

Let's shrink the "pink elephants" and teach the women at your church to find freedom from comparison, fear and shame!



*Barb Roose
speaker & author*

Dear Women's Ministry,

Women of all shapes, sizes, ages and races struggle with issues related to beauty and culture! As a woman and the mother of three daughters, I'm invested and passionate about encouraging ALL women to believe that they are enough already!

If you're looking for an easy-to-host program to encourage women, perfect for a Saturday morning or Sunday afternoon program, here's a wonderful opportunity!

My "Making Room for Beauty" presentation delivers practical tools to inspire all women to find freedom from comparison, fear and shame.

I'll use a combination of stories and captivating illustrations to build a connection with your audience. Then, I'll share the "why" behind they must "shrink the pink elephants" before teaching practical tips that they can use each day.

I'm scheduling for Fall! 2015!

Contact to me find out how each woman can receive a copy of my book when they attend!

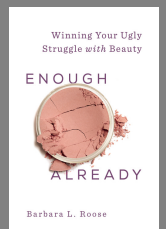
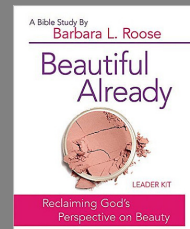


Basic Programming Outline for 90-minute program:

Soup & Salad lunch or brunch
Welcome and Speaker Intro
Facts & Fashion (Icebreaker)
Presentation - 45 min
Pack Your Bag (Wrap-up)

Booking information:
barb@barbroose.com
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Barb Roose is a wife, mother, speaker and author. She is the Executive Director of Ministry at CedarCreek Church, as well as a frequent guest speaker at conferences and events. Watch speaking clips of Barb at BarbRoose.com.



Coming in March! Available now!

Connect with me online!

@barbroose

Facebook.com/shapestylesoul

PARTNERSHIP INFORMATION SHEET

Making Room for Beauty: Shrinking the "pink elephants" that steal our joy



Barb Roose
barb@barbroose.com

I'm so excited to partner with you on this event!

Together, we have a tremendous opportunity to be a blessing to the women attending your event! I'm looking forward to what God is going to do to transform the lives of women (including us!) as we plan and host the "Making Room for Beauty" event.

In an effort to serve you, I've put together a promotional planning package that will reduce the time and expense of event planning.

Great partnerships begin with clarity, so box contains a list of what you will do and what I will do for this event.

The next page also include a 6-week promotional timeline so that you can reach the maximum number of women for them to consider, plan and register for your event. I'll also include a page of event pictures and ideas, too!

Throughout this process, I will be praying for you and your team. We will have two communication meetings prior to the event and we will pray together during that time as well.

Happy Planning!

Barb

What you plan/provide:

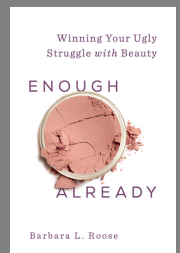
- Event Leader - Must have excellent leadership and DELEGATION skills with authority to make decisions.
- Location for event - including seating/equipment/personnel
- Music, if desired
- Table decorations
- Brunch or lunch
- Registration process (I recommend advance sales)
- Advertising - mailing, social media, email
- Volunteers
- Handouts/copies if needed
- Follow-up plan after the event to keep women connected (Example: starting a Bible study based on Enough Already book)

What I will supply:

- Promotional materials - including event graphic, registration form, social media posting suggestions, social media event banner, sample email letter
- Event planning timeline
- Order Enough Already books at discounted rate (I will transport to event.)
- Presentation materials - slides, video, handout
- Event programming outline
- Inspiring, Christ-centered presentation and prayer
- Book signing
- Thank you notes for you to send to volunteers

Is there a speaker's fee for this event?

For this presentation, there is no up-front speaker fee. Instead, I ask for a love offering and I believe that God will bless it enough to cover my time and expenses.. Other future events will include a standard speaking fee, but for the "Making Room for Beauty" message, the only requirement is including the cost of the Enough Already book as part of the suggested \$20 registration fee in order to equip women after the event.



Questions? Email is the best way to contact me! Email: barb@barbroose.com

EVENT PLANNING SHEET

Making Room for Beauty:

Shrinking the "pink elephants" that steal our joy!



If you are an experienced event planner, great! If not, this sheet will provide best practices so that you can confidently plan and execute this event with the most women attending as possible!

Event Planning Timeline

- 6 weeks prior - Choose your event leader and present event proposal to pastor/board for approval.
- 5 weeks prior - Begin recruiting volunteers - aim for the following: one assistant to event leader, two greeters, two check-in/registration table volunteers, two table decoration volunteers, four lunch/brunch team, one assistant for speaker, two prayer volunteers and two multi-talented floaters that can help wherever needed. IMPORTANT! Don't be shy about asking women to be a part of this event - be enthusiastic! These volunteers should pay 1/2 price for the event.
- 4 weeks prior - Begin social media announcements on your church Facebook page/set up event on Facebook page/send mass email to church email list and post in bulletin. Confirm food budget and other costs.
- 3 weeks prior - Update posts on Facebook page and begin preparing a letter or postcard mailing. Continue with announcements at church. Host team meeting.
- 2 weeks prior - Mail postcard as reminder to register. Update social media. Host team meeting.
- 1 week prior - Final email/church announcement. Make phone calls. IMPORTANT: SEND REMINDERS TO THOSE WHO HAVE REGISTERED CONFIRMING DATE/TIME! Host final team meeting.
- Three days prior - Purchase food and supplies

"We've struggled to get volunteers. Help!"

This is a common concern - I get it! I've hosted women's conferences and events for over 15 years. Here's what I've discovered about recruiting volunteers:

- They must understand WHY this event is important before they will say "yes." Have your answer ready!
- They need to know that what they are doing will make a difference - you must affirm them often!
- They need to know that they are truly needed! Don't beg, but give them real responsibility, CLEAR expectations and for the love, don't micro-manage!
- They want to know that the event leaders will be honorable, dependable and will care about them.

Event Budget

Here is a breakdown of the event expenses based off of 50 women attending with a \$20 registration fee. I've got 15 years expertise in event budgeting and finance, so let me know if you have questions.

Event cost per attendee

\$3.00 - Advertising/mailling/postage*
 \$2.00 - decorations/flowers**
 \$6.00 - lunch/brunch***
 \$8.50 - Enough Already book
 = \$19.50 per woman attending

*Advertising is important!

**I've included some inexpensive decoration ideas on the next page

***Soup, salad and dessert can be purchased in bulk at GFS. Make it special by providing fun and fancy toppings. I recommend bottled water and coffee for beverages.

ROOM /TABLE DECORATION IDEAS: Making Room for Beauty: Shrinking the "pink elephants" that steal our joy!



Successful events start with fantastic first impressions! Decorations are essential to creating the environment that will bless each woman that attends.

Here are some ideas that you can use for your "Making Room for Beauty" event.

I love a simple black table cloth with a pop of color as a runner! Classic impact colors are white, pink, red or silver. You can purchase plates/bowls in another color for an impressive statement!



If you want to embrace a fall theme, here's a simple idea that is quite versatile! Find a basic glass container (women can donate all shapes and sizes or you can purchase). Fill with fall abundance like acorns, corn, candy corn or mini pumpkins. Hot glue real or faux mums on top. I recommend setting containers on faux fall leaves on top of white table clothes. You can purchase gold-toned plates and napkins.



Check Pinterest for more great ideas!



Suggested places to research and shop for supplies at a great price: Hobby Lobby, Oriental Trading Company, Dollar Store, GFS (Gordons), DollarTree (online catalog is huge!)

A few reminders about purchases:

- Make sure that there is clarity on who is able to purchase and how much they can spend.
- Clarify how expenses will be managed, whether by cash or credit as well as reimbursement procedures.
- If this event is hosted by church, then tax-exempt purchases are possible. Contact your finance department or treasurer for procedure.
- Be a good steward of the funds! Let God's blessing on this event begin with good financial management!

Decorating Best Practices:

- Choose three colors - two main colors and one accent color. Use that theme throughout the event, but be selective on where to decorate.
- Keep the table decorations simple, but colorful!
- Make sure the registration table and stage has flowers - trust me!
- Create a COMPLETED sample table for the team to review before purchasing supplies.
- Decorate tables the day before, if possible. This is a first impressions area, so don't let it be a last-minute detail.

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