

## **Group Hub Event Vision Doc**

### **Marriage Event, February 2020**

#### **Vision:**

Provides a large group experience that brings people together to help carry and connect the vision of Finding Freedom in Groups.

#### **Goals:**

- Support our mission to introduce people to Jesus and the life changing adventure with him
- Create a new, inspiring and fun experience each time that feels like “time away” and encourages their relationship with God and with each other (laughter, learning and fun)
- Provide a next step into Groups *OR* an invite to our church for the event for someone who is far from Jesus or does not have a home church
- Supports and encourages those who are currently involved in a Group
- Provide investment and momentum into the Groups the HUB represents
- Help everyone be equipped to move one step, or help someone else move a step.

#### **2020 Programmatic Components:**

- Les Parrott will do Fight Night, national marriage expert and national program.  
<https://www.lesandleslie.com/fight-night/>.
- “Time away” with special lobby elements to give it a date night feel
- Prayer for marriages
- Call to action – come back to a weekend service; if already attend join a Group or lead a Group

#### **Branded Name:**

- Marriage Event (it’s key that this remains the Marriage Event in our guests mind with the thought that the special guest this year is Les Parrott. We want married couples to look forward to the Marriage Event each year, not Les Parrott Fight Night one time.
- Will incorporate some Fight Night language into the promos, and Les Parrott as the “leading expert on marriage in the country” into it for this year
- Les Parrott will do a specialized video for our church to use as an invite and in promotion

#### **When:**

- Friday, February 21
- 7:00pm – 10:00pm

#### **Where:**

- Two campuses – live at Perrysburg, stream live to Findlay

#### **Registration Fee:**

The registration fee is determined by Les Parrott, national program, and breaks down in the following way:

- Early Bird, 6 weeks out or more = \$30/couple
- Standard, 6 weeks to week of = \$40/couple
- Week of = \$50/couple

#### **Capacity/Sold Out number at locations:**

- PB – 1100
- FN – 350

If we reach capacity at both, we would consider opening to another campus.

#### **Ticketing:**

- Since this is a national program, ticketing and collection of funds is with Les Parrott’s company and handled by them through EventBrite.

- If we have not reached capacity, walk-in registration is allowed as cash only and funds are provided to Les Parrott at the end of the event.
- They do not allow churches to use their own ticketing and as part of contract we are required to use their systems. They will provide a registration list that can be entered into Rock so we will have record of who attended.

Audience (use for ALL external language):

- All married and engaged couples, and the couples in their lives (particularly those who do not have a relationship with Jesus and/or a home church)
- *Please note, child care will not be provided due to length of time of event*

Food: A special dessert will be provided and determined as event gets closer

DreamTeam Roles\*:

Invites to serve will be extended to those who served at last Marriage Event first, then to the existing First Impressions and Security teams across the campuses, along with staff members who would like to serve:

- Greeters
- Ushers
- Parking Lot
- Check-in
- Brew Crew
- Sparkle Crew
- Security
- Food Prep
- Production: Sound, Cameras, Lighting, Switcher Etc.

Groups leaders (HUB leaders, coaches and Groups leaders) encouraged to be present during event and on the lookout for inviting into Group

Staff Role:

- Campus pastors and next steps directors who are in the demographic attend and serve as lobby hosts and/or auditorium greeters so they can connect with guests from their campus.
- Staff married couples encouraged to attend (we hope they want to!)
- Asked to fulfill roles that DreamTeam may not be able to fill particularly as it relates to production and Arts roles

FAQ:

*Do people need to register ahead of time?*

Yes, registration and payment will be required ahead of time to insure a spot. We want to be ready for each guest and walk-in registration will only be available as a cash option if we are not at capacity/sold out.

*What about walk-in registration?*

Yes, through Les Parrott, walk-in registration is an option if we don't reach capacity. Walk-in registration is \$50/couple.

*Is there a cost?*

Yes, the Marriage Event has a tiered pricing structure as outlined above.

*What if a couple doesn't attend CedarCreek but wants to attend?*

They are welcome to join us. We would ask our staff, Group leaders and church to keep in mind who we are missionally trying to reach with their invites. All guests will be invited to attend our next weekend service and/or join a Group.

*What about CR at Perrysburg and Findlay on Friday night?*

The leaders are aware of the date and supportive of this type of event for our church. They will work with their campus leaders to determine the best way to serve their Group members. That may be inviting Perrysburg and Findlay to attend another campus, holding a special event off-site, etc..

*Why not live stream to all 6 campuses?*

The in-room experience at a large event is key and we'd like to see momentum built from a full room. If attendance trends demonstrate a need to open up another campus outside of Perrysburg and Findlay, we'll work with Fight Night through that option.

*Should Staff register for the event?*

We encourage all Staff who are to attend! Yes, you will need to register for the event. Please refer to the PEA guidelines for the registration cost.

- *Can I use my PEA to cover the cost of a HUB Event?*

Yes

- *Can I use my PEA to cover the cost of my spouse or dependents attending a HUB Event?*

No. PEAs are intended to cover the cost of staff development. Unique situations could include:

- Attending an event (such as the Marriage Event) where the registration cost covers a couple, rather than an individual. In this case, the cost for you and your spouse could be covered by your PEA.
  - If your spouse is a key member of the DreamTeam, they could talk with the staff member who leads their DreamTeam about having their cost covered using that staff member's PEA.
- *What if I don't have a PEA?*

Elevate your request to your direct report. It is possible that he/she will use their expense account to cover your registration cost. Alternatively, they may request PEA funds from their Management Team or Executive Team direct report.

*Should DreamTeam register for the event?*

No, DreamTeam will be serving during the event, not attending. They do not need to register for the event. Instead, they will need to confirm their serve through Planning Center, and will be asked to register to attend the DreamTeam Night to prep for the event. This will confirm their serve.