**Labor Day Weekend 2021 – Project Plan**

Communication Plan:  
8/16 – Exec Team  
8/16 – Leadership Team Email  
8/18 – Staff Video Update and Exec Summary; upload to Creekhelp

**Bottom Line**

* In order to create a fun weekend experience on a holiday weekend, we will combine all campuses at the PB Campus for the Labor Day Weekend services.   
  *(Findlay will combine for the Saturday night service, but will hold its typical Sunday services.)*
* While unchurched people are not likely to be interested in going to a weekend service on a holiday weekend, they may be willing to participate in a fun experience.
* This is an opportunity for our Staff and DreamTeam to team up to achieve a goal…we love this!
* We look forward to learning some lessons about what happens when we combine campuses for weekend services.

**Goals**

* Weekend attendance 5,363

**When**

* Labor Day Weekend 2021 (September 4-5)

**Where**

* Perrysburg Campus

**Promotion Strategy**

* August

|  |  |  |
| --- | --- | --- |
| Staff | DT | Guests |
| 10 – All Staff |  |  |
|  | 14/15 – Huddle | 14/15 – Send Off |
|  |  | Week of 16th – Email from CedarCreek |
|  | 21/22 – Huddle | 21/22 – Send Off |
|  | 28/29 - Huddle | 28/29 – In message and Send Off  Week of August 29 – September 4 -SMS message reminder  -Social media push |

**Execution Details**

* Check In strategy and development (Jason)
* Outdoor fun (Jason Ops Director; Non-Ministry Central Staff serving)
* Equipping DreamTeam:  
  -Individual Ministries will equip DreamTeam throughout the week  
  -45 minutes before service - DreamTeam will arrive and check in  
  -40 minutes before each service – combined huddle in the auditorium (Luke). Huddle will last 5 minutes, and then DT will pray over seats.   
  -30 minutes before each service – DreamTeams will connect as a team for final details

-25 minutes before each service – DreamTeams will be ready to serve!

**Staff Role**

* Prior to the weekend  
  -Central Ministries SDs and Central Arts SDs will work with Campus Directors to clarify individual roles and responsibilities
* At the weekend:

-Campus Staff will serve in typical weekend roles

-Central Ministries and Central Arts will serve in their area of ministry  
-Remaining Central Staff will serve on the Outdoor Activities Team

**DreamTeam Role**

* DreamTeam will serve in typical weekend roles, with any adjustments communicated to them by their Campus Team.

**FAQ’s**

* What elements will create outdoor fun?  
  On a scale of 1-10, where “typical weekend” is a 1, and MOAB is a 10, we’re trying to create a 5. We are hoping to create an experience where attenders say, “that was fun; there was some energy there!” Elements that will contribute to this include:

-Activities outside (think about the energy outside before the DreamTeam Celebration)  
-Food trucks   
-Free food option (perhaps cotton candy or hot dogs)

* Are we asking our DreamTeam to do too much?

We are asking DreamTeam to serve at their typical service and in a similar role (logistics to be sorted out by Ministry/Arts Teams). Non-PB DreamTeam will be at a different campus, but not serving outside of their typical commitment.

* What if we have too many DreamTeam?  
  What a wonderful “problem” to have! DreamTeam will be encouraged to use the opportunity to connect with as many guests as possible, to bring plenty of smiles, and to take time to learn from one another in the process.
* Why would DT go to Labor Day, if they’re already going to Launch?

Launch is our opportunity to serve the DreamTeam. Labor Day will be an opportunity for the DreamTeam to team up to serve guests.

* How will we serve guests who show up at non-PB Campuses?  
  -Signage will direct guests to the Perrysburg Campus.

-Each Campus will be responsible for having at least one person (staff or DT) at their campus Saturday from 4:30-5:30 and Sunday from 8:30-11:30. Different people could rotate through this responsibility. We may provide them with a gift card to a local fast food restaurant as a way to redeem their disappointment ;)

* Will we still do baptisms?

Yes! These will be part of the service inside the auditorium. We may set up 2 tubs to accommodate larger numbers – how exciting is that!?! Also, if someone decides to wait until October in order to be baptized at their home campus, that’s okay.

* Kids and Students may not be with their typical Group Leaders. Will that be a problem?  
  Group Leaders will have an opportunity to invite families to join them at the PB Campus. We will try to keep Group Leaders in their typical rooms, serving kids who show up from their typical campus.
* What if we are over ratios for Kids or Students and aren’t able to check in every child who shows up?   
  We will be operating by our typical Kids and Students ratios (dictated by the amount of DreamTeam present and by room capacities). If we’re unable to check in any child, we’ll aim to have someone from their home campus connect with them right away. We’ll recommend that students attend service in the auditorium, and we’ll provide kids with “busy bags” they can use in the South Atrium. We will also have outdoor activities (i.e., cornhole and volleyball) where they could hang out.
* Will the Kids space be finished?  
  There’s a good chance it will be! This will be an exciting opportunity to cast vision for the people who attend – our hope is to roll out the redesign at all campuses, and their financial support of CedarCreek helps make this possible!