

PRELAUNCH PLANNING

Before launching a new service program, or even before deciding whether to move forward with that program, it can be helpful for churches to do some prelaunch planning. Here are a few questions to consider before taking the next step.

- The heart of it: What will the core purpose of the program be?
- Outcome: What are the desired outcomes of the program (scope, impact, partnerships, etc.)?
- Student needs: How will the program benefit students? Is the service for all or a subset of the student population? If the demand for the service is greater than the supply, how will recipients of the service be selected? How will students be made aware of the service?
- School needs: How will the program benefit the school? What are the most important needs of the school as they relate to the service program? What are the considerations that will need to be made for school rules and requests?
- Partnership: What school employee will be the primary contact? What others need to be involved? What elements of the program would be the responsibility of the church, and what elements would be the responsibility of the school? Would third-party partnerships be desired?
- Volunteer availability: Will there be a sufficient supply of volunteers for the hours and positions needed?
- Resource availability: Will the church have the financial and material resources to execute the service program well? Are there partnerships that can help in these areas?
- Facility availability: What will the facilities requirements be, and what facilities are available? Fixed space? Mobile? What storage needs?
- Open hours: What will the student and school needs be? Will volunteers be available during those hours?
- Communication: How will communication with students and staff be maintained (school-wide announcements, teacher referral, counselor referral, etc.)?