

Designing the Celebration Moment

A planning checklist to turn one day of service into lasting momentum.

Celebration is not fluff. It is reinforcement. If you want serving and inviting to repeat, you have to plan the win. Use this checklist so Sunday does not become a scramble.

QUICK SETUP

- Outreach event + date: _____
- Sunday celebration service date(s): _____
- Segment owner: _____
- Time cap: _____ minutes (aim for 6–10).

Before the event

Plan the Sunday while you plan the outreach.

- ☐ Schedule the Sunday segment early and protect a time cap.
- ☐ Identify the stories to capture (volunteer, person served, partner).
- ☐ Assign a recap video editor and a hard deadline (same-day beats later).
- ☐ Assign a story capture lead (photos, quotes, before/after).
- ☐ Define your three numbers max and how you will count them.
- ☐ Identify one potential on-stage voice and pre-brief them (short and human).
- ☐ Create one shared upload folder and send it to every person capturing media.
- ☐ Confirm tech and backup (playback plan, audio source, offline file).

During the event

Capture in real time. If it is not documented, it will not get repeated.

- ☐ Capture the must-get shots (wide energy, close-up action, joy, partner presence, before/after).
- ☐ Capture quotes word-for-word (name + role). Do not paraphrase.
- ☐ Capture emotional or surprising moments while they are fresh.
- ☐ Flag strong story candidates for Sunday and coach them: short, specific, human.
- ☐ Get permission when capturing people served. Mark anything that is internal only.
- ☐ Track impact numbers in real time (do not guess later).
- ☐ End of day: choose the top 3 moments you will highlight on Sunday.
- ☐ Upload everything before you leave the site.

After the event

Treat this like a 48-hour sprint. Momentum has a short half-life.

- ☐ Produce the recap video quickly (same day is best).
- ☐ Finalize the one human story you will feature (name, context, moment).
- ☐ Finalize your three numbers max (scale) and your one-sentence cause (why).
- ☐ Build the slides and confirm stage transitions (who speaks, who holds mic, flow).
- ☐ Confirm run-of-show timing and rehearse the segment once (short beats long).
- ☐ Test the video and audio in the room before services begin.
- ☐ Prepare volunteer recognition (one sentence + applause cue) and inclusive language.
- ☐ End with one next step (date + link/QR + simple invitation, no pressure).

Sunday celebration segment plan (quick grid)

Keep it short. Keep it human. Keep it repeatable.

Element	Time cap	Owner	Notes
Opening acknowledgement			
Recap video moment			
One story / testimony			
Impact numbers (3 max)			
Prayer of gratitude			
Next-step invitation			

Final reflection prompt

What will people remember from this celebration?