

MASTER CALENDAR & MINISTRY DESIGNATIONS

JULY 2024 – JUNE 2025



HOW IT STARTED...

Actual footage of what it was like to plan an event at Watermark...



HOW IT STARTED...

In 2021, we began a process to solve the following

- No singular master calendar of events
- Limited understanding of the complexity, scope, and cross-team impact of events
- Support teams consistently ask: *What resources should be put toward x, y, z events or ministry?*
- Ministries have unclear expectations about the level of resources they can expect

GOAL

- **Alignment:** Ensure we are working on the right things, given the elders' priorities
- **Clarity:** To set expectations and eliminate confusion and frustration
- **Efficiency:** To maximize the number of events, ministries, and campaigns given the current boundaries of our support teams and shared resources

SOLUTIONS

Over the summer of 2021, the production, communication, and facilities teams put together three solutions that were approved by leadership

1. Master calendar of events
2. Designation system
3. Service menu

THE BASICS



WHAT IS THE MASTER CALENDAR?

A master list of every event that takes place on Watermark's campus or at our retreat facility

- Aligned with the fiscal year

WHAT ARE MINISTRY DESIGNATIONS?

Designation system developed to determine level of resources allocated to events and ministries by the support teams

- Green
 - Blue
 - Black Diamond
 - Double Black Diamond
- Designation based on complexity, tie to strategic priority, and other active events



WHAT SUPPORT TEAMS DOES THIS APPLY TO?

The master calendar process allows you to request support from the following teams

- Facilities
- Production
- Communications
- Kids Midweek (i.e., childcare)
- Worship

WHAT ARE MINISTRY DESIGNATIONS?

- A ministry can have a different designation *by support team*
 - Example: Night of Prayer and Worship
 - Communications: Blue
 - Facilities: Black
 - Production: Black
 - Kids Midweek: None
 - Worship: Black



WHAT ARE CAMPAIGNS?

- For communications, we designate campaigns for each ministry, typically:
 - Promotional support for a ministry/event
 - Promotional support for other messages (not tied to an event)
 - Examples: End of Year Giving Campaign (double black diamond)
 - Projects that require significant additional work
 - Examples: Logo redesigns (blue), curriculum covers (blue), large web projects (black)

WHAT IS A SERVICE MENU?

A menu of what services you can expect by designation from each support team

- Aka, what does it mean to be a “blue for production” or a “green for communications”?

WHO IS ON THE MASTER CALENDAR TEAM?

The master calendar team administers the process, allocates initial designations, and processes mid-year requests

- Facilities
- Production
- Communications
- Kids Midweek (i.e., childcare)
- Worship

WHO APPROVES THIS ALL?

- The Master Calendar team makes recommendations to the staff leadership team
- The staff leadership team approves the designations and helps resolve any conflicts

PUTTING IT ALL TOGETHER...

The process you are about to go through help determine

- Master Calendar of every event and ministry in '24 - '25
- Master list of campaigns
- Ministry designation for every event, ministry, and campaign from every support team (facilities, production, communications, midweek kids, and worship)

OVERVIEW OF THE '24-25 PROCESS



PROCESS OVERVIEW

- We align the master calendar process with Watermark's fiscal year and budget process
- '24-'25 Process
 - Master Calendar Process: January - April 2024
 - Budgets for the upcoming fiscal year were due in late April 2024
 - Fiscal year started July 1, 2024, and will run through June 30, 2025

'24-'25 PROCESS DETAILS



PUBLISHING

- The Master Calendar publishes MyChurchEvents.com

WATERMARK COMMUNITY CHURCH

Featured Events
Thursday, January 11, 2024: **Staff Retreat**
Facilities - Black Production - Black Comms - N/A Midweek Kids - N/A

December 2023 to December 2023

Today List Calendar Past Events Month Week

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27 7:00pm - 8:00pm Great Questions	28 5:00pm - 10:00pm Porch	29	30	1	2
3 7:00am - 6:00pm Sunday Service	4 7:00pm - 8:00pm Great Questions	5 5:00pm - 10:00pm Porch	6	7	8	9
10 7:00am - 6:00pm Sunday Service	11 7:00pm - 8:00pm Great Questions	12	13	14 8:30am - 12:00pm Mom to Mom	15	16 5:00pm - 9:00pm Reclaimed: Refuge for Women
17 7:00am - 6:00pm Sunday Service	18 7:00pm - 8:00pm Great Questions	19	20	21	22	23
24 7:00am - 6:00pm Sunday Service	25 Christmas Day	26	27	28	29	30
31 7:00am - 6:00pm Sunday Service 7:00am - 1:00pm Elementary 2-5 7:00am - 1:00pm K1 Kids 7:00am - 11:00am Wake 3:00pm - 7:00pm Elementary 4 PM	1 New Year's Day 5:30pm - 8:30pm Regen Groundwork Only	2	3 5:00pm - 9:00pm ReEngage 6:00pm - 9:00pm Shoreline Leader Training	4 6:30am - 8:00am Dad U	5	6

PUBLISHING

- All campaigns are published in an excel

Campaign Name	Ministry	Team	No. of Campa	Designati	Comms Coordinat	Notes
Watermark en Espanol Services	Espanol	External Focus	0		Sarah Hamilton	Supporting bi-lingual events
CDC Annual Fundraiser (South Dallas)	CDC	External Focus			Sarah Hamilton	Did not request support; Sarah confirming if this is accurate
Foster and Adoption Info Meeting	Safe Families	External Focus	2	Green	Sarah Hamilton	1 for fall, 1 for spring
The Life Initiative Forum	TLI	External Focus	1	Green	Sarah Hamilton	July
Global Webpage Updates	External Focus	External Focus	0		Sarah Hamilton	Requested Green, but denied; already in process
Missions Equipping - Engaging the Nations at Home	External Focus	External Focus	1	Green	Sarah Hamilton	
Your Work Matters to God Course	External Focus	External Focus	1	Green	Sarah Hamilton	Recommend name change
North Texas Giving Day: Watermark Health 10 Year Health	Health	External Focus	1	Blue	Sarah Hamilton	With film likely (requested a Black)
Business Owner Informational	External Focus	External Focus	1	Green	Sarah Hamilton	
Straightforward Service	External Focus	External Focus	1	Green	Sarah Hamilton	Template redo (potential name redo) + push
External Focus Christmas Campaign - Give and Go	External Focus	External Focus	1	Blue	Sarah Hamilton	To be used for either Christmas give and go or SD Fundraising Campaign, Fundrasing campaign not recorded
Short-Term Global Trip Informational	External Focus	External Focus	1	Green	Sarah Hamilton	January
Worth More	Worth More	Pastoral Care	2	Green	Brooke Master	One for spring semester, one for fall semester
ProLife Apologetics	External Focus	External Focus	2	Green	Sarah Hamilton	One for spring semester, one for fall semester
CDC Informational	CDC	External Focus	1	Green	Sarah Hamilton	February
Healthcare Worker Celebration	External Focus	External Focus	1	Green	Sarah Hamilton	Requested a green; Sarah confirming if this needs support
Impact Dallas	Impact Dallas	External Focus	4	Green	Sarah Hamilton	10 events; four greens for the year
Missions Equipping Night - Secret Church	External Focus	External Focus	1	Green	Sarah Hamilton	May
Summer Serve (Love our City)	External Focus	External Focus	1	Black	Sarah Hamilton	
Watermark en Espanol Bilingual Service	Espanol	External Focus	2	Green	Sarah Hamilton	Dates: 8/4, 12/1, 4/12; two campaigns requested
Fall Fun in the South	South Dallas	External Focus	1	Green	Sarah Hamilton	Blue requested

MID-YEAR REQUESTS

- After the initial Master Calendar process closes, a mid-year request form is published
- This will allow ministries to request to **change** the details of existing events/ designations or **request new** events to be considered