

# THE EIGHT ESSENTIALS OF MAKING A RETREAT

Have you been selected to organize your next women's retreat at your church? Where do you begin? How do you begin? You can coordinate your next retreat where women will come to know God, own their faith and make Him known.



Kelly King  
Women's Missions and Ministries Specialist  
Baptist General Convention of Oklahoma  
3800 N. May Oklahoma City, OK 73112  
405.942.3000 x4324  
kking@bgco.org  
www.bgco.org/women

## ESSENTIAL #1

# PRAYER

- ☞ How has God revealed why your church needs to have a retreat?
  - ✓ Need for community
  - ✓ Spiritual development
  - ✓ Need for unity
  - ✓ Spiritual nourishment/encouragement
- ☞ Who will gather with you to pray?

### Checklist:

- ☞ Enlist a prayer chairman
- ☞ Prayer chairman enlists prayer team
- ☞ Prayer chairman leads prayer time in large team meetings
- ☞ Be creative!
- ☞ Prayer team meets once a month or by e-mail. Send prayer notes to all your speakers.

## ESSENTIAL #2

# PURPOSE

- ⌘ Determine a purpose statement
- ⌘ Determine a theme
- ⌘ Determine a scripture for your theme
- ⌘ What is the outcome you desire from the retreat?
- ⌘ Do you have a goal of how many you expect to attend?

### Checklist:

- ⌘ Purpose Statement should be determined at your first meeting with the entire team
- ⌘ How will you determine the theme? Your speaker? Do they have a verse that supports the theme?
- ⌘ Begin planning how the theme will be interpreted throughout the retreat

## ESSENTIAL #3

# PLANNING

- ☞ When will you have the retreat and where?
- ☞ How long will the retreat last?
- ☞ Who will be your speaker and worship leader?
- ☞ What meals will you serve and who will prepare?
- ☞ What team leaders do you need?
- ☞ Will you offer breakouts during the retreat?
- ☞ How many times does your team need to meet?
- ☞ Will you have a give-away?
- ☞ Will you have a ministry project?
- ☞ Planning meetings should begin promptly with an agenda and be organized.  
Don't waste their time!
- ☞ How will you handle registration?

### Checklist:

- ☞ Give everyone on the team a calendar of meetings and individual responsibilities
- ☞ Develop a timeline for when jobs need to be accomplished
- ☞ Compare prices on food service depending on your budget
- ☞ Compare prices of locations and secure your dates
- ☞ Research speakers, get recommendations, check their honorarium expectations
- ☞ Meet with staff members for guidance on dates (this should be done at least one year in advance)
- ☞ Meet at the location and handle set up for everything (even if it is at your church)

# Sample Agenda

*Embrace Grace*

## **2009 OKLAHOMA LADIES RETREAT**

April 3-4, 2009 ☞ Falls Creek Conference Center

### ***Planning Team Meeting 1***

September 17, 2008

**Theme:** Embrace Grace

**Scripture:** 1 Corinthians 9:8 And God is able to make all grace abound to you, so that in all things at all times, having all that you need, you will abound in every good work.

**Purpose Statement:** The Oklahoma Ladies Retreat seeks to awaken the hearts of women to God's purposes through refreshment and renewal, resulting in real obedience.

**Keynote Speaker:** Liz Curtis Higgs

**Musical Guest:** Annie Moses Band

**Super Seminar:** Jen Hatmaker

**Purpose Statement: Is this still accurate?**

**Points of Discussion:**

**Schedule**

**Cost (when will early bird deadline be?)**

**Food**

**Super Seminar**

**Other Seminar leaders**

**Friday Special**

**Cabins**

**Programs**

**Idea for Give-away**

**Publicity**

**Future Dates for Planning Team:**

## **Team and Responsibilities**

Executive Chair:

Administrative Assistant:

Volunteer Coordinator:

Prayer:

Food:

Worship Producer:

Registration:

Small Groups:

Breakout Seminars:

Bookstore:

Publicity:

Onsite Coordinator:

Stage:

Cabin Coordinator:

## ESSENTIAL #4

# PRICE

- ☞ Set your budget for all costs
- ☞ Will your church subsidize some of the costs?
- ☞ How much will you need to charge each person?
- ☞ Will you offer scholarships?
- ☞ Will you offer a special price to sign up early?
- ☞ Special price for non-churched women?
- ☞ Will you give any free registrations away?
- ☞ Will you allow refunds? How will you handle those?

### Checklist:

- ☞ Determine your budget early on!
- ☞ Enlist one of your team members to be responsible for budget
- ☞ Make sure anyone who spends money on the retreat knows any guidelines: No Surprises!
- ☞ Don't forget that your church is tax-exempt
- ☞ Factor in your budget unexpected expenses: there will always be some!
- ☞ Meet with church staff members for guidance on budget

## Sample Budget

### Projected Income: (per person—based on 200 women attending at \$50 each)

Registrations	10,000
Scholarships	500
<u>Church Budget Allowance</u>	<u>5,000</u>

**Total Projected Income** **15,500**

### Projected Expenses:

Speaker Honorarium and travel	1,300
Worship Leader and travel	600
Breakout Seminars	500
Hotel or Accommodations	6,000
Food (3 meals)	4,000
Publicity and Postage	1,000
Childcare	500
Decorations/Staging	500
Complimentary registrations	250
Gifts	100
Audio/Visual Help	200
<u>Miscellaneous</u>	<u>550</u>

**Total Project Expenses:** **15,500**

## ESSENTIAL #5

# PUBLICITY

- ☞ Determine a strategy for publicity
- ☞ Determine any costs for publicity
- ☞ Develop a timeline for publicity
- ☞ Use social networking and free publicity
- ☞ It takes eight times/eight ways for people to see publicity one time
- ☞ Will you publicize outside the church?
- ☞ Remember that women like details!
- ☞ Enlist a good graphic artist: It's worth it! Publicity will tie into everything you do at the retreat

## Ways to publicize your retreat:

- ☞ Mailing to all women in your church (postcards are more cost efficient)
- ☞ Social networking: Facebook group, Twitter, E-mail blasts, church website
- ☞ Church announcements: from the pulpit, church newsletter, Sunday School classes
- ☞ Press release to local newspaper (see if advertising is expensive)
- ☞ Women come to events because they are invited by other women—they will not come on their own!
- ☞ Stay within your publicity budget!



## Sample pieces of publicity

OKLAHOMA LADIES' RETREAT

# *He Speaks to Me*

**APRIL 13-14, 2007 FALLS CREEK BAPTIST CONFERENCE CENTER**

The Spirit gives life; the flesh counts for nothing. The words I have spoken to you are spirit and they are life." John 6:63

*The Oklahoma Ladies' Retreat seeks to awaken the hearts of women to God's purposes through refreshment and renewal, resulting in real obedience.*

**Priscilla Shirer**  
Author of "He Speaks to Me" and "A Jewel in His Crown"



**Jami Smith**  
Oklahoma Recording Artist and Worship Leader



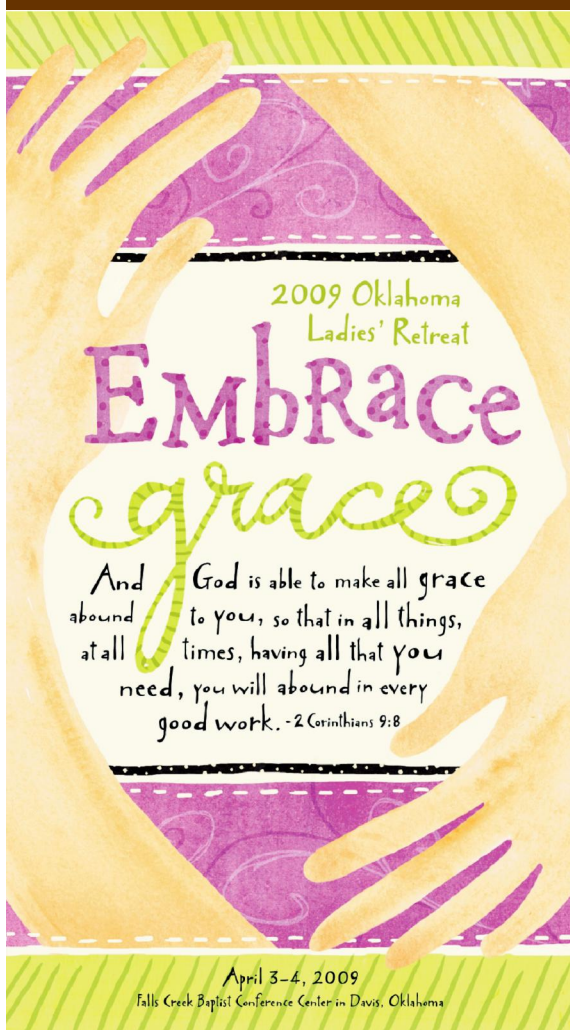
**Kelly King**  
Emcee and BGCO Women's Specialist



Registration Costs:  
Groups of 10 or more: \$45 each  
(if postmarked by March 26, 2007)  
Individual: \$50  
(if postmarked by March 26, 2007)  
Late Registration fee after March 26: \$55  
(no group discount after March 26)  
Registration is available online at  
[www.bgco.org](http://www.bgco.org)  
Your registration includes  
lodging and two meals.

The Oklahoma Ladies' Retreat is a ministry of the BGCO (Baptist General Conference of Oklahoma).

BGCO



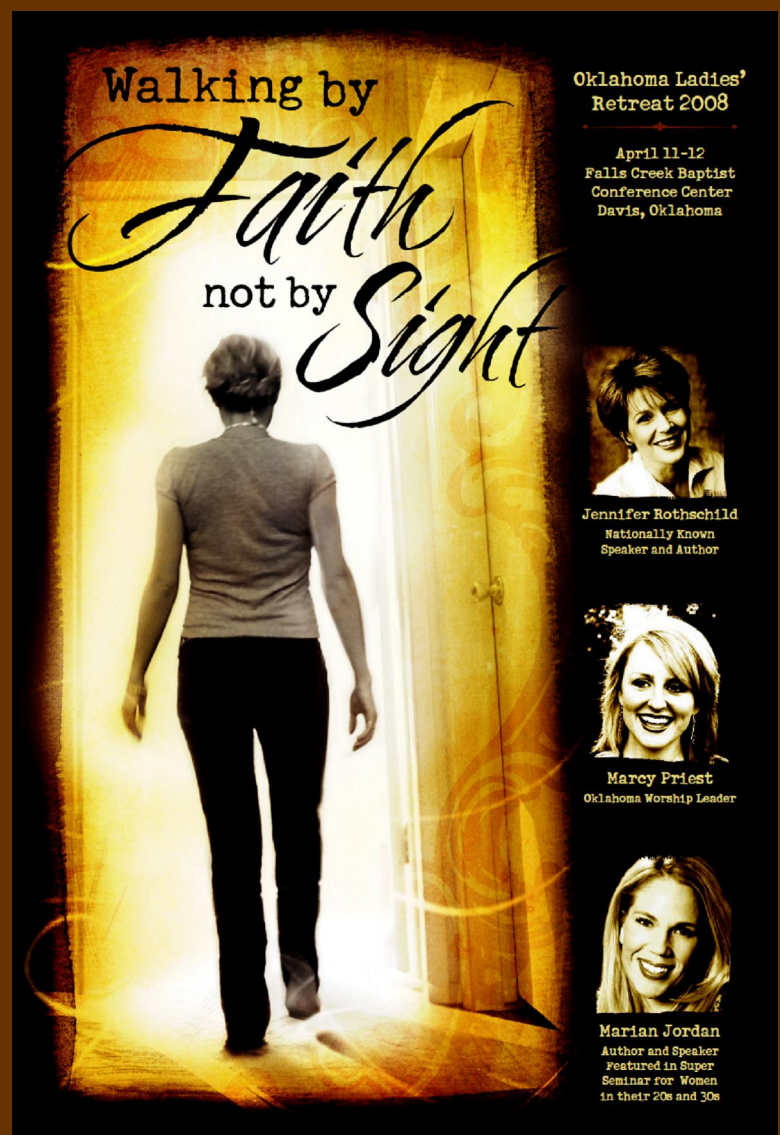
2009 Oklahoma Ladies' Retreat

# Embrace grace

And God is able to make all grace abound to you, so that in all things, at all times, having all that you need, you will abound in every good work. -2 Corinthians 9:8


April 3-4, 2009  
Falls Creek Baptist Conference Center in Davis, Oklahoma

## Walking by Faith not by Sight




**Oklahoma Ladies' Retreat 2008**


**April 11-12**  
Falls Creek Baptist Conference Center  
Davis, Oklahoma



**Jennifer Rothschild**  
Nationally Known Speaker and Author



**Marcy Priest**  
Oklahoma Worship Leader



**Marian Jordan**  
Author and Speaker  
Featured in Super Seminar for Women in their 20s and 30s

## ESSENTIAL #6

# PROGRAM

- ☞ Make a schedule and stick to it
- ☞ Set up worship timelines (see example on the next page)
- ☞ Communicate the schedule to your speaker/worship leader
- ☞ You must be prepared—smooth transitions. If you don't like to be the emcee, pick someone else!
- ☞ The audience doesn't need to know what's happening every minute, but you do!
- ☞ Variety is the spice of a retreat—drama, humor, ice breakers, door prizes.  
Don't allow women the opportunity to get bored!
- ☞ Enlist a good graphic artist: It's worth it!
- ☞ Don't forget staging and its impact
- ☞ Gifts for speakers: Be mindful of speakers who are getting on airplanes!
- ☞ Don't forget about clean up after the program

## Things to consider in your program:

- ☞ Do all the elements fit the theme?
- ☞ Make sure your speaker is given her appropriate time: They have prepared and you are paying!
- ☞ Do you need to have lyrics on PowerPoint and announcements?
- ☞ Do you need to include an offering or explain a ministry project?
- ☞ How are you going to end the retreat? How will women make decisions? Do you have follow-up?
- ☞ Be respectful of audio/visual help: They are vital to your success!
- ☞ Secure hotel rooms for speakers

## ESSENTIAL #7

# PERSONALITIES

- ✿ Each woman has a unique personality—that's a good thing and a God thing
- ✿ Find each woman's passion and assign her to a team
- ✿ Meeting consistently with your team and praying together will create a unique bond
- ✿ Be prepared for conflict—it happens
- ✿ Be prepared to deal with difficult situations at the retreat: designate one person who is filled with grace to handle trouble shooting
- ✿ Know your own strengths and weaknesses—ask for help!

### Things to consider when enlisting team members:

- ✿ Do you have a variety of ages and representations of women (married, single, widowed, divorced, career, stay-at-home, etc.)
- ✿ Will they be committed to the retreat team? Have they proven themselves to be faithful?
- ✿ Are they a leader? Do women follow them?
- ✿ Will they invite other women and make sure they come?

## Possible Team Members for Your Planning Team

**Executive:** Main person responsible for the organization of the entire retreat

**Assistant:** Second in command and works closely with the executive chair

**Prayer:** Enlists prayer team and leads prayer times

**Volunteer:** Enlists volunteers to help with all areas and coordinates with other team members

**Food:** Organizes and handles the food responsibilities

**On-site:** Organizes and handles the facilities where the program is being held

**Publicity:** Organizes and handles all publicity

**Decorations:** Handles any decorations for the event and works with volunteer chair in enlisting help

**Registrations:** Handles all registration and works with finance person in depositing money. Sets up registration area and handles troubleshooting.

**Finance:** Handles the budget and keeps track of all income and expenses

**Childcare:** Organizes any needed childcare

**Worship/Program:** Works with the A/V people and staging to make sure sessions run smoothly

**Hospitality:** Picks up any out of town guests, handles any gifts

**Bookstore:** If you plan to sell anything or if the speaker and/or worship leader have items to sell

**Ministry Project:** Coordinates the ministry project you adopt.

## ESSENTIAL #8

# PARTY

- ☞ Celebrate when it's over!
- ☞ Evaluate what needs to change
- ☞ Send thank you letters to the appropriate people
- ☞ Always love on your volunteers! You want them back next year!
- ☞ Start praying and brainstorming for the next one!

### Things to consider when evaluating:

- ☞ Did you have women complete an evaluation at the retreat? Compile their suggestions.
- ☞ Share the stories of life change!
- ☞ Remember it's easier to complain than compliment
- ☞ Praise God for how He revealed Himself: It's all about Him!
- ☞ Your team will have the best gauge for evaluating the event (they see all the behind-the-scenes stuff!)
- ☞ Do you need to expand your team next year? Did someone show an interest?