



Making A Difference

Block Party Planning Guide

SELECT THE LOCATION

1. First step is to select the right location. Some things to consider:
 - a. What is the objective of the Block Party?
 - b. Where can we do it that will draw the biggest/best crowd?
 - c. Is the location easily accessible?
 - d. Is it in a residential neighborhood?
 - e. Is it close to a main road?
2. My recommendation is to NOT do it at the church, if at all possible.
Reasons why:
 - a. Sometimes people are skeptical about coming to an event on the church property.
 - b. Also, people are a little more hesitant to respond during altar time at a church event.
 - c. The idea is to get the church to where the people are.
 - d. The goal is to get people connected to the church. If done correctly, you will get Home Bible Studies that will connect you with guests.
 - e. I would also suggest doing some giveaways on that Sunday to encourage people to visit the church.
3. Once you determine location, you will want to check with the proper authorities about reserving the site and to see if any permits, etc. are necessary.

4. Some things to look for at site:
 - a. Is there electricity? Need electricity for inflatables, sound equipment, etc.
 - b. Make sure there is enough room for inflatables, stage, food set-up, etc.
 - c. Check to make sure there is a water supply for the baptismal tanks.
5. This should be done at least 1-2 months prior to the event. It can be done on short notice...just be aware that there may be some unforeseen issues that may arise.

PLANNING FOR THE EVENT

1. Reserve inflatable(s) as soon as possible.
 - a. This is one of your main draws & a good source of promotion.
 - b. It can get kind of pricey, so it's important to get this reserved as soon as possible so you can adjust your budget appropriately.
 - c. If the budget allows, getting more than one is suggested.
2. Set up teams for the event. Depending on size of the church, you may need to combine efforts. Here are the areas that need to be covered (more on each area later):
 - a. Outreach/Promotion of the event
 - b. Food
 - c. Sound/Music
 - d. Registration & Give-Aways
 - e. Set-Up/Tear Down (Including Clean-Up)
 - f. Games/Activities
 - g. Altar/Baptisms
 - h. Transportation
3. Set your budget for the event based on approximately 300 guests
 - a. Food = \$400-\$450 (Hot Dogs, buns, chips, soda, cookies)
 - b. Inflatables = \$300-\$600
 - c. Promotion = \$150-\$300
 - d. Give-Aways = \$300-\$600
 - e. Miscellaneous = \$150-\$300
 - f. TOTAL BUDGET = \$1,300 - \$2,250**
 - g. NOTE: This is approximate. Could vary depending on cost of inflatables, prizes, etc.**
4. Beginning the planning process as soon as possible. Doing an event like this is always a risk & leads to some tension. The more planning that goes in, the less stress in making it happen.

RESPONSIBILITIES FOR EACH TEAM

1. Outreach & Promotion

- a. Obviously this is a KEY area in the event. Must be an aggressive group of people to get the word out.
- b. Need to create a flyer for the event. Doesn't have to be fancy, at all! The key is to include key words like, "FREE", "GIVE-AWAYS", etc. I have a sample of what we used in the past. I am working with a graphic artist to make something available to churches.
- c. Obviously, the more promotion, the better the turnout.
- d. Some suggested outreach ideas:
 - i. Blitz the area with flyers/door-hangers
 1. 2 weeks out from the event, hit the area directly around the event site. Just put flyers on doors.
 2. 1 week prior to the event, hit areas a little farther out from the event site. Put flyers on doors (make personal contact if you have enough help.)
 3. A couple of days prior to the event hit the local area again. ALL PERSONAL CONTACT.
 4. Day of the event, send out as many as possible to the local area to get people to come out. ALL PERSONAL CONTACT.
 5. Apartment complexes are hotspots.
 6. Need to either put up signs or have people stand at the entrance of the part with signs inviting the public to the event.
 - ii. Encourage the entire church to invite friends, co-workers, etc.
 - iii. Other ideas depending on budget:
 1. Send out flyers to church mailing list.
 2. Billboard advertisement
 3. Yard signs
 4. Contact all past church guests
 5. Put up flyers in public places
 - iv. The main focus has to be on making personal contact with people in the surrounding area.

2. Food

- a. OPTION 1 – Hot Dogs
 - i. Hot Dogs, Buns, Chips, Ketchup, Mustard, Dessert (optional)
 - ii. Plates & Napkins
 - iii. Sodas, cups, ice, (Could serve cans if budget allows.) Suggest using name brand sodas...going w/ generic soda makes the church look cheap.
 - iv. Grill & all things associated w/ cooking on a grill.
 - v. Cooler for ice
- b. OPTION 2 – Pizza
 - i. Work out a deal with a place like Papa Johns, etc.
 - ii. Get pizza delivered at about 10 minutes prior to start.
 - iii. Plates & napkins
 - iv. Soda, cups, ice
 - v. Dessert (Optional)

3. Sound/Music

- a. You will need a good sound system because being outside sound can be a real challenge. VERY IMPORTANT!!!
- b. You need:
 - i. Amp
 - ii. Sound board
 - iii. Speakers
 - iv. At least 1 Microphone
 - v. All necessary cords
 - vi. iPod/MP3 Player & cord to connect it to sound board
- c. I recommend using iPod/MP3 Player for music. It's just much simpler than using live music.
 - i. Prior to the event, put together an appropriate play list. Remember that your target is not church people...use music that will appeal to the public, even if it's not your preferred style.
 - ii. Make sure you have a variety of songs...fast, slow, youth, black gospel, etc.
- d. Stage
 - i. Need to have some type of stage for the preaching part of the event.
 - ii. It doesn't have to be anything special, just something the speaker can use & be visible to all guests.

4. Registration/Give-away Prizes

a. Give-away Prizes

- i. Need to determine your budget for prizes.
- ii. Need to include some smaller items, medium items & then at least 1 or 2 grand prize(s).
- iii. Suggestions for SMALLER PRIZES:
 1. \$5-25 Wal-Mart/Gas Cards
 2. \$10-20 Restaurant Gift Cards
 3. Basketballs/Footballs/etc.
 4. You need at least 8-10 small prizes. You can do more...you just want to make sure it doesn't take forever to hand them out & doesn't get cluttered.
- iv. Suggestions for MEDIUM PRIZES
 1. Boys Bike Age 5-12 (\$40-50 from Wal-Mart)
 2. Girls Bike Age 5-12 (\$40-50 from Wal-Mart)
 3. MP3 players
- v. Suggestions for GRAND PRIZES:
 1. Mini Lap Top (\$250)
 2. Cash Prize (\$100-300)
 3. Tablet PC (\$100)
 4. iPad (\$300)
- vi. I also use a couple of \$20 bills to get people up around the stage.
- vii. You will need 2-3 people to help coordinate the drawings:
 1. If there are a lot of items to give away, they will want to pre-draw a few to help expedite the process.
 2. They will make sure that all registration cards get placed in the appropriate containers.
 3. They will make sure that all prizes are displayed so that everyone can see.
 4. They will give the speaker the name & what prize is being given away, as the drawings are taking place.
 5. They will mark on each card what that person won & place it in a safe place so that it can be placed with the rest of the registration cards.

6. They will assist in getting the prizes handed out to the winners.
7. They will be the liaison between the Registration table and the stage area.

b. Registration

i. You will need 6-8 volunteers to work the registration tables.

1. They need to be your most friendly, personable people you have available because they are the 1st impression w/ guests.
2. They will also need to be forceful enough to be able to keep church people from congregating around registration tables.
3. Registration workers need to make sure that they ask people if they:
 - a. Would be interested in a HBS
 - b. Would be interested in transportation to service on Sunday.

ii. Registration Cards

1. All Registration Cards need to include:

- a. Name
 - b. Address
 - c. City/Zip
 - d. Age
 - e. Phone #
 - f. E-Mail Address (Get as many of these as you can because it gives you free advertising.)
 - g. Box to check, "Would you be interested in a FREE 30-minut Home Bible Study?"
 - h. Box to check, "We would love to have you be our guest on Sunday. Please check the box if you need transportation."
 - i. You can add a couple of other things on them, but you don't want them to be cluttered.
2. If you are giving away BOYS BIKE & GIRLS BIKE both for kids ages 5-12, you will need:

- a. BLUE COLORED Registration cards for all boys ages 5-12. These will go into a separate box to be used to draw for the boy's bike.
 - b. PINK COLORED Registration cards for all girls ages 5-12. These will go into a separate box to be used to draw for the girl's bike.
 - c. WHITE COLORED Registration cards for EVERYBODY ELSE. These will be used for all of the other drawings.
 3. Make sure EVERY GUEST fills out a registration card and it gets put in the appropriate box for the drawings.
- iii. Supplies Needed
 1. Need 3-4 Tables set up at the entrance of the site. Needs to be in a highly visible spot near what would be a reasonable entrance to the Block Party.
 2. Need enough chairs for your workers.
 3. Need registration cards described above. Print more cards than what you're expecting.
 4. Need several pens.
 5. Need some signs that say "REGISTRATION" & something to attach them to tables and/or a place to hang them nearby.
 6. Some people like to have a canopy set up, especially when it's hot. Not something that is necessary but is an option.

5. Set-Up Tear Down

- a. Need a group of men who can transport items to/from Block Party.
- b. Each team will be responsible for coordinating with the transportation team to make sure their items get on location.
- c. Need to transport:
 - i. All Food Items (Grill, food, etc. May need to bring a trashcan or two.)
 - ii. All sound equipment

- iii. Tables & Chairs
 - 1. 10-14 Tables
 - a. 3-4 for registration
 - b. 4-6 for food
 - c. 3-4 for other games/booths
 - 2. 10-20 Chairs
 - a. 6-8 for registration
 - b. 4-6 for other booths/etc.
 - c. OPTIONAL: Can bring chairs for guests, but not really required. It actually sometimes hinders the altar call time if there are chairs. May just want a few for disabled/elderly.
- iv. Stage or whatever you are using for a stage area.
- v. Baptismal Items
 - 1. Horse trough(s) seem to be the easiest.
 - 2. Water hose(s)
 - 3. Towels
- vi. Prizes
- vii. Any other items needed for games, etc.

6. Games & Activities

- a. Need to have some games for a variety of ages
- b. Suggestions:
 - i. Obviously, you will have the inflatable(s), which is a huge draw.
 - ii. Sports Stuff
 - 1. Basketball(s)/goals if there is a place to play.
 - 2. Football(s) & or soccer balls.
 - 3. Don't need anything organized. It will happen naturally.
 - iii. Various Activities for kids
 - 1. Face painting (This is a huge draw for kids)
 - 2. Balloon Animals
 - 3. Carnival games (You can usually rent these from party stores very cheap.)
 - iv. Just need to have enough activity to draw people in & then keep them interested while they're there. If you have stuff for kids, the parents will stay.

7. Altar/Baptism

- a. The altar call is THE most vital part of the entire Block Party.
 - i. You need to have someone who is comfortable in that environment who can preach to the public & knows how to conduct crusade style event.
 - ii. Need to shut down all of the games, inflatables, food, etc. during altar call.
 - iii. Every church person needs to move to the very front & bring a guest.
 - iv. I have some specific instructions on being an effective altar worker at an event like this available upon request.
- b. Baptisms
 - i. As mentioned, you will need 1-2 horse troughs filled with water.
 - ii. You will also need some towels.
 - iii. Don't worry about providing robes. That only slows down the process & keeps people from getting baptized.
 - iv. You will need a team of 4-6 people to coordinate getting people to the tanks to be baptized.
 - v. You will need 2-4 people ready to do the baptizing.
- c. Miscellaneous
 - i. It's important to train people to not congregate with each other, but to make sure they are meeting, talking to, and serving the guests. This is huge part of altar working.
 - ii. You will need 4-6 people who are responsible for documenting how many/who get baptized. Very important for Guest Follow-Up
 - iii. They can also attempt to get names/info of people who receive the Holy Ghost. This is much trickier because of so much activity going on at the altar. My philosophy is "some is better than none."
 - iv. Again, these are you key prospects for Guest Follow-Up.

8. Transportation

- a. If possible, it helps to have vans & personnel available to bring people to the Block Party.
 - i. Go into neighborhoods & tell them that the van will meet a particular spot at a certain time. If they want to go, meet them there.
 - ii. If no one is there, go through the neighborhood & try to get people to come out.
- b. Make sure that if you transport people there, you know how many & from where so you can make sure you get them back home.
 - i. This is especially important for youth.
 - ii. Obviously, no really young children should be transported.

9. The Flow of the actual Block Party

- a. 2 Hours Prior to Start Time = Need transportation team at the site.
 - i. Goal is to have everything set up 1 hour prior to start.
 - ii. You can keep a skeleton crew there during/after set-up, but you will need people to go out into the neighborhoods & invite people to the Block Party.
- b. 2 Hours Prior to Start Time = Need as many people as possible to go out into the neighborhoods & invite people to the Block Party.
- c. 30 Minutes Prior to Start Time
 - i. Grill should be fired up and start cooking Hot dogs
 - ii. Registration Team should be in place.
 - iii. Sound Checks should be completed & ready to start playing music.
 - iv. Inflatables should be up & running
 - v. All games/booths should be set up & ready to start
 - vi. IT'S IMPORTANT TO HAVE THIS DONE 30 MINUTES AHEAD BECAUSE PEOPLE WILL ARRIVE EARLY.
- d. At start time, speaker should get up:
 - i. Welcome all the guests.
 - ii. Encourage them to register
 - iii. Announce about the prizes
 - iv. Announce about the food
- e. Music will continue to play & speaker should periodically make those same announcements.

- f. Periodically, give away a small item. This keeps the interest up & shows that you really are giving stuff away.
- g. Timing is everything. You want to feel it out & make sure that you aren't losing people but that you don't have a lot of new people arriving. When you hit this point, you will want to begin the message/altar call.
 - i. Make sure all areas (food, inflatables, games, etc) are shut down.
 - ii. Call EVERYBODY to the front of the stage, as close as they can get. Church needs to help in this area.
 - iii. Use a give-away to draw everyone in. I use a \$20 bill usually.
 - iv. Get people pumped up & excited. Have them scream "JESUS" & whoever screams the loudest gets the \$20.
 - v. Speaker should then transition right into a 5-7 minute message of hope, love, Holy Ghost power, etc. Must be high energy & must be real. NO SERMONIZING!!!
 - vi. At the end of the message, speaker should walk them through salvation & do call for people to receive the Holy Ghost.
 - vii. Usually, there are a few waves of people receiving the Holy Ghost. Key is to keep church people working the altars for as long as possible.
 - viii. Sound man needs to have music playing during prayer time, preferably something upbeat & worshipful.
 - ix. After Holy Ghost outpouring, make an appeal for baptism & begin baptisms.
- h. Upon conclusion of baptisms, give away the remainder of the items.
- i. Thank everybody for coming & announce Sunday's service.
 - i. You should do this periodically throughout the day.
 - ii. I recommend doing a small give-away service on that Sunday to encourage people to come to church.

10. Guest Follow-Up

- a. We're not doing this just to pray a bunch of people through, although that is awesome. Our goal is to connect with people.

- b. Guest Follow-Up starts at the event.
 - i. Registration Team really needs to promote HBS & Transportation to church services at registration.
 - ii. Need to have everyone greeting, having conversations, and serving guests.
 - iii. Connecting with people at the altar.
- c. Do something special for the Sunday service.
 - i. I recommend doing a smaller give-away service so you can have something to promote at the event.
 - ii. Make sure you have plenty of transportation help for Sunday.
 - iii. Greatest way to get them connected is to get them to come to service the next day. Especially important for those who receive the Holy Ghost and/or get baptized.
- d. Call for an All-Church Outreach on Monday night following the Block Party.
 - i. Do a personal visit for all guests who:
 1. Receive the Holy Ghost
 2. Get Baptized
 3. Mark the card that they are interested in a Home Bible Study
 4. Come to church on Sunday.
 5. THESE ARE YOUR HOT PROSPECTS.
 6. I have more information on how to do the Guest Follow Up visit, if interested.
 - ii. Make phone calls to all other teen/adult guests. (Again, I have more information on how to do this, if interested.)
- e. Prior to the Block Party, you need to make sure you have plenty of Home Bible Study teachers.
 - i. Connect your teachers with those who want a HBS and/or were baptized/filled with the Holy Ghost.
 - ii. You can also start a group Bible Study & invite people to come to that. You may need to provide transportation for this. I would only do this if there are not enough HBS Teachers for all the HBS.