

Mass Mobilization Master Plan

6–12 Month Planning Timeline

A practical execution roadmap for one flagship community outreach.

- Two tracks: 12-month and 6-month (same phases, different speed).
- Backwards planning template you can print for meetings.
- Phase checklists, failure points, and a sample communication calendar.



Start Here: What Mass Mobilization Requires

Mass mobilization is not “another event.” It’s a coordinated, church-wide execution sprint: clear cause, clear day, clear plan.

Core planning assumptions

- Aim to mobilize 50%+ of typical weekend attendance (this is an all-skate moment).
- Distributed leadership scales the day (rough guide: ~1 team leader per 20 volunteers).
- Open registrations 8–12 weeks before event day for maximum momentum.

Non-negotiables

- Lock the date early (and set a weather/backup plan).
- Decide your measurable win + volunteer target (what does success look like?).
- Recruit captains and team leaders before you recruit the crowd.
- Run weekly progress check-ins (scoreboard, blockers, next actions).
- Capture stories on the day, then follow up within 48 hours.

Core roles (recommended)

Role	Owns	Rule of thumb
Event Director	Overall plan, meetings, run of show	High-capacity volunteer or staff lead
Project/Site Captain(s)	Scope, supplies, partner coordination, safety	1 captain per project/site
Team Leaders	Volunteer care + instructions on-site	~1 leader per 20 volunteers
Admin & Signups	Registration, waivers, schedules, reminders	2–4 people depending on scale
Comms & Creative	Message kit, slides, email/SMS, share kit	Owns repetition engine

Two-Track Overview: 12-Month vs 6-Month

Same phases. Different speed. Tight timelines mean shorter phases, not missing phases.

Phase	12-Month Track	6-Month Track	Key outputs
Vision & Date Lock	T-12 to T-10	T-6 to T-5.5	Date, format, scale target, budget range
Cause Finalization	T-10 to T-9	T-5.5 to T-5	One-sentence cause + measurable win
Leadership Recruitment	T-9 to T-8	T-5 to T-4	Director, captains, team leads, org chart
Project Confirmation	T-8 to T-6	T-4 to T-3	Projects, scopes, partners, supply plan
Promotion Launch	T-6 to T-4	T-3 to T-2	Message kit, signup page, launch assets
Sign-Up Push	T-4 to T-2	T-2 to T-1	Scoreboard, personal asks, fill gaps
Final Logistics	T-8 wks to T-1	T-4 wks to T-1	Check-in, parking, safety, run of show
Event + Follow-Up	T-0 to T+4 wks	T-0 to T+2 wks	Celebrate + thank + debrief + next step

Weekly rhythm (simple)

- 15 min: scoreboard (volunteers, projects, budget, comms).
- 20 min: blockers + decisions.
- 10 min: next actions (owner + due date).

Backwards Planning Calendar (Template)

Print this page and use it as your master planning sheet. Work backwards from the event date.

Event Name: _____

Event Date: _____

Track: ☐ 12-Month ☐
6-Month

Phase	Target window (T)	Owner	Done definition (write it)	Status
Vision & Date Lock	_____	_____	_____	☐ NS ☐ IP ☐
Cause Finalization	_____	_____	_____	☐ NS ☐ IP ☐
Leadership Recruitment	_____	_____	_____	☐ NS ☐ IP ☐
Project Confirmation	_____	_____	_____	☐ NS ☐ IP ☐
Promotion Launch	_____	_____	_____	☐ NS ☐ IP ☐
Sign-Up Push	_____	_____	_____	☐ NS ☐ IP ☐
Final Logistics	_____	_____	_____	☐ NS ☐ IP ☐
Event Day	_____	_____	_____	☐ NS ☐ IP ☐
Follow-Up	_____	_____	_____	☐ NS ☐ IP ☐

How to use

- Write deliverables as observable outputs (example: "Signed partner agreement + scope approved").
- Don't advance phases until the deliverable is done - that's how you prevent scope creep.

Phase Checklists (1 of 3)

Use these checklists in planning meetings. Assign an owner and due date for every item.

1) Vision & Date Lock

Timing: 12-month T-12 to T-10 | 6-month T-6 to T-5.5

Outcome: Date + format + target scale + budget range locked.

- Choose event format and decide what you are NOT doing this year.
- Lock primary date + backup plan (weather, venue, contingency).
- Set measurable win + volunteer goal (headline numbers).
- Agree on budget range + funding plan (budget, sponsors, donors).
- Schedule weekly stand-up meetings and decision-maker.

2) Cause Finalization

Timing: 12-month T-10 to T-9 | 6-month T-5.5 to T-5

Outcome: One sentence everyone can repeat - with a measurable win.

- Draft 2–3 causes; select one.
- Define measurable win (number, timeframe, tangible outcome).
- Confirm partner + need (what the community actually wants).
- Write simple FAQ + 'what to bring' guidance.
- Test alignment: staff + key leaders can say it from memory.

3) Leadership Recruitment

Timing: 12-month T-9 to T-8 | 6-month T-5 to T-4

Outcome: Distributed leadership in place (director, captains, team leads).

- Appoint Event Director and core leads (Ops, Volunteer, Comms).
- Recruit project/site captains for every project.
- Recruit team leaders (~1 per 20 volunteers).
- Build org chart + day-of escalation path.
- Set leader training dates + site walk-through plan.

Failure points to watch (Phases 1–3)

- Changing the date. Nothing else stabilizes until the date is locked.
- No measurable win. Without numbers, you can't rally or celebrate.
- Under-recruiting leaders/admins. The day becomes chaos.

Phase Checklists (2 of 3)

4) Project Confirmation

Timing: 12-month T-8 to T-6 | 6-month T-4 to T-3

Outcome: Projects are defined, safe, and resourced.

- Finalize project list and write each in one clear sentence.
- Confirm partner expectations and scope (what “done” means).
- Do site visits + risk assessment; confirm permits/waivers/insurance.
- Create supply lists + procurement plan (owner and deadlines).
- Draft project-level run of show (arrival, brief, work, wrap, photos).

5) Promotion Launch

Timing: 12-month T-6 to T-4 | 6-month T-3 to T-2

Outcome: Message kit + signup system live.

- Create message kit: one sentence + 3 talking points + FAQ.
- Build mobile-friendly signup page (roles, times, waivers).
- Create share kit: 3–5 graphics + short invite video + copy.
- Create stage assets for weekly repetition (30-second script + slide).
- Draft media plan: press release + photo/video shot list.

6) Sign-Up Push

Timing: 12-month T-4 to T-2 | 6-month T-2 to T-1

Outcome: Registrations fill through repetition + personal asks.

- Open sign-ups 8–12 weeks before event day (or ASAP).
- Post weekly scoreboard (goal vs signed up; gaps by project).
- Mobilize groups to serve together (social proof).
- Activate personal asks: leaders text/call households and key volunteers.
- Set a final deadline + waitlist + overflow plan.

Failure points to watch (Phases 4–6)

- Projects without supply owners (volunteers show up idle).
- Creative without a clear call to action (people don't know how to sign up).
- One announcement weekend. Repetition is the engine.

Phase Checklists (3 of 3)

7) Final Logistics

Timing: 12-month T-8 weeks to T-1 | 6-month T-4 weeks to T-1

Outcome: Friction removed: check-in, safety, supplies, run of show.

- Finalize check-in plan and volunteer communications (where/when).
- Confirm parking/traffic/transportation and accessibility needs.
- Kit and label supplies by project; confirm load-in plan.
- Finalize safety + weather plan; confirm first aid and incident protocol.
- Distribute a single leader packet to captains and team leads.

8) Event Day Execution

Timing: Event day (T-0)

Outcome: Joyful, organized experience delivered - story captured.

- Run launch huddle (vision, cause sentence, safety, instructions).
- Deploy team leaders + fun captain (music, milestones, morale).
- Track measurable win live (whiteboard/screen).
- Capture before/after photos and short story interviews.
- End with a clear wrap + next step (Sunday / next serve).

9) Celebration & Follow-Up

Timing: T+0 to T+4 weeks (12-mo) | T+0 to T+2 weeks (6-mo)

Outcome: Afterglow harvested: thank, celebrate, follow up, learn, repeat.

- Thank volunteers + partners within 48 hours.
- Share impact recap (numbers + photos + one story) publicly.
- Celebrate at next weekend service (highlight reel + win).
- Follow up with new guests and first-time volunteers (next step).
- Hold after-action review within 7 days; set next year's date.

Failure points to watch (Phases 7–9)

- No clear check-in. Confusion steals energy.
- No celebration moment. Volunteers leave without momentum.
- Late thank-you and no next step. You lose the afterglow.

Sample Communication Calendar (copy + customize)

Momentum comes from repetition. Use the same one-sentence cause across every channel.

Timing	Message focus	Channels (examples)	Owner
T-12 weeks	Save the date + cause	Stage • Social teaser • Website	Comms
T-10 weeks	Signup launch date	Email #1 • Share kit • Leader points	Comms + Leaders
T-8 weeks	Sign-ups OPEN	Stage • SMS • Social • Group texts	Leaders
T-6 weeks	Progress update	Stage scoreboard • Email #2 • Social story	Comms
T-4 weeks	Fill gaps	Targeted SMS • Ministry asks • Social	Volunteer Lead
T-3 weeks	Logistics preview	Email #3 • Website FAQ • Huddles	Ops
T-2 weeks	Final push + training	Stage • SMS • Leader calls	Leaders
T-1 week	Day-of plan	Email #4 • SMS • Social reminder	Ops + Comms
Event day	Celebrate progress live	On-site huddles • Social • Media	Media Lead
T+48 hours	Thank you + measurable win	Email/SMS • Social recap	Comms

One Sentence Everywhere (commitment)

- We will use the exact same one-sentence cause in stage announcements, social posts, web copy, volunteer huddles, and personal invites.
- If wording drifts, we will correct it quickly and kindly - protecting clarity protects momentum.

Coaching: correct misalignment without defensiveness

- Assume good intent. Drift usually comes from confusion, not rebellion.
- Use the script: "We're not changing the vision - we're protecting clarity. Here's the one sentence we're using everywhere."
- Invite leaders to help refine the wording, then lock it and repeat it.