



An opportunity to connect women in your church and community (through a night of entertainment, inspiration and motivation), with women who are working to break the cycle of poverty for themselves, their children and their community...

Event Concept:

World Vision is committed to developing their relationships with their church partners. Their primary goal in doing this is to encourage and support them in participating in issues of global extreme poverty and its impact on children.

The concept of **Girls Night Out** is about connecting women in the church and community (through a night of entertainment, inspiration and motivation), with women who are working to break the cycle of poverty for themselves, their children and their community.

Girls Night Out is a partnership between World Vision and the host church. World Vision will be the main driver of the event, organizing the event program and promotion. The church will support World Vision with promoting the event plus provide help with certain aspects of the event on the night.

It's a win-win situation for the host church and World Vision. Through this professional event, also suitable for non-church going women, the church raises awareness of their presence in their community. In turn, World Vision raise awareness of the struggles the developing world face and provide opportunities for women to partner with women just like them to overcome extreme poverty through child sponsorship.

Past success:

Based on evaluation forms completed on the night:

98% of those who attended would recommend Girls Night Out to their friends.
97% of those who attended thought Girls Night Out was good value for money.

Testimonials:

"Loved the goodie bags! Loved the presentation and detail of the night. Loved the speaker and Juliagrace"

"Thank you for a very relaxing evening, I would highly recommend it"

"Great for young girls, old girls and Christian and non-Christian!"

"It was just the right amount of time and mix of fun and seriousness. Allison was fantastic!"

Host church testimonials:

"Everyone down here is still buzzing about Friday night. Everywhere I go it seems ladies are chatting and laughing and raving about it, which is just fantastic. Thank you so much for giving us such a wonderful opportunity to reach out to our community" (Living Well Church, Rotorua)

"It was great working with you. Lots of our Tab women said it was a great night and had lots of laughs with Allison" (Auckland Baptist Tabernacle).

"It was a wonderfully entertaining night with high caliber input – we could never have Julia and Allison ourselves, so to partner with you made it possible. We were thrilled to be the host church and it was good to be in the position to offer hospitality to women of the city, and doing the shared event with you guys made it a very manageable experience for us. We'd do it again – you were so supportive and helpful. Thank you." (Palmerston North Baptist Church, Palmerston North)

Event theme:

The theme of Girls Night Out is 'Pearls of Wisdom'. This is based on women's innate ability to share their knowledge and wisdom for the betterment of each other, their families and their communities. This is true in New Zealand and the developing world.

By sharing their knowledge and 'pearls of wisdom' with other women in the wider community, women can make a significant impact on their own lives and those around them – especially children.

Costs and Ticket Sales:

To help cover costs, tickets will be \$15.00

Manna Bookstores will be selling tickets, as well as an online ticketing provider – iTicket. There will also be door sales. We also recommend that the host church office sell tickets.

The target is for an attendance of at least 250 women.

World Vision and Church involvement:

The goal is for Girls Night Out to be a partnership between World Vision and the host church.

World Vision will provide:

- Event management - including ticketing, run sheet, programme, speaker, musician, and MC, decorations etc...
- Promotional material and tools to promote the event
- Wider promotion of the event (ie: radio advertising)
- Goodie bags and spot prizes
- Supper - including chocolate fountain, savoury platters and punch

Church input:

- Venue (auditorium to fit at least 250 people with separate room for supper to fit the same number)
- Sound and lighting technician
- Support of promotional activities leading up to the event to congregation and surrounding churches and community
- Tea and coffee
- Church volunteers / staff to help on the evening
- Dinner for all World Vision staff and volunteers involved on the day

Draft programme (can vary between events):

7.00 pm	Door's open for door sales
7.30 pm	Representative from the host church (ie: Pastor or Women's Ministry leader) welcomes people to the event and introduces Juliagrace
7.35 pm	Juliagrace performs and gives out spot prizes
8.15 pm	Key Note Speaker address - motivational / inspirational message around pearls of wisdom theme
8.50 pm	Juliagrace talks about time in Cambodia
8.55 pm	DVD of Juliagrace in Cambodia
9.00 pm	Final song from Julia and call to action to sponsor a child
9.05 pm	Representative from church thanks people for coming
9.10 pm	Social time over supper, including a chocolate fountain, tea and coffee, merchandise sales, and Child Sponsorship sign ups
10.00pm	Event ends

Keynote speakers (will be one or the other):

Allison Mooney

- Personality trainer and director of personality plus
- Awarded most humorous and entertaining speaker, and speaker of the year 2004 – 2006

Petra Bagust

- Popular media personality, TV presenter and speaker

Promotional Strategy:

Promotional activity will include the following options where appropriate:

Radio Rhema and Life FM

- World Vision will organise radio advertising on both radio stations
- Possible interview with event speaker and/ or WV representative

Manna Bookstores

- World Vision will organise flyers on counter and posters

Press

- World Vision will send out a press release to local newspapers
- Event will be posted on community event notice boards (physical / online)

Email

- World Vision will provide the host church with an email template that can be emailed out to all women on church database (optional)

Websites

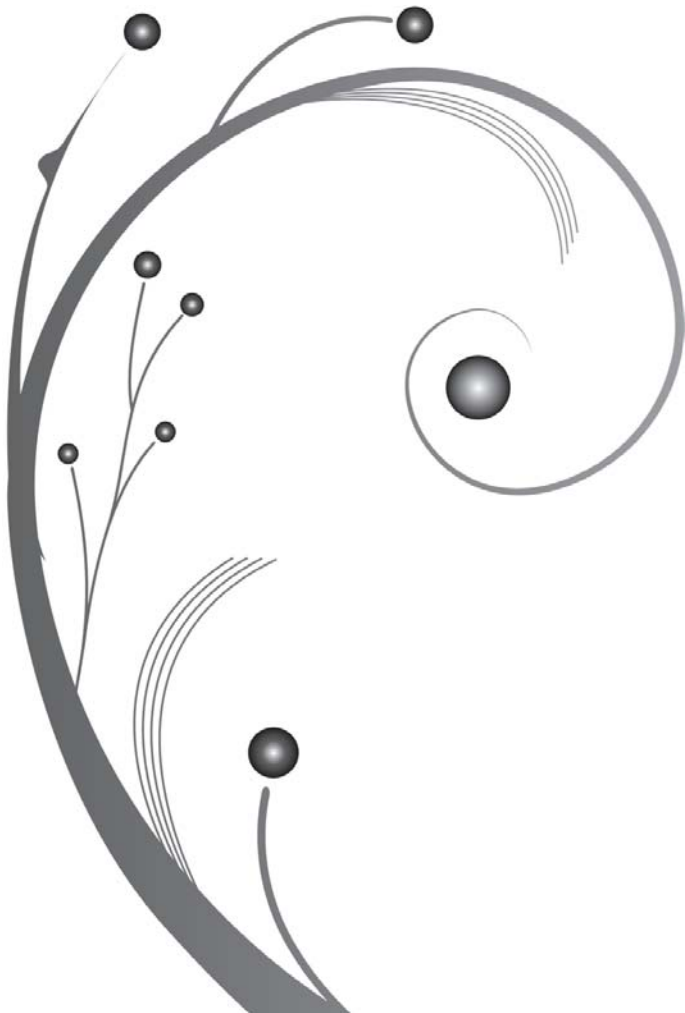
- Provide Church with content for placement on Church website with links to Girls Night Out website

Promotional material

- Special invites will be provided to the host church to give out to all women in the church congregation
- Flyers will be provided to the host church for distribution in church and throughout community (ie: local churches, community mail drop, local schools and businesses, Mainly Music, kindergartens etc...)
- A3 posters will be provided to the host church to display in church and distribute throughout community (ie: other local churches, primary school's, kindergartens, libraries etc...)
- Image provided for printed church notices and rolling PowerPoint notices

Promotional DVD

- World Vision will provide the host church with a promotional DVD - for use as intro to person presenting during church notices



If you would like to talk to a church about their experience in hosting an event, please contact:

Jane Wilkinson, Associate Pastor, Palmerston North Central Baptist Church
(06) 357 3659 or janeinpalmy@gmail.com

Lynette Archer, Women's Ministry Leader, Wanganui Baptist Church
(06) 347 8586 or larcher@orcon.net.nz

If you have any questions about Girls Night Out, please contact:

Carly Thomson, Girls Night Out Events Manager
(09) 580 7717 or carly.thomson@worldvision.org.nz