

# HII-BHAG EVALUATION

## Hospitality, Invitation, Incorporation – Big Hairy Audacious Goal

### Why Plan a HII BHAG?

- Ultimate act of Selflessness. Caring enough about others in the community to reach them with the Gospel of Christ.
  - Mobilizes volunteers. The Best Leaders need a reason for giving forth more energy. They want to make a difference.
  - Builds Momentum in church!
  - People attracted to the energy and enthusiasm of a Major Event.
  - Visibility in community.
  - Builds Buzz.
  - Brings in new ideas/vision/enthusiasm to church.
  - Shakes up “status-quo” of church.
  - Helps to mature our own people as they get out of their comfort zones.
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**CHURCH:** \_\_\_\_\_

**HII BHAG Attendance:** \_\_\_\_\_ **Goal is to match Easter or Christmas attendance**

**Recent EASTER Attendance:** \_\_\_\_\_ **Recent Christmas attendance:** \_\_\_\_\_

### HII-BHAG THEME: (examples)

- Blessing of the Animals
- Valentine's Day - Renewal of Vows
- Church at the beach
- Church at a local bar

**HII-BHAG DATE:** \_\_\_\_\_

- Usually takes 3 months to develop an effective “HII-BHAG”
- Stay away from major church Holidays but take advantage of secular holidays – i.e. Valentine’s Day.
- Give yourself plenty of lead time for PR.
- The day or days depends on your community and school calendars.
- Typically, there are two times during the year that are better than others:  
    Fall: Mid- September to mid-October.  
    Winter: Mid- February. (Valentine’s Day)

**NAMES OF KEY LEADERS INVOLVED IN THE PLANNING & IMPLEMENTATION PROCESS:**

**DESIRED OUTCOME:**

**HOSPITALITY**

**Describe your Hospitality Plan for the HII-BHAG Event:**

**INVITATION**

**What methods were used to invite people to the HII-BHAG Event?**

**INCORPORATION**

**Describe the process used to collect names and contact information for the Visitors:**

**How many names/contact information did you collect? (number) \_\_\_\_\_**

**How did you follow up with the Visitors?**

**What have you designed over the next 6 to 8 weeks that would cause them to return?**

**KEY LEARNINGS:**

**When is the next “HII-BHAG” event? Why? What? What changes do we need to make to environment: seating, hospitality, parking, etc?**