03 – Event Evaluation

The process and template for evaluating individual events after they occur — wins, improvements, mission alignment, and recommendation to continue, adjust, or retire.

- Overview: Event Evaluation
- Event Evaluation Process
- Event Debrief Template
- Event Planning Checklist

Overview: Event Evaluation

Status

Implementation status: Approved by Servants Council

Date: 2026-05-30

Principle (from Streamline)

Every significant event should have a post-event debrief against mission alignment, wins, improvements, and stewardship — with a clear recommendation to continue, adjust, or retire. Otherwise events repeat without learning.

Mayflower's Current Practice

Mayflower has a complete Event Evaluation SOP and a fillable debrief template. The template captures mission alignment, wins, improvements, stewardship check, and recommendation.

Governance & Document References

- Event Evaluation Process
- Event Debrief Template
- Mayflower Constitution and Bylaws — governance alignment

Open Questions

Page template: Principle + Mayflower Practice. Part of the Operations Plan, adapted from Michael Lukaszewski's Streamline: How To Create Healthy Church Systems.

Event Evaluation Process

Approved SOP — April 2026 | Owner: Pastor / Servants Council | Review: Annually at April meeting

Purpose

This document establishes a simple, repeatable process for evaluating events at Mayflower Church. Consistent evaluation ensures that every event serves the church's vision — "*To Know Christ and Make Him Known*" — and that we are faithful stewards of the time, energy, and resources God has entrusted to us.

Scope

This process applies to all church-sponsored events, including:

- **Special events** — Easter services, Christmas Eve, Fall Kickoff, VBS, community outreach
- **Recurring programs** — Bible Fellowship Groups, discipleship classes, missions activities
- **Ministry Team events** — Hospitality, Children's Ministry, or any ad hoc Ministry Team event

Governance Alignment

Per the Mayflower Constitution and Bylaws:

- **Servants Council** is responsible for evaluating the effectiveness of the church's strategic plan (Bylaws, Art. II, Sec. B, §4(c)(2)). Event evaluations feed directly into this responsibility.
- **Ministry Team Leaders** report activities to the pastor or his delegate (coach, deacon, elder, etc.), who includes them in monthly reports (Bylaws, Art. II, Sec. B, §15(j)). The completed debrief form serves as part of that report.

The Evaluation Process

There are three steps. The entire process should take no more than 30 minutes per event.

Step 1 — Complete the Debrief Form (Event Lead, within 7 days)

The person who led the event fills out the Mayflower Church Event Debrief Template within one week of the event. This is a short form covering what happened, what went well, what to improve, and whether the event served the mission. It should take 10–15 minutes.

If the event involved volunteers, the lead should gather quick informal feedback from 2–3 volunteers before completing the form. A brief conversation or group text is sufficient — no survey required.

Step 2 — Review with Pastor (within 14 days)

The event lead shares the completed debrief with the pastor (or his delegate) within 14 days. This can happen at the next regular team meeting or via a brief one-on-one conversation.

The pastor (or his delegate) and event lead together decide on any action items: repeat the event as-is, modify it next time, or discontinue it.

Step 3 — File and Report (within 30 days)

The completed debrief form is saved to the church's designated storage location (see Storage below). The Clerk includes a brief summary in the next monthly board report, which is posted per Bylaws §15(i).

Once per quarter, the Servants Council reviews event evaluations from the prior quarter as part of its strategic plan evaluation responsibility.

Timeline Summary

When	What	Who
Within 7 days	Complete debrief form	Event Lead
Within 14 days	Review with Pastor	Event Lead + Pastor

When	What	Who
Within 30 days	File form + include in board report	Clerk
Quarterly	Review evaluations at Servants Council	Servants Council

Storage

All completed debrief forms should be stored in a single, accessible location. Stored as follows:

- **Google Drive shared folder** — Place in "Event Evaluations" within the Servants Council shared drive, organized by year.

Per the Bylaws, the Clerk is responsible for preserving official written communications and administering a records management policy (§12(c)(5–6)). The Clerk should be informed of where event evaluations are stored.

What the Debrief Form Covers

The companion *Event Debrief Template* asks five straightforward questions:

1. **Vision Alignment** — How did this event serve our vision of knowing Christ and making Him known?
2. **Wins** — What went well? What should we celebrate or repeat?
3. **Improvements** — What would we do differently next time?
4. **Stewardship** — Was the investment of time, volunteers, and money proportional to the impact?
5. **Recommendation** — Repeat as-is, modify, or discontinue?

The form also captures basic facts: event name, date, lead, attendance, and budget vs. actual spend.

Annual Review

As part of preparing plans and programs for the coming year (Bylaws §15(f)), each Board and Ministry Team should review the year's event evaluations before the October Biannual Meeting. This review should answer:

- Which events most effectively served the mission?

- Which events should be continued, modified, or retired?
- Are we trying to do too many events? (Aim for 3–4 major special events per year.)
- Are events scheduled at times when families and members can realistically attend?

Document Control

Field	Value
Document	Event Evaluation Process
Version	1.0
Date	April 2026
Owner	Pastor / Servants Council
Review Cycle	Annually at April Meeting

The source .docx is attached to this page for printing and further editing.

Event Debrief Template

Companion form to the Event Evaluation Process SOP.

Complete within 7 days of event | Share with pastor within 14 days | File within 30 days.

> **PRINT: Mayflower Church Event Debrief Template.docx**

> **ONLINE: coming soon**

Section 1 — Event Details

Event Name	
Date(s)	
Event Lead	
Overseeing Board	
Ministry Team	
Attendance	
First-Time Guests	
Volunteers Serving	
Event Type	☐ Special ☐ Recurring ☐ Outreach
Budget Allocated	$
Actual Spent	$

Section 2 — Mission Alignment

Which aspect of our vision did this event primarily serve? (Check one)

- ☐ **KNOWING CHRIST** — Teaching, discipleship, Bible study, worship, spiritual growth
- ☐ **MAKING HIM KNOWN** — Outreach, evangelism, community, fellowship

In one or two sentences, how did this event serve that purpose?

Section 3 — What Went Well?

What should we celebrate or repeat? (List 2–3 highlights)

1.
2.
3.

Section 4 — What Would We Change?

What would we do differently next time? (List 1–3 items)

1.
2.
3.

Section 5 — Stewardship Check

Was the investment of time, volunteers, and money proportional to the ministry impact?

- ☐ Yes — Good stewardship
- ☐ Partially — Could improve
- ☐ No — Needs rethinking

Brief explanation (optional):

Section 6 — Recommendation

- ☐ **REPEAT AS-IS** — Keep it on the calendar
- ☐ **MODIFY** — Do it again with changes
- ☐ **DISCONTINUE** — Retire or replace this event

Action Items

What specific steps come out of this debrief? (Agreed upon with Board Chair)

Action	Owner	Due By

Sign-Off

Completed By		**Date**	
Reviewed By		**Date**	

> *The source .docx is attached to this page for printing.*

Event Planning Checklist

A timeline-based planning checklist for Mayflower Church events. Each phase ends with a turn-in to the church office along with the event planning worksheet.

> **DOWNLOAD: Mayflower Event Planning Checklist (blank).docx**

6 to 12 Months Prior to the Event

- Hold a planning meeting with all essential team members — interactive brainstorming session of ideas and concepts.
- Complete the Event Planning Worksheet.
- Decide on a preliminary budget (food, drink, advertising, decorations).
- Schedule firm monthly team-leader meetings and provide detailed assignment due dates.
- Develop a follow-up plan for contacting visitor participants after the event.
- Contact outside organizations as needed (town, school, police, fire, etc.).
- Confirm speakers and guest entertainers.
- Get quotes and procedures from media outlets (newspaper, radio, TV).
- Get quotes if using an outside printer for advertising or other materials.

Preliminary Budget Worksheet

Item	Cost	Item	Cost
Speakers		Design / printing	
Travel		Decorations	
Lodging		Office Supplies	
Food		Advertising	
Equipment Rental		Entertainment	
Other		Other	

4 to 5 Months Prior to the Event

- Finalize the detailed budget.
- Begin a volunteer list and recruitment.
- Determine audiovisual requirements and volunteers.
- Determine building, parking, and other logistical needs.
- Develop the menu / refreshments.
- Order supplies (foam plates, paper cups, etc.).
- Prepare layouts for advertising and order or print materials.
- Order ministry materials and promotional items, including volunteer shirts, patches, badges, uniforms, and accessories.
- Complete lists for mailing, emailing, and Facebook invitations and postcards.
- Complete the follow-up plan and enlist volunteers for it.
- Begin volunteer training.

Remember: Ownership by your volunteers is dependent on preparation, training, and promotion. This conveys your vision to them in a tangible way.

2 to 3 Months Prior to the Event

- Give volunteers their specific assignments (some events assign these 4–12 months in advance).
- Follow up and hold team members accountable.
- Continue team-member training.
- Final revision of schedule, procedures, and needs.
- Complete the promotion plan.
- Hold a walkthrough of the event with all team leaders.
- Review the follow-up plan.

1 Month Prior to the Event

- All promotional materials completed and received.
- All advertising sent to respective organizations (newspaper, TV, radio).
- Confirm that the recipient at each advertising organization received the advertisement.
- Order all food.
- Finalize food purchases with a pickup person, time, and date.
- Schedule all personnel and define job descriptions, including building and clean-up personnel.
- Hold final volunteer training.
- Confirm assignments and continue training.
- Final revision of event schedule, procedures, and needs.
- Finalize parking, clean-up, and security details.
- Confirm setup and tear-down times with responsible team members.

- Confirm return of borrowed or rented items, and items being returned for credit, with a responsible team member **(not the pastor)**.
- Begin promotions within church and community.

2 Weeks Prior to Event

- Send out emails confirming with all volunteers the time, date, and place of the event.
- Meet with team to finalize plans and convey finalization to volunteers.
- Continue promotions with extreme emphasis.
- Double-check everything.
- Finalize team-member training and assignments.
- Finalize all team-member supply needs.
- Finalize all seating and table arrangements.
- Confirm the number of team members and assignments to ensure adequate coverage.
- Verify food purchases and pickup with the responsible person.

1 Week Prior to Event

- Meet with all team members for last-minute details.
- Final rehearsal or walkthrough of event.
- Verify final tear-down and clean-up plans with responsible team members.
- Verify the return of borrowed or rented items, and items being returned for credit, with a responsible team member **(not the pastor)**.
- Team leaders recheck every area and try to anticipate and plan for any unforeseen changes, plans, or issues.
- Final review of all team-member tasks.
- Review follow-up plan with team members.
- Send out an email to all volunteers with a reminder, encouragement, and any change of plans.
- Confirm with team members when they should arrive.

Day Prior to Event

- Recheck all equipment and supplies for the event.
- Recheck logistical issues for traffic flow, arrival and dismissal procedures, kitchen needs, and security needs.
- Confirm setup of all rooms and tables.

Day of Event

- All team members arrive at least one hour early.
- Check audio / visual equipment at least one hour prior.
- Final check of all areas being used for the event, including bathrooms.
- Greet team members and cover any final details.

One Day After Event

- All rooms cleaned.
- All bathrooms cleaned.
- All floors mopped or vacuumed.
- All items returned or scheduled for return.
- All decorations and props torn down and stored.
- Team-member event review scheduled.

Sign-Off (each phase)

Event	_____	Event Planner	_____
Event Date	_____	Signature	_____
Event Time	_____	Today's Date	_____

Check the items completed and turn in to the church office along with the event planning worksheet.