



90-DAY PLAN

FOR A MORE EFFECTIVE EVANGELISTIC CAMPAIGN



North American Division
of Seventh-day Adventists®

STAGE 1

PLANNING & PREPARATION

DAY 1-30



PRAY & DEFINE THE VISION

Seek God's guidance and clarify the event's goals.

1



CREATE A PLANNING TEAM

Assign roles (speaker, prayer team, logistics, outreach strategy, hospitality, etc.).

2



SELECT & CEMENT DATES, VENUE, & BUDGET

If not using the church, secure a location and determine financial needs.

3



DEVELOP THE THEME & PROGRAM

Choose a series of messages, speaker(s), music, special features, children's ministry, and childcare.

4



SETUP MARKETING PLAN

Determine marketing strategy, social media, flyers, church announcements, community bulletin board locations, and outreach methods.

5



RECRUIT VOLUNTEERS

Train ushers, prayer warriors, follow-up teams, and tech support.

6



STAGE 2

OUTREACH & ENGAGEMENT DAY 31-60



LAUNCH PROMOTIONAL CAMPAIGN

Finalize flyers, prepare online ads and soft advertising, and have members make personal invitations as they spread the word.

1



BEGIN COMMUNITY ENGAGEMENT

Host small prayer groups, Bridge Events, service projects, and personal Bible studies.

2



TEAM TRAINING

Train greeters, decision card distribution teams, and Bible workers.

3



PREPARE LOGISTICS

Confirm venue setup, A/V equipment, child care (if provided), and transportation.

4



STAGE 3

FINAL PREPARATIONS & EVENT OPENING NIGHT

DAY 61-90



HOST A PRE-EVENT PRAYER RALLY

Encourage unity, spiritual preparation, and the outpouring of the Holy Spirit.

1



INCREASE FINAL MARKETING PUSH

Share testimonies, show a Christian movie, seek ways to attract children, youth, and young professionals, and community invitations.

2



SET UP & REHEARSE

Ensure sound, lighting, seating, and volunteer readiness.

3



EVANGELISTIC EVENT

Execute the program, engage the audience, and invite commitments.

4



FOLLOW-UP & DISCIPLESHIP

Organize Bible studies, and small groups, and connect attendees to church life.

5

