

JAAL Strategic Planning Day

Date: Thursday 2nd April, 10am - 4pm

Location: 5 Byfield Street, Macquarie Park

Attendees: JAAL Project Manager
 Bible Society Events manager
 Events Consultant

Agenda

10:00 am - 12:00 pm

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12:00 pm - 1:00 pm

Sponsorship	10
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1:00 - 1:30 pm

Lunch Break

1:30 pm - 2:30 pm

OH&S	13
Risk Management	14
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2:30 pm - 3:30 pm

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3:30 pm - 4:00 pm

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Review Goals for the Strategic Planning Day

- 1) Checklist for events
- 2) Manual for events from beginning to end
- 3) Messaging around events (I have ideas about these such as awareness building, engaging people for JAAL, fundraising events with Hosts who invite friends, Church giving Sunday, Trivia night to promote to the younger market, regional information evening and training leaders for mission training across Sydney.

About the JAAL Campaign

Aim

“The ‘Jesus. All about Life’ (JAAL) campaign seeks to bring the message of the Gospel to the Australian community using the media as the catalyst for city wide evangelistic ministry with the local church as the delivery point.”

© Jesus. All about life 2007. Three papers on the Jesus. All about life project by Karl Faase.

Objectives

The objectives of *Jesus. All About Life* are to:

- Generate interest in the Christian faith and provide a response mechanism or “call to action” which people will feel comfortable accessing
- Provide printed and web-based material that will move the inquirer to consider the words, teachings and person of Jesus Christ and His claim on their lives
- Ensure up to 90 per cent of the population see or hear the ads at least 10 times
- Motivate quiet Christians to share their faith and develop ‘one-on-one’ conversations with people as the media campaign rolls out
- Encourage inquirers to enrol in an Alpha course or *Jesus. All About Life* course run by a local church
- Bring people into the Kingdom of God.

Taken from the ‘Review and Assessment of Adelaide Campaign - October 2005’ and the ‘Review and Assessment of the Tasmanian Campaign’.

The objectives of *Jesus. All about Life* are to:

- Use mainstream media to bring Jesus back into everyday conversation
- Provide enquirers with information on Jesus in a non-threatening way
- Focus on the biblical teachings of Jesus when discussing Him in the community
- Ensure that at least 90 per cent of the target population see television advertisements at least 10 times
- Use all advertising avenues available to get a soft message across to the community (dependent on funding)
- Mobilise quiet Christians to share their faith
- Encourage the use of follow-up activities that explain more about Jesus, using courses already available to churches or the Bible Society (NSW) *Jesus. All about Life* 5 week DVD Course (making disciples)
- With God’s help bring people into the Kingdom of God

Taken from the ‘Review and Assessment of Canberra & region Campaign - November 2006’.

About the JAAL Campaign continued

Sydney/NSW Campaign Dates

- Media Launch - 10th or 11th September 2009 @ PricewaterhouseCoopers [PWC] Entertainment Room
- On Air - from 15th September 2009 - 31st October 2009
- Outdoor Advertising - ???

Registered Churches

Expected number of churches registered to participate:

- % in Metro area - ???
- % outside metro area - ???

About the JAAL Events

Aims

- Raise the profile and awareness of Jesus. All about life NSW campaign.
- Encourage churches to develop events that will help them connect with their communities outside the traditional church environment.
- Ensure the highest level of professionalism is portrayed in the community.
- Ensure news and media information portrays a positive public image and is effectively coordinated collaboratively with the Communications Manager for each event.
- Ensure effective and efficient communication to JAAL and Bible Society management about events, their objectives and requirements.
- Develop cost-effective budgets, control costs and keep events within budget.
- Capture names, contact details and information from participants that can be fed directly into the Thank Q database.

Any others?

About the JAAL Events continued

Objectives

Aim: Raise the profile and awareness of Jesus. All about life NSW campaign.

Objectives:

- Get churches on board
- Get Christian Partners & Churches to put JAAL Branding on their website
- 200 people at each event
- For Ministers to register their churches for the JAAL Campaign

Aim: Encourage churches to co-brand events that will help them connect with their communities.

Objectives:

- Provide resources to churches that will assist them

Aim: Encourage churches to host JAAL events outside the traditional church environment.

Aim: Seek to portray a positive public image and effectively coordinate collaboratively with the Communications Manager for each event.

Objectives:

- Engage Communications Company to manage PR for the event
- Have media briefing for the events
- Brief both Christian and Secular media and invite to launch

Aim: Ensure effective and efficient communication to JAAL and Bible Society management about events, their objectives and requirements.

Objectives:

- Develop a complete communications plan
- Regular updates to stakeholders

Aim: Develop cost-effective budgets, control costs and keep events within budget.

Objectives:

- Each event will have a specific budget
- Minimize costs by getting 'in kind' donations
- Control costs and keep events within budget

Aim: Capture names, contact details and information from participants that can be fed directly into the Thank Q database.

Objectives:

- Develop form to capture information, include opt out option.
- Develop online form to capture information

How will we know we've achieved our objectives? By increased Church registrations and fundraising

About the JAAL Events continued

Types of Events

- Pre-campaign JAAL Fundraisers
- Pre-campaign JAAL Awareness Events
- Pre-campaign JAAL Train the Trainer Events
- JAAL Media Launch - 10th or 11th September 2009 @ PricewaterhouseCoopers [PWC] Entertainment Room
- During the Campaign - details TBA

Pre-campaign JAAL Fundraisers

- Aim - DRAFT: Connect with Bible Society donors in an in-formal setting and ask them for prayer and financial support for the JAAL NSW campaign.
- Outcomes - DRAFT:
 - Raise awareness of the details of the JAAL campaign
 - Sell the vision of the JAAL campaign
 - Commitment to prayer
 - Commitment to give
 - Church Registration and commitment to be involved at the local level

- Target Audience: Christians, Churches
- Stakeholders:
 - Bible Society
 - Bible Society Events Team
 - Bible Society JAAL Team
 - Event Participants

- Event Details:
 1. May: Cocktail function @ Kirribilli Yacht Club - 40 pax
 2. June 11: Lunch with donors @ Waters Edge - 20 tables of 10 pax

About the JAAL Events continued

Pre-campaign JAAL Awareness Events

- Aim - DRAFT: Encourage churches & supporters to support the JAAL campaign and develop events that will help them connect with their communities outside the traditional church environment.
- Outcomes - DRAFT:
 - Raise awareness of the details of the JAAL campaign
 - Sell the vision of the JAAL campaign
 - Provide an update for the JAAL campaign
 - Educate churches & supporters in how to make best use of the JAAL campaign
 - Commitment to prayer
 - Commitment to give
 - Church Registration and commitment to be involved at the local level
- Target Audience: Churches
- Stakeholders:
 - Bible Society
 - Bible Society Events Team
 - Bible Society JAAL Team
 - Event Participants
- Event Details:
 1. 2nd Half May / June: JAAL Awareness Event Region 1
 2. 2nd Half May / June: JAAL Awareness Event Region 2
 3. 2nd Half May / June: JAAL Awareness Event Region 3
 4. 2nd Half May / June: JAAL Awareness Event Region 4
 5. 2nd Half May / June: JAAL Awareness Event Region 5
 6. 2nd Half May / June: JAAL Awareness Event Region 6
 7. 2nd Half May / June: JAAL Awareness Event Region 7
 8. 2nd Half May / June: JAAL Awareness Event Region 8

More regions? Less regions?

About the JAAL Events continued

Pre-campaign JAAL Train the Trainer Events

- Aim - DRAFT: Introduce churches & supporters to the details of the campaign and give them the tools to take back to their churches to help people on how to share their faith in the context of the campaign.
- Outcomes:
 - Provide an update for the JAAL campaign
 - Provide details about the campaign [including showing the ads]
 - Educate participants in how to make best use of the JAAL campaign by discussing:
 - How to share your story
 - How to share your faith
 - Getting your church ready for mission
 - Commitment to prayer
 - Commitment to give
 - Church Registration and commitment to be involved at the local level ???

- Target Audience: Christians looking to share their faith
- Stakeholders:
 - Bible Society
 - Bible Society Events Team
 - Bible Society JAAL Team
 - Event Participants

- Event Details:
 1. June: JAAL Train the Trainer Region 1
 2. June: JAAL Train the Trainer Region 2
 3. June: JAAL Train the Trainer Region 3
 4. June: JAAL Train the Trainer Region 4
 5. June: JAAL Train the Trainer Region 5
 6. June: JAAL Train the Trainer Region 6
 7. June: JAAL Train the Trainer Region 7
 8. June: JAAL Train the Trainer Region 8

More regions? Less regions?

About the JAAL Events continued

JAAL Media Launch

- Aim: Official Launch of the JAAL Campaign
- Outcomes:
 - Get high profile Christians to attend the launch
 - Get positive media at the start of the campaign
- Target Audience: Media, Christian Leaders
- Stakeholders:
 - Heads of Churches
 - Heads of Christian ministries
 - Bible Society Events Team
 - Bible Society JAAL Team
 - Media
- Event Details:
 1. 23rd September 2009 @ the IVY Sydney

During the Campaign

- Aim: to raise awareness of the name of Jesus
- Outcomes:
 - Conversations had about Jesus with friends, co workers, family
 - Hits to the AAL website
 - Calls to the call centre
 - Amount of bibles distributed
- Target Audience: lapsed Christians
- Campaign Details:
 1. September 7th / October 25th

JAAL Timeline: A Starting Point

MONTH	DATE	DETAILS	WHO
April	1 - 30	Events Manager - 4 weeks @ 3 days = 12 days	
May	1 - 31	Events Manager - 4 weeks @ 3 days = 12 days	
	TBA	Cocktail function @ Kirribilli Yacht Club	
	2 nd Half	JAAL Awareness Events	
June	1- 30	Events Manager - 4 weeks @ 3 days = 12 days	
	11	Lunch with donors @ Waters Edge	
	1 st Half	JAAL Awareness Events	
	1 - 30	JAAL Train the Trainer Events	
July	1 - 31	Events Manager - 2 weeks @ 3 days = 6 days	
August	1 - 31	Events Manager - 4 weeks @ 3 days = 12 days	
September	1 - 30	Events Manager - 4 weeks @ 3 days = 12 days	
	10/11	Media Launch	
	15-30	On Air Campaign	
	TBA	During the Campaign Event	
October	1 - 31	Events Manager - 1 week @ 3 days = 3 days	
	1 - 31	On Air Campaign	
	1 - 31	During the Campaign Event	
November	1 - 30	Events Manager - 4 weeks @ 3 days = 12 days	
December	1 - 31	Events Manager - 4 weeks @ 3 days = 12 days	

Sponsorship

Good info on The Sponsorship Unit web site. <http://www.sponsorshipunit.com.au/>

Document 'Introduction to Sponsorship':
<http://www.sponsorshipunit.com.au/introductiontosponsorship.html>

Summary from 'Introduction to Sponsorship':

1. The sponsor and seeker, on entering a sponsorship, have entered into a commercial agreement or partnership that allows the sponsor to exploit the relationship for commercial gain.
2. Many activities come under the heading of sponsorship due to the sponsorship being the basis of the relationship. Examples are: cause related marketing, event marketing, sports marketing, arts marketing, experiential marketing etc.
3. The value of sponsorship can be measured by the effect that they have on the target audience.
4. So don't forget "SPONSORSHIP IS A BUSINESS TOOL" not a donation!

See also:

- Events NSW <http://www.events.nsw.gov.au/event-starter-guide/15-sponsorship>
- Separate document: 'Sponsorship' [need to photocopy].

Fundraising

Info about fundraising & licenses on the Fundraising Institute Australia web site:
www.fia.org.au.

Info about how to fundraise:

- 'The Key to Fundraising Success' by Peter Dalton.
- 'Fundraising Toolkit'
http://www.fia.org.au/Content/NavigationMenu/EventFlyers/Fundraising_Toolkit_New_South_Wales_2009.pdf
- Events NSW: <http://www.events.nsw.gov.au/event-starter-guide/14-fundraising>

Church Liaison

Option to review current practices and brainstorming session.

Database

Option to review current practices and brainstorming session.

Volunteer Management

See Volunteering NSW for resources:

http://www.volunteering.com.au/working_with_volunteers/volunteer_management/index.asp

- Child Protection
- Insurance
- National Standards
- Recognising Volunteers
- Rights & Responsibilities
- Volunteers & Taxation
- What is Due Diligence?
- Workers Compensation
- Writing Job Descriptions

Interesting: Only **not-for-profit organisations and charities** can engage volunteers in designated volunteer positions.

Communications Management Plan

Who needs information?

- Stakeholders

What information needs to be communicated? ... and to whom?

- Organisation Chart and Responsibilities
- Events Calendar
- Schedule Updates
- Event Plan Updates
- Event Logistics Details
- Contractor Requirements
- JAAL information and updates
- Budget details
- Fundraising details
- Sponsorship details
- Church Registration details
- Contact Information for Database
- Post-event Reports
- Feedback
-
-

What resources do we have available for communicating?

- Documents
- Phone
- Email
- Web site
- Press Releases
-
-

Also consider timing, frequency and who's responsible for communicating the information.

OH&S

WorkCover NSW administers and enforces compliance with occupational health and safety (OHS), injury management and workers compensation legislation, and manages the workers compensation system.

Refer to the WorkCover NSW web site for complete details - www.workcover.nsw.gov.au.

OH&S Responsibilities

OH&S responsibilities include but are not limited to:

- Duty of care. Implementing the duty of care principle means planning for the prevention of workplace accidents, injuries and illnesses.
<http://www.workcover.nsw.gov.au/FAQs/OHSResponsibilities/DutyCare/Pages/default.aspx>
- First Aid. The Regulation requires employers at each place of work, to provide first aid facilities and (where more than 25 people are employed) trained first aid personnel. It is recommended that access to first aid personnel is available whenever there are more than 25 persons at a workplace, regardless of whether or not those persons are employees e.g. schools. First aid facilities must be adequate for the immediate treatment of the injuries that might arise at the workplace.
<http://www.workcover.nsw.gov.au/FAQs/OHSResponsibilities/FirstAid/Pages/default.aspx>
- Notification of work-related incidents. There are obligations to notify under the Workplace Injury Management and Workers Compensation Act 1998 and the Occupational Health and Safety Act 2000 and the regulations made under these Acts. To ensure you comply with your legal obligations you must refer to this legislation.
<http://www.workcover.nsw.gov.au/FAQs/OHSResponsibilities/Notification/Pages/default.aspx>
- OHS Consultation. Consultation enables employees to contribute to the decisions that affect their health, safety and welfare. It helps employers and employees to work together to seek solutions that lead to healthier and safer workplaces..
<http://www.workcover.nsw.gov.au/FAQs/OHSResponsibilities/OHSConsultation/Pages/default.aspx>
- Personal protective equipment [PPE]. PPE (Personal Protective Equipment) refers to the equipment worn by workers to reduce their exposure to hazards. E.g. eye protection (goggles, glasses); hearing protection (ear plugs, ear muffs); respiratory protection (respirators, face masks, cartridge filters); foot protection (safety boots); head protection (hard hats); body protection (aprons, safety harnesses); health protection (sun screen).
<http://www.workcover.nsw.gov.au/FAQs/OHSResponsibilities/PPE/Pages/default.aspx>
- Risk Management. An employer has an obligation to identify and assess foreseeable hazards. If it is not reasonably practicable to eliminate the risk, the employer must take steps to control the risk.
<http://www.workcover.nsw.gov.au/FAQs/OHSResponsibilities/RiskManagement/Pages/default.aspx>

Risk Management

A quick overview from the WorkCover NSW web site:

What is risk management?

Risk management involves assessing the harm of those hazards. It is the process of:

Identifying any foreseeable hazard - anything in the workplace that has potential to harm anyone at the workplace, eg moving parts in machinery, toxic chemicals, manual handling tasks.

Assessing the risk from the hazard - finding out how significant the risk is eg will it cause a serious injury, illness or death and how likely is this to occur?

Eliminating the hazard or if this is not possible, controlling the risk from the hazard - implementing strategies to eliminate or control the hazard eg. design equipment differently, add machine guards, use safer chemicals, providing lifting devices to minimise manual handling or use personal protective equipment. Note: This phase is more commonly referred to simply as **risk control** but the possible elimination of the hazard(s) must be considered before risk control is undertaken.

Reviewing risk assessment - to monitor and improve control measures and find safer ways of doing things.

What is a hazard?

A hazard is anything (including work practices or procedures) that has the potential to harm the health or safety of a person.

What is risk?

Risk is the significance of the hazard in terms of likelihood and severity of any possible injury or illness.

What is risk control?

It is not enough to identify hazards. Action must be taken to do something to fix (ie eliminate or control) the hazard before it has the chance to cause injury and illness. This is risk control.

What is risk assessment?

If, as an employer, you have identified a hazard you must assess how dangerous it is. Ask yourself: how likely is it that an injury or illness will occur and how seriously could someone be affected? This is risk assessment.

The level of significance of the risk will determine the priority assigned to its elimination or control action taken to eliminate the risk, or, if that is not practicable, control the risk of harm occurring.

Risk Management continued

Developing a Risk Management Plan

There are a couple of documents which can help:

- NSW Small Business: Risk management guide for small business - in particular Chapter 3: The Risk Management Process
<http://www.smallbiz.nsw.gov.au/NR/rdonlyres/57688513-FCF3-4AF4-AC76-B2B640974C10/0/RiskManagementfullcopy.pdf>
- Live Performance Australia - Safety Guidelines for the Entertainment Industry -
http://www.liveperformance.com.au/site/_content/document/00000027-source.pdf
- Live Performance Australia - Employer Guide to OH&S in the Entertainment Industry -
http://www.liveperformance.com.au/site/_content/document/00000036-source.pdf

Emergency Management Plan

This should be provided by the venue. If they are unable to provide one then an Emergency Management Plan should be developed for that venue.

Insurance

Check existing Bible Society insurances to see what they cover and what they don't.

In particular:

- Public Liability
- Workers Compensation
- Volunteer Personal Accident
- Property Damage
- Motor Vehicle

Check Venue Agreements carefully to see what they cover and what you are responsible for. Does your insurance cover their requirements?

Licenses

There are many possible licenses associated with an event but the nature of these will depend on the location of the event and the program content.

APRA, AMCOS and CCLI are the most common for church events. Check with the Bible Society re the existence and conditions of these licenses.

Quick Overview:

- APRA & AMCOS
www.apra-amcos.com.au
APRA|AMCOS licenses are for:
 - the public performance, broadcast or communication of music
 - the reproduction or recording of music for retail, personal or business purposes,
 - the synchronisation of music with film or video in an audiovisual recording.

- CCLI
 1. Church Copyright License
<http://www.ccli.com.au/licences/church-copyright-licence/>
Enables you to make overhead transparencies, songsheets and songbooks, maintain a database of lyrics on a computer, record worship services, and make arrangements of the music (where no published version exists).

 2. Church Event License
<http://www.ccli.com.au/licences/church-copyright-licence/event.cfm>
The Event Licence is designed for one-time events of short duration, such as seminars, conferences, rallies, weddings, funerals, and so on. Because the Event Licence is for a shorter period of time, the Licence Fee is discounted from the Church Copyright Licence Annual Fee.

 3. Church Video Licence
<http://www.ccli.com.au/licences/church-video-licence/>
CCLI has joined with Motion Picture Licensing Corporation (MPLC) to form Christian Video Licensing International (CVLI), providing the Church Video Licence for churches and other ministry organizations who show videos and DVDs in a public setting.

JAAL Event Planning Sheet

EVENT DETAILS

Event Name	
Event Date	
Organiser	
Support Staff	

VENUE DETAILS ... note: Check agreement carefully. Do you agree with all the clauses?

Venue	
Venue Name	
Venue Address	
Contact	
Phone	
Email	

ROOM DETAILS

Room Name	
Room Size	
Room Capacity	
Setup	Theatre, Classroom, Banquet
Stage Size	
Technical	Audio, Stage Lighting, Vision, General Lighting
Power	
Lectern	
Location to hang Banners	

VENUE LOGISTICS

Back of House Areas	
Office Facilities	e.g. desk, phone, photocopier
Furniture	
Toilets	
Access	People, vehicles and goods + disability access
Parking	
Public Transport	
Medical & First Aid	
Garbage Facilities	
Cleaning	

JAAL Event Planning Sheet continued

PLANNING CHECKLIST

Sponsorship	
Fundraising	
Church Liaison	
Database Prep	
Communications Plan	
Budget	
Invitations	
Seating Allocations	
MC	
Speaker/s	
Performers	
Jesus Racing	
Bible Society Bookshop	
Photographer	
Videographer	
Translators	
Sign Interpreters	
Printing	Invitations, Posters, Tickets, Program, Menus
Signage	
Catering & Water	
Flights & Accommodation	
Float	
OH&S & Risk Management	
Emergency Management Plan	
Insurance	Public Risk, Workers Comp, Volunteers
Licenses	APRA & AMCOS, CCLI

JAAL Event Planning Sheet continued

PLANNING CHECKLIST continued

Event Staffing	Lead Setup Meet & Greet Stage Management Pack-down Other? Safety Officer? First Aid Officer?
Volunteers	
Staff / Volunteer Briefing	
Staff / Volunteer Training	
Staff / Volunteer Debrief	
Thank you letters	

JAAL Event Budget

INCOME

ITEM	BUDGET	ACTUAL	NOTES
Sponsorship			
Donations			

OVERALL EXPENSES

ITEM	BUDGET	ACTUAL	NOTES
MATERIALS			
JAAL Brochure			
JAAL Training Manuals			
Reproduction of DVDs			
JAAL Booklets			
Press Packages			
Promo Packages			
Sponsorship Packages			
Signage for Events			
Business Cards			
ADVERTISING / AD CAMPAIGN			
TV			
Radio			
Newspapers			
Street Banners			
Billboards			
FINANCE & LEGAL			
Accounting Services			
Legal Services e.g. contracts			
Risk Management Plan			
INSURANCE			
Public Liability			
Workers Compensation			
Volunteer Personal Accident			
Property Damage			
Motor Vehicle			

JAAL Event Budget continued**OVERALL EXPENSES continued**

ITEM	BUDGET	ACTUAL	NOTES
LICENSES & PERMITS			
APRA / AMCOS			
CCLI			
COMMUNICATIONS			
Phone - landline			
Phone - mobiles			
Internet Access			
Web Site Maintenance			
Final Report			
OFFICE			
Office Supplies			
Computer & Office Equipment			
Postage & Delivery			
Photocopying			
PERSONNEL			
JAAL Project Manager			
JAAL Events Co-ordinator			
JAAL Events Consultant			
Training / Briefings / Debriefings			

JAAL Event Budget continued

FOR EACH EVENT

ITEM	BUDGET	ACTUAL	NOTES
VENUE			
Venue Hire [incl. staff]			
Technical Production			
Technical Crew			
Stage / Lectern			
Hanging of Banners			
Cleaning			
PROGRAM COMPONENTS			
MC Fees			
Speaker/s Fees			
Performers Fees			
Jesus Racing Fees			
Flights, Travel & Accommodation			
Catering			
PROGRAM SUPPORT			
Photographer			
Videographer			
Translators			
Sign Interpreters			
MATERIALS			
Invitations			
Programs / Menus			
Directional Signage			
Giveaways			
COMMUNICATIONS			
Event Report			

JAAL Event Budget continued

FOR EACH EVENT continued

ITEM	BUDGET	ACTUAL	NOTES
OFFICE			
Office Supplies			
Photocopying			
PERSONNEL			
Flights, Travel & Accommodation			
Catering			
Training / Briefings / Debriefings			
VOLUNTEERS			
Transport			
Meals / Catering			
Training / Briefings / Debriefings			
Recognition			
Thank You Letters			

JAAL Event Manual

- Program Overview
- Contact List
- Maps - Venue, Room Setup & if necessary, local area
- Event Schedule

TIME	DETAILS	WHO
	Venue Open / Access to Room	
	Setup Tables & Chairs	
	Setup Technical Equipment	
	Delivery ... & Setup	
	Any meal times?	
	Sound Checks	
	Final Production Meeting	
	Team Prayer	
	Stand-by for Guest Arrival	
	Play CD for Background Music // Open Doors	
	Guest Arrival & Registration	
	Program begins	
	Program ends	
	Pack-up Tables & Chairs	
	Pack-up Technical Equipment	
	Hand back venue	

- Program Details / Run Sheet
- Details from Event Planning Sheet

Ideas Development

Messaging around events (i have ideas about these such as awareness building, engaging people for JAAL, fundraising events with Hosts who invite friends, Church giving Sunday, Trivia night to promote to the younger market, regional information evening and training leaders for mission training across Sydney.