

## Davisburg United Methodist Church Communication Action Plan

DUMC Member    Non-Member

Group/Host Of Event

<b>Date of Event</b>	<b>Month</b>		<b>Day</b>		<b>Year</b>		<b>Start</b>		<b>End</b>	
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<b>Date of Event Set Up</b>	<b>Month</b>		<b>Day</b>		<b>Year</b>		<b>Start</b>	
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	Church Building	Gospel Center	Will Kitchen Facilitated Be Required	Will A Health Dept License Be Required
<b>Requested Resource</b>	<input type="radio"/> Sanctuary <input type="radio"/> Fellowship Hall/Kitchen	<input type="radio"/> Wesley Hall <input type="radio"/> Daniel Room <input type="radio"/> Asbury Room <input type="radio"/> Stephen Room	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

<b>Phone</b>	
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Person In Charge Of Securing Oakland County Health Department Temporary Food service License

<b>Phone</b>	
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Oakland County Health Department Representative

**Description Of Event**

**How Does This Event Follow Our Vision?**

*The Davisburg United Methodist Church is called by God to make disciples from our community and throughout the world. Believing this is our greatest privilege and responsibility, it is our purpose to equip our members in this task. With Jesus Christ and the Holy Spirit as our guide, we will focus our prayers, worship, preaching, teaching, fellowship and outreach toward motivating, training and empowering believers to reach their full potential in Jesus Christ.*

**How Does This Event Follow Our Mission?** *Accepting people where they are. Bringing them to Christ. Moving them along.*

Please list below your anticipated sources of funding

Source 1	Amount \$ <input style="width: 80%;" type="text"/>
Source 2	Amount \$ <input style="width: 80%;" type="text"/>
Source 3	Amount \$ <input style="width: 80%;" type="text"/>

Please list below your anticipated number of people required to make your Ministry/Opportunity a success

Local Church	<input style="width: 80%;" type="text"/>	Community	<input style="width: 80%;" type="text"/>	District	<input style="width: 80%;" type="text"/>	Conference	<input style="width: 80%;" type="text"/>	TOTAL	<input style="width: 80%;" type="text"/>
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Within one month of the completion of this event, regroup and evaluate how the event went using the "Best Practices/Lessons Learned" model of evaluation. Report your findings to the Davisburg United Methodist Church Administrative Board.

## Communication Action Plan

**What One Line Message Best Describes Your Event?**

How will you deliver the message of your event so people will see it 6 times, 3 different ways? See the following chart for resource ideas to promote your event. It is suggested you chose more than 3 ways but no less than 3 different ways. This is only a suggested list. Website Ad Is Automatically Included Upon Approval Of Your Event

### IDEAS TO HELP PROMOTE YOUR EVENT

<b>IDEA</b> IN = Internal EX = External \$\$ = May Require a Cost	Person/s Responsible For Completing Idea	Date To Be Completed By	Actual Completed Date
<b>Worship Bulletin Inserts – IN</b>			
<b>Video Clip/s –IN/EX/\$\$</b> Video clips can be played during church service or put on web with proper copyright release.			
<b>Brochures – IN/EX/\$\$</b>			
<b>Announcements Slides – IN</b> To be played in church Announcements before service. Slides are to be created in PowerPoint or sent as a JPEG to office for inclusion			
<b>Personal Announcement – IN</b> To be spoken during announcement time before service.			
<b>Signs/Posters/Flyers – IN/EX/\$\$</b> Flyers can be made internally or externally to be distributed within the church and throughout community			
<b>Social Media – IN</b>			
<b>Website Announcement – IN</b> Event will be included on DUMC's Website Calendar			
<b>Mass EMAIL – IN</b>			
<b>Newsletter Link - IN</b>			
<b>Church Bulletin – IN</b>			
<b>Church Marquee – IN</b> If used, please see additional CHURCH MARQUEE chart for proper usage.			
<b>Clothing/LOGO – EX/\$\$</b>			
<b>Door Hangers – IN/EX/\$\$</b>			
<b>Yard Signs – EX/\$\$</b>			
<b>Handwritten Invites - IN</b>			
<b>PERSONAL VISIT/FACE TO FACE - EX</b>			
<b>LETTERS - IN</b>			
<b>NEWS RELEASES – EX/\$\$</b>			
<b>t.v. ADS – EX/\$\$</b>			
<b>RADIO SPOTS – EX/\$\$</b>			
<b>DIRECT MAILING – EX/\$\$</b>			
<b>PHOTOGRAPHY – EX/\$\$</b>			

