

The 50% Target Calculator

What Will It Take?

Mass mobilization is not a vibe - it is math. When leaders name the target, build leader coverage, and plan capacity, participation stops being wishful and becomes predictable. Use this worksheet to set clear targets (50/60/70%), calculate leader requirements, and map project capacity so you can mobilize with confidence.

QUICK SETUP

1) Define your attendance base. 2) Choose a target. 3) Confirm leader coverage (1 per 20). 4) Estimate projects needed. 5) Assign owners + dates.

Step 1: Define your base

Use the same counting rule every year.

Church: _____ Date: _____

HOW TO CALCULATE AVERAGE WEEKEND ATTENDANCE

Add the last 4 weekends of total attendance (or adult attendance) and divide by 4. If you are multi-service, include all services.

Average weekend attendance (AWA):

Adults only?

☐ Yes ☐ No

Next: calculate targets + leader requirements.

Step 2: Set your participation targets

Targets are based on AWA. If you want 50% participation, the target volunteer number is AWA x 0.50.

Target	Volunteers (AWA x %)	Leaders needed (Volunteers / 20)	Notes
50%	-----	-----	
60%	-----	-----	
70%	-----	-----	

Step 3: Leader math (1 leader per 20 volunteers)

Leaders include: project/site leaders, team leaders, check-in leads, and a few floaters for breaks and troubleshooting.

Target	Leaders needed	Leaders confirmed	Gap	Owner to recruit
50%	-----	-----	-----	-----
60%	-----	-----	-----	-----
70%	-----	-----	-----	-----

LEADERSHIP REALITY

If you are short on leaders, you are not short on volunteers yet - you are short on structure. Start leader recruitment first. Volunteers follow leaders.

Project Capacity Planning

Your goal is to create enough volunteer slots so the target can actually happen. Capacity is the hidden limiter in most mobilizations.

Step 4: Estimate projects needed

Most projects comfortably hold 15-30 volunteers per site without chaos. If you plan larger sites, add sub-teams and extra leaders.

Assumption	Your number	Notes
Average volunteers per project/site	_____	Typical range: 15-30
Total projects needed (Volunteers / avg size)	_____	Round up
Projects confirmed	_____	
Project gap	_____	

CAPACITY RULE

Your sign-up cap should be your capacity cap. If you cannot staff it, do not open it. Over-promising creates day-of chaos and post-event burnout.

Site capacity worksheet (repeat per site)

Site / Project	Max vols	Shifts	Slots	Leader
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Common capacity traps

- ☐ Too many small projects (coordination burden explodes)
- ☐ One giant project with no sub-team leaders (bottleneck)
- ☐ No check-in / flow plan (parking lot gridlock)
- ☐ Projects that require skills you do not have (last-minute cancellations)
- ☐ No built-in breaks for leaders (fatigue becomes chaos)

Benchmarks (What '50%' Looks Like)

Use these as reference points. Your project count depends on your model (one big site vs many sites), but the leader math does not change.

Attendance	50% (vols/leaders)	60% (vols/leaders)	70% (vols/leaders)	Projects range (15-30 per project)
200	100 / 5	120 / 6	140 / 7	50%: 4-7 60%: 4-8 70%: 5-10
1000	500 / 25	600 / 30	700 / 35	50%: 17-34 60%: 20-40 70%: 24-47
5000	2500 / 125	3000 / 150	3500 / 175	50%: 84-167 60%: 100-200 70%: 117-234

BENCHMARK NOTE

Projects assume 15-30 volunteers per project. If you run shifts at one location (meal packing, distribution, etc.), treat each shift like a 'project' for leader coverage.

If we hit 30%... what broke?

Thirty percent usually means the idea was good but the system was weak. Diagnose without blame. Name the bottleneck, fix it, and run it back next year.

Where did it break?	What we observed	Fix for next time
Awareness (people never heard)	_____	_____
Clarity (cause was fuzzy)	_____	_____
Friction (sign-up too hard)	_____	_____
Leadership (not enough leaders)	_____	_____
Capacity (not enough slots)	_____	_____
Timing (date conflict / season)	_____	_____
Experience (not fun / not welcoming)	_____	_____

Capacity Planning Worksheets

Use these in a staff meeting. They force clarity on (1) who owns what, (2) how you will fill slots, and (3) what gets communicated when.

Volunteer slot map

Channel	What we will say (same sentence)	Owner	Launch date
Stage announcements	_____	_____	_____
Social media	_____	_____	_____
Email / text	_____	_____	_____
Small groups / teams	_____	_____	_____
Personal invites	_____	_____	_____

6-week sign-up pacing (simple target)

Set a weekly sign-up goal so you do not rely on a last-minute miracle. Example: if you need 600 volunteers, aim for ~100 sign-ups per week for six weeks.

Week	Target cumulative sign-ups	Actual	Notes / adjustments
Week 6	_____	_____	
Week 5	_____	_____	
Week 4	_____	_____	
Week 3	_____	_____	
Week 2	_____	_____	
Week 1	_____	_____	

NON-NEGOTIABLE

Anything that threatens leader coverage or capacity is not a discussion - it is a fix. If it is below the line, make it an owned action item with a date.

Next Year Growth Goal

This year participation %: _____	Next year target %: _____
Biggest constraint this year: _____	
3 upgrades:	1) _____ 2) _____ 3) _____
Owner(s): _____	Deadline: _____