

# MAGDALENA

THROUGH HER EYES

A SPECIAL EVENT FOR WOMEN



## EVENT PLANNING GUIDE

FOR A MEMORABLE CHURCH EVENT

A *Through Her Eyes* event encourages participants to take a fresh look at their own journeys, experience Jesus' tender concern and regard, raise awareness and compassion for other women, and understand that God has a purpose for each life.



HERE'S HOW IT ALL UNFOLDS:

### EVENT (ALLOW 2 HOURS):

- 15 minutes** Welcome and visit time
- 5 minutes** Introduction & watch *Free*  
(a short video for the modern woman) ✨
- 60 minutes** Watch *Magdalena: Through Her Eyes*  
(60-minute condensed version) ✨
- 25 minutes** Make a connection through small group discussion »
- 15 minutes** Encourage individual women to make a difference  
(utilize Response Card) »
- Join a *Magdalena* Bible study (*Reflections of Hope*)
  - Host a *Through Her Eyes* event at home for family, friends, or neighbors
  - Purchase *Magdalena* DVDs to share with friends (suggested price of \$10 helps raise donations for the women's cause your church has decided to bless) 📺

✨ Contained on the *Magdalena: Through Her Eyes* DVD

» Free download resource found at [www.MagdalenaToday.com](http://www.MagdalenaToday.com)

📺 Purchase through [www.MagdalenaToday.com](http://www.MagdalenaToday.com) or by calling 1-800-432-1997



## PRE-EVENT:

- Meet with church leadership to go over details, get needed permission and set budget.
- Choose an optimal date on the church calendar.
- Recruit a team of women who will pray, plan, and fill positions (see Mobilizing Your Volunteers chart). »
- Choose a woman's ministry/cause that your group can donate to and get involved with. Consider having their brochures available at your information table.
- Decide if you will provide child care and make necessary arrangements.
- Select an emcee/facilitator who will communicate well in front of guests including those from the community who may not understand Christian phrases (see Emcee Script). »
- Arrange for needed audio/video equipment. Film quality is higher when using a DVD player rather than a computer. Hold a practice run through.
- Order *Magdalena: Through Her Eyes* DVDs to have available for sale to estimated number of attendees. 📺
- Order *Reflections of Hope*, the *Magdalena* Bible study so groups can begin immediately following the event. 📺 (Also available as a free downloadable version.) »
- Have a planning meeting to preview promotional videos, ✨ organize volunteers, prepare discussion leaders and discuss details such as food, name tags, etc. (see Discussion Questions, Potential Impact.) »
- Promote your event (during the Sunday service or key women's events):
  - Four weeks prior to event date—show 5-minute promotional video ✨ followed by a brief announcement. (Bulletin inserts, posters and e-invites available) »
  - Three weeks prior—show 2-minute promotional video ✨ and have information table. (sign-up sheets, invitations, tickets available) »
  - Two weeks prior—show 1-minute promotional video ✨ and encourage women to invite others. Continue information table.
  - Sunday before the event, show 30-second promotional video ✨ as a reminder. Continue information table.

## POST-EVENT:

Have a short debrief meeting either right after the event or within a few days to share event stories, review response cards and make plans for your follow-up strategy:

- Organize *Reflections of Hope* Bible study groups.
- Present your donation to the women's cause you've chosen.
- Start planning for the second evangelistic *Through Her Eyes* event.
- Share the impact of your event with us at [www.MagdalenaToday.com](http://www.MagdalenaToday.com) (see Our Event Results).

## FROM YOUR CHURCH OR COMMUNITY TO . . . AROUND THE WORLD.

Because support for women's causes here and abroad is an integral part of every *Through Her Eyes* event, your participation extends the reach of your women's ministry from around the corner to around the globe.

