



**CHURCH HEALTH  
& EVANGELISM**

## **PLANNING YOUR CHURCH MINISTRY CALENDAR**

**Understand there are seasons in church life.**

**Seasons to Grow, Disciple and Celebrate.**

**We believe there are two starts to each year:**

**January – July**

**August – December**

**If you are not doing so, track your metrics.**

**Things we count.**

**ATTENDANCE.**

**GUESTS.**

**SALVATIONS.**

**BAPTISMS.**

**SMALL GROUPS.**

**GROWTH TRACK.**

**DREAM TEAM.**

**GIVING.**

**You need to know when people are coming.**

**When do your people go on vacation?**

**Do you live in a college town or tourist town?**

**Don't plan big events when people are gone.**

**Don't compete with things you can't compete with.**

**Major festivals in your town.**

**Partner with your town to help them.**

**HEALTHY  
CHURCH  
SYSTEMS**

**SESSION 9**



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## **LET'S GET SPECIFIC**

### **1. Look at holiday weekends.**

**We don't get to decide that.**

**Easter, Christmas, Fourth of July, Memorial Day, New year's, School calendar, and spring break.**

### **2. Think in terms of WAVES.**

**There are four seasons for evangelistic pushes.**

- January gives a fresh start to people. They are open to change.**
- Easter is an automatic outreach event and needs to be a big deal.**
- September is a time when people reset after the summer and school starts back.**
- Christmas is another automatic outreach season when people are likely to come to church.**

**Take advantage of these seasons.**

### **3. Maximize Milestone Moments.**

**Take advantage to invite friends and family members to special occasions in the life of your congregation. These include baptism, child dedication, graduation recognition, etc.**