

MAGDALENA

THROUGH HER EYES

A SPECIAL EVENT FOR WOMEN



EVENT PLANNING GUIDE

FOR A MEMORABLE CHURCH EVENT

A *Through Her Eyes* event encourages participants to take a fresh look at their own journeys, experience Jesus' tender concern and regard, raise awareness and compassion for other women, and understand that God has a purpose for each life.



HERE'S HOW IT ALL UNFOLDS:

EVENT (ALLOW 2 HOURS):

- 15 minutes** Welcome and visit time
- 5 minutes** Introduction & watch *Free*
(a short video for the modern woman) ✨
- 60 minutes** Watch *Magdalena: Through Her Eyes*
(60-minute condensed version) ✨
- 25 minutes** Make a connection through small group discussion »
- 15 minutes** Encourage individual women to make a difference
(utilize Response Card) »
 - Join a *Magdalena* Bible study (*Reflections of Hope*)
 - Host a *Through Her Eyes* event at home for family, friends, or neighbors
 - Purchase *Magdalena* DVDs to share with friends (suggested price of \$10 helps raise donations for the women's cause your church has decided to bless) 📺

✨ Contained on the *Magdalena: Through Her Eyes* DVD

» Free download resource found at www.MagdalenaToday.com

📺 Purchase through www.MagdalenaToday.com or by calling 1-800-432-1997



PRE-EVENT:

- o Meet with church leadership to go over details, get needed permission and set budget.
- o Choose an optimal date on the church calendar.
- o Recruit a team of women who will pray, plan, and fill positions (see Mobilizing Your Volunteers chart). »
- o Choose a woman's ministry/cause that your group can donate to and get involved with. Consider having their brochures available at your information table.
- o Decide if you will provide child care and make necessary arrangements.
- o Select an emcee/facilitator who will communicate well in front of guests including those from the community who may not understand Christian phrases (see Emcee Script). »
- o Arrange for needed audio/video equipment. Film quality is higher when using a DVD player rather than a computer. Hold a practice run through.
- o Order *Magdalena: Through Her Eyes* DVDs to have available for sale to estimated number of attendees. 📄
- o Order *Reflections of Hope*, the *Magdalena* Bible study so groups can begin immediately following the event. 📄 (Also available as a free downloadable version.) »
- o Have a planning meeting to preview promotional videos, ✨ organize volunteers, prepare discussion leaders and discuss details such as food, name tags, etc. (see Discussion Questions, Potential Impact.) »
- o Promote your event (during the Sunday service or key women's events):
 - o Four weeks prior to event date—show 5-minute promotional video ✨ followed by a brief announcement. (Bulletin inserts, posters and e-invites available) »
 - o Three weeks prior—show 2-minute promotional video ✨ and have information table. (sign-up sheets, invitations, tickets available) »
 - o Two weeks prior—show 1-minute promotional video ✨ and encourage women to invite others. Continue information table.
 - o Sunday before the event, show 30-second promotional video ✨ as a reminder. Continue information table.

POST-EVENT:

Have a short debrief meeting either right after the event or within a few days to share event stories, review response cards and make plans for your follow-up strategy:

- o Organize *Reflections of Hope* Bible study groups.
- o Present your donation to the women's cause you've chosen.
- o Start planning for the second evangelistic *Through Her Eyes* event.
- o Share the impact of your event with us at www.MagdalenaToday.com (see Our Event Results).

FROM YOUR CHURCH OR COMMUNITY TO . . . AROUND THE WORLD.

Because support for women's causes here and abroad is an integral part of every *Through Her Eyes* event, your participation extends the reach of your women's ministry from around the corner to around the globe.

