yet. You have to crawl yourself back to your computer and write an impassioned message of thanks to the support team. Don't delay. As we know, timing is very important in the event planning process. Don't lose your rhythm now. You're almost there! Follow up with some words of congratulations and gratitude. Ask the team to provide feedback of their own. In the coming weeks you may request a debrief session. This input is so important for you to learn from for future projects and to provide feedback for your reports, to your corporation etc.

You must also communicate with your guests to thank them for their participation. Chances are, they are still buzzing from the experience and will appreciate being in contact with you. Remind them that they are valued and their presence at the event made a difference. Include pictures, a short highlight reel video etc. Be sure to mention potential future event opportunities. Staying connected to this community as you consider your next steps is vital. This participant list is now an essential part of your event planning toolkit.

You might also consider thanking donors and peripheral helpers. Finally, it goes without saying that sending handwritten thank you cards to the core team of supporters is definitely worth it. They convey appreciation more deeply than digital messages alone.

## Chapter 16. The End (*Finally*)

Ok so you did it! You saw the project through. You made mistakes, you gained experience. You learned what to do and what not to do. You acquired insights, discovered tricks about what works and much about what doesn't. You got thicker skin. You have a deeper understanding of who you can effectively collaborate with. You now know which vendors you prefer and which caterer you can rely on. You are clear that there are parts of event-based ministry you love and others you loathe. You are filled with relief that it's over! Hopefully, though, you have already started dreaming about your next event.

All of this practical, hands-on experience is valuable and will teach you more than any manual, google search or piece of advice could. This is why it is so essential to actually take up the practice of event-planning: to find out all of these things for yourself. Not because it's easy or always rewarding. But it allows us to communicate God's love in the world in a way that we are unable to express in our church buildings alone.

I believe that we are being entrusted with inviting our community to share in experiences that will uplift, inspire, delight, provoke, comfort, and simply meet them in their lives, just as they are.

**Inspiring Event Based Ministry** is not going to transform or revolutionize the Church. I'm not saying that. I have no idea what that would even look like at this point. But it can give us another way to reflect God's love in the world.

And that's why we do it and that's why inspiring event-based ministry matters.

Romans 12:10-13

Be devoted to one another in love. Honor one another above yourselves. Never be lacking in zeal, but keep your spiritual fervor, serving the Lord. Be joyful in hope, patient in affliction, faithful in prayer. Share with the Lord's people who are in need. Practice hospitality.

## Epilogue

When the wind started blowing across the sprawling lawn on Family Day on that warm late spring afternoon right before Pentecost Sunday, it was one of those moments where it felt that God came close. The wind had picked up. We listened to live music being played on a guitar, with sung lyrics carried up by the breeze. There were some crying children, exhausted from the stimulation and far too much cotton candy, while others laughed and squealed with delight, running and waving their newly-crafted Pentecost wands made of dowels with long, billowy rainbow ribbons. Enormous bubbles, magically morphed through space before bursting with an enthusiastic splash. Brightly- colored bunting flapped furiously, while hats were lifted and blew off heads by surprise.

I paused to take notice, to watch the wind do its dance across the lawn. I thought to myself, *If wind is a symbol that represents the breath of God breathing new life into the Church at Pentecost, then this must be what we are witnessing now.* I sensed that the deep, eternal and abiding love of our Creator was there in the music and in the salty kernels of popcorn, in the face paint, the energy of the clowns and in every connection and joyful jump on the bouncy castle.

There are few words to describe those moments when everything comes together in ministry. It's a feeling, a combination of accomplishment, validation and relief. But there's more, when God comes close, it's a deep knowing; an experience. It transforms us. I am grateful for this transformation and spiritual growth, for the lifelong learning and longing to go deeper that being a part of events in ministry has afforded me and I wish the same for you.

My prayer is that we can share in this aspiration together. I hope you will tell your stories, share your insights and expand this conversation.

May you be encouraged, may you feel free to explore, to dream, to expand your ministry horizons. May you try something new and always be blessed with the energy and faith to be willing to learn and grow.

Amen

