

Marriage Ministry Annual Planning Calendar

Helping Church Leaders Schedule Workshops, Couple Events, Assessments, Promotions, Follow-Up Activities, and Ministry Reviews Across an Entire Year

Purpose

The Marriage Ministry Annual Planning Calendar helps pastors, marriage ministry leaders, facilitators, and ministry teams organize a complete year of marriage ministry activities.

The calendar provides a framework for scheduling:

- Marriage workshops
- Blueprint Series™ studies
- Couple events
- Small groups
- Assessments
- Retreats
- Leadership training
- Promotional campaigns
- Participant follow-up
- Volunteer recruitment
- Ministry team meetings
- Program evaluations
- Budget reviews
- Annual ministry reviews

The calendar may be adapted according to the church's:

- Mission
- Size
- Budget
- Leadership capacity
- Congregational needs

- Worship calendar
- Facility availability
- Community schedule
- Ministry priorities

The goal is not to fill every month with an event. The goal is to create a balanced ministry year that includes preparation, implementation, follow-up, evaluation, and rest.

Annual Planning Principles

Begin With the Church's Mission

Every marriage ministry activity should support the mission, theology, and discipleship priorities of the church.

Respond to Identified Needs

Use surveys, assessments, pastoral observations, participant feedback, and ministry data to determine which programs should be offered.

Plan According to Capacity

The number of activities offered should reflect the ministry's available:

- Leaders
- Volunteers
- Budget
- Facilities
- Technology
- Childcare
- Participant-care systems
- Follow-up capacity

Include Follow-Up Time

Every major program should include scheduled time for:

- Participant communication

- Resource distribution
- Pastoral follow-up
- Professional referrals
- Program evaluation
- Ministry-team review
- Next-step invitations

Avoid Overprogramming

Couples and ministry leaders need time to apply what they learn.

A healthy ministry calendar includes:

- Teaching
- Application
- Follow-up
- Leadership development
- Evaluation
- Rest

Coordinate With the Church Calendar

Before finalizing dates, review:

- Worship services
- Church anniversaries
- Revivals
- Conferences
- Holidays
- Children's ministry events
- Youth events
- Men's and women's ministry programs
- Community events

- School calendars
- Vacation seasons
- Facility availability

Recommended Annual Ministry Rhythm

A balanced annual ministry calendar may include:

- One annual ministry interest survey
- One annual readiness or systems review
- Two to four marriage workshops
- One husband-focused study
- One wife-focused study
- One couple-focused study
- One marriage purpose experience
- One couple assessment opportunity
- One marriage retreat or conference
- Two to four social couple events
- Quarterly ministry team reviews
- Quarterly promotional campaigns
- Monthly participant communication
- Monthly or quarterly leader development
- One annual celebration
- One annual evaluation and planning process

Churches with limited capacity may begin with:

- One workshop
- One couple event
- One short-term study

- One annual planning session
- One ministry review

Annual Ministry Planning Information

Church Name: _____

Planning Year: _____

Pastor or Pastoral Advisor: _____

Marriage Ministry Leader: _____

Planning Team Members:

Date Annual Plan Was Developed: _____

Date Annual Plan Was Approved: _____

Annual Ministry Theme:

Annual Scripture:

Annual Ministry Goal:

Annual Ministry Priorities

Identify three to five priorities for the year.

Priority One

Priority Two

Priority Three

Priority Four

Priority Five

Annual Ministry Goals

Participation Goal

Number of couples the ministry hopes to reach:

Program Goal

Number of programs the ministry plans to offer:

Leadership Goal

Number of leaders or facilitators to prepare:

Volunteer Goal

Number of volunteers to recruit:

Follow-Up Goal

Percentage of participant follow-up to complete:

Evaluation Goal

How ministry effectiveness will be measured:

Annual Calendar at a Glance

Month	Primary Focus	Major Activity	Promotion	Follow-Up and Review
January	Vision and Planning	Annual Ministry Planning Session	Ministry Awareness	Review previous year
February	Marriage Enrichment	Couple Event or Workshop	Marriage Campaign	Participant follow-up
March	Communication and Understanding	Short-Term Study or Workshop	Spring Registration	Program evaluation
April	Biblical Marriage Growth	Blueprint Study or Couple Class	Resource Promotion	Leader review
May	Family and Partnership	Couple Event or Family Workshop	Summer Preview	Participant check-in
June	Husband Development	Husband-Focused Study	Men's Outreach	Midyear review
July	Rest and Resource Engagement	Digital or Self-Guided Resources	Fall Save-the-Date	Systems review
August	Leadership Preparation	Facilitator Training	Fall Registration	Volunteer confirmation

Month	Primary Focus	Major Activity	Promotion	Follow-Up and Review
September	Marriage Education	Fall Small Group or Workshop	Full Promotional Campaign	Attendance follow-up
October	Purpose and Service	Marriage Purpose Experience	Purpose Campaign	Ministry involvement follow-up
November	Gratitude and Appreciation	Couple Celebration	Appreciation Campaign	Annual participant survey
December	Reflection and Planning	Annual Review and Vision Session	Next-Year Preview	Final evaluation

Quarter One: Vision, Awareness, and Enrichment

January–March

Quarter One Goals

- Review the previous ministry year
- Establish annual priorities
- Confirm leadership roles
- Assess congregational needs
- Introduce the ministry calendar
- Offer the first marriage enrichment experience
- Build awareness and participation

Quarter One Planning Checklist

- ☐ Review the previous year's results.
- ☐ Complete the Marriage Ministry Annual Review.
- ☐ Confirm pastoral oversight.

- ☐ Confirm the ministry leadership team.
- ☐ Review ministry team role descriptions.
- ☐ Establish annual goals.
- ☐ Approve the annual budget.
- ☐ Review safety and referral procedures.
- ☐ Update the professional referral directory.
- ☐ Review the church calendar.
- ☐ Select first-quarter programs.
- ☐ Begin the annual promotional campaign.
- ☐ Schedule the first quarterly ministry review.

January

Monthly Focus

Vision, readiness, leadership, and annual planning

Recommended Activities

- Annual Marriage Ministry Planning Session
- Marriage Ministry Interest Survey
- Ministry Systems Assessment
- Leadership role confirmation
- Annual budget development
- Ministry philosophy review
- Annual calendar approval
- Referral resource update
- Volunteer interest campaign

Suggested Program

Marriage Ministry Vision and Information Session

Purpose:

Introduce the ministry's mission, available resources, upcoming programs, and participation opportunities.

Target Audience:

- Married couples
- Engaged couples
- Ministry volunteers
- Potential facilitators
- Church leaders

Promotional Activities

- ☐ Publish the annual Marriage Ministry calendar.
- ☐ Announce the ministry during worship.
- ☐ Send an annual ministry introduction email.
- ☐ Publish a Marriage Ministry webpage update.
- ☐ Share a "Every Marriage Can Grow" social media post.
- ☐ Distribute the Marriage Ministry Interest Survey.
- ☐ Invite couples to join the ministry email list.

Leadership Activities

- ☐ Confirm ministry team members.
- ☐ Review role descriptions.
- ☐ Confirm meeting schedule.
- ☐ Establish communication channels.
- ☐ Review confidentiality expectations.
- ☐ Review safety and referral procedures.

- ☐ Assign first-quarter responsibilities.

Follow-Up Activities

- ☐ Review survey responses.
- ☐ Contact potential volunteers.
- ☐ Identify the highest-priority marriage topics.
- ☐ Present findings to pastoral leadership.
- ☐ Update the annual plan if needed.

January Planning Information

Primary Activity: _____

Date: _____

Time: _____

Location: _____

Leader: _____

Promotion Begins: _____

Registration Deadline: _____

Follow-Up Date: _____

Evaluation Date: _____

February

Monthly Focus

Marriage enrichment, connection, and intentional time together

Recommended Activities

- Couples Date Night
- Marriage Enrichment Workshop
- Blueprint Series™ Overview
- Couple Appreciation Activity

- Marriage Celebration
- Communication Mini-Workshop
- Marriage Resource Giveaway

Suggested Program

Invest in Your Marriage Workshop

Possible topics:

- Better Understanding One Another
- Strengthening Communication
- Listening to Understand
- Building Healthy Marriage Habits
- Making Time for the Marriage
- Appreciation and Encouragement

Promotional Activities

- ☐ Begin promotion four to six weeks before the event.
- ☐ Send a save-the-date email.
- ☐ Create a couple-event graphic.
- ☐ Publish topic-focused social media posts.
- ☐ Make worship announcements.
- ☐ Ask ministry leaders to personally invite couples.
- ☐ Send a final registration reminder.

Participant Activities

- ☐ Provide a Couple Discussion Worksheet.
- ☐ Include one private couple activity.
- ☐ Provide a practical action plan.
- ☐ Invite couples to the next ministry opportunity.

Follow-Up Activities

- ☐ Send a thank-you email.
- ☐ Send the participant evaluation.
- ☐ Provide promised resources.
- ☐ Contact couples requesting support.
- ☐ Review event attendance.
- ☐ Record recommendations for the next event.

February Planning Information

Program Title: _____

Date: _____

Target Attendance: _____

Actual Attendance: _____

Program Cost: _____

Childcare Available: _____

Follow-Up Leader: _____

Next-Step Invitation: _____

March**Monthly Focus**

Communication, listening, and conflict prevention

Recommended Activities

- Communication Workshop
- Listening to Understand Class
- Four-Week Couple Study
- Small-Group Launch
- Couple Communication Assessment

- Facilitator-Led Discussion Series

Suggested Program

Four-Week Marriage Communication Study

Week One: Listening to Understand

Week Two: Speaking Clearly and Respectfully

Week Three: Managing Disagreement

Week Four: Creating a Communication Action Plan

Promotional Activities

- ☐ Open registration four to six weeks in advance.
- ☐ Send the general invitation email.
- ☐ Publish weekly topic highlights.
- ☐ Share a frequently asked question.
- ☐ Explain confidentiality expectations.
- ☐ Promote childcare or virtual options.
- ☐ Send participant reminders.

Leadership Activities

- ☐ Prepare facilitators.
- ☐ Review the Leader Guide Sample.
- ☐ Practice the first session.
- ☐ Confirm participant-care procedures.
- ☐ Prepare attendance and evaluation forms.

Follow-Up Activities

- ☐ Contact absent participants.
- ☐ Send weekly application reminders.
- ☐ Collect final evaluations.
- ☐ Invite participants to the next Blueprint study.

☐ Conduct the first quarterly ministry review.

Quarter One Review

Date: _____

Programs Offered: _____

Total Couples Reached: _____

What Worked Well:

What Needs Improvement:

Actions for Quarter Two:

Quarter Two: Biblical Understanding, Family, and Husband Development

April–June

Quarter Two Goals

- Deepen biblical marriage understanding
- Offer a Blueprint-based learning experience
- Support family and couple partnership
- Provide husband-focused development
- Conduct a midyear ministry review

Quarter Two Planning Checklist

- ☐ Review Quarter One results.
- ☐ Confirm Quarter Two programs.

- ☐ Update the promotional calendar.
- ☐ Confirm facilitators.
- ☐ Order books and materials.
- ☐ Review participant feedback.
- ☐ Address unresolved follow-up needs.
- ☐ Confirm budget availability.
- ☐ Prepare summer communication.

April

Monthly Focus

Biblical marriage growth and Blueprint learning

Recommended Activities

- Blueprint Series™ Overview
- The Respect Blueprint™ Study
- Wife-Focused Workshop
- Biblical Marriage Class
- Couple Discussion Night
- Marriage Resource Library Launch

Suggested Program

The Respect Blueprint™ Study

Possible format:

- One introductory workshop
- Four-week study
- Six-week class
- Wife-focused small group
- Church conference breakout session

Suggested Topics

- Understanding Respect Profiles™
- The Courteous Husband
- The Heard Husband
- The Appreciated Husband
- The Encouraged Husband
- The Honored Husband
- The Trusted Husband
- The Team-Oriented Husband
- The Consulted Husband

Promotional Activities

- ☐ Prepare wife-focused invitations.
- ☐ Explain the purpose of the study.
- ☐ Avoid language that blames wives.
- ☐ Highlight practical understanding and application.
- ☐ Use approved book graphics.
- ☐ Include registration details and QR code.
- ☐ Send final reminders.

Follow-Up Activities

- ☐ Provide application worksheets.
- ☐ Send weekly reflection questions.
- ☐ Invite husbands to complete approved supporting activities when appropriate.
- ☐ Collect participant feedback.
- ☐ Identify interest in future husband-focused programming.

April Planning Information

Selected Resource: _____

Program Format: _____

Number of Sessions: _____

Facilitator: _____

Materials Needed: _____

Registration Goal: _____

Follow-Up Plan: _____

May

Monthly Focus

Partnership, family priorities, and shared responsibilities

Recommended Activities

- Couple Partnership Workshop
- Family Vision Conversation
- Parenting and Marriage Session
- Financial Unity Workshop
- Household Responsibility Discussion
- Couples Date Night
- Marriage and Family Prayer Gathering

Suggested Program

Working Together as a Couple

Possible topics:

- Clarifying responsibilities
- Making decisions together
- Supporting family priorities
- Managing time
- Protecting the marriage while parenting

- Communicating about finances
- Creating a weekly couple check-in

Promotional Activities

- ☐ Promote the event as practical and family supportive.
- ☐ Coordinate with family and children's ministries.
- ☐ Highlight childcare when available.
- ☐ Send personal invitations.
- ☐ Share one practical marriage tip each week.

Follow-Up Activities

- ☐ Provide the Couple Discussion Worksheet.
- ☐ Encourage weekly couple check-ins.
- ☐ Send a 30-day application reminder.
- ☐ Collect topics for future family-related programs.

May Planning Information

Program Title: _____

Primary Topic: _____

Partner Ministry: _____

Date: _____

Promotion Begins: _____

Follow-Up Date: _____

June**Monthly Focus**

Husband development, leadership, and marital responsibility

Recommended Activities

- Husband-Focused Marriage Study
- Men's Marriage Breakfast
- Love Connection Blueprint™ Study
- Husband Leadership Workshop
- Fatherhood and Marriage Session
- Men's Discussion Group
- Marriage Purpose Introduction for Husbands

Suggested Program**Better Understand Your Wife**

Possible topics:

- Listening
- Emotional awareness
- Expressions of care
- Marital leadership
- Communication
- Encouragement
- Security
- Purposeful action

Promotional Activities

- ☐ Coordinate with the Men's Ministry.
- ☐ Use practical, direct language.
- ☐ Invite husbands personally.

- ☐ Ask pastors and male leaders to encourage participation.
- ☐ Avoid presenting the program as punishment or correction.
- ☐ Highlight observable skills and practical action.

Midyear Review Activities

- ☐ Review January–June attendance.
- ☐ Review the budget.
- ☐ Review participant feedback.
- ☐ Review volunteer performance.
- ☐ Review follow-up completion.
- ☐ Review safety and referral procedures.
- ☐ Identify fall priorities.
- ☐ Confirm fall facilitators.

Quarter Two Review

Date: _____

Programs Offered: _____

Total Couples or Individuals Reached: _____

Budget Used: _____

Strongest Outcome:

Primary Challenge:

Fall Priority:

Quarter Three: Rest, Preparation, and Fall Ministry Launch

July–September

Quarter Three Goals

- Provide a lighter summer ministry rhythm
- Engage couples through self-guided resources
- Review ministry systems
- Train facilitators and volunteers
- Launch the fall marriage ministry program

Quarter Three Planning Checklist

- ☐ Review the midyear report.
- ☐ Confirm fall program dates.
- ☐ Reserve rooms.
- ☐ Confirm childcare.
- ☐ Select fall curriculum.
- ☐ Order resources.
- ☐ Recruit and train volunteers.
- ☐ Develop the fall promotional campaign.
- ☐ Test registration systems.
- ☐ Schedule Quarter Three review.

July

Monthly Focus

Rest, reflection, digital resources, and systems review

Recommended Activities

- Self-Guided Couple Discussion Month
- Marriage Resource Download
- Summer Couple Challenge
- Virtual Marriage Check-In
- Marriage Reading Campaign
- Ministry Systems Review
- Fall Save-the-Date Campaign

Suggested Program

30-Day Couple Connection Challenge

Possible weekly focus:

Week One: Meaningful Conversation

Week Two: Appreciation

Week Three: Intentional Time Together

Week Four: Purpose and Planning

Promotional Activities

- ☐ Share one weekly couple activity.
- ☐ Provide a downloadable worksheet.
- ☐ Send a summer marriage encouragement email.
- ☐ Publish fall save-the-date information.
- ☐ Invite couples to join the fall interest list.

Leadership Activities

- ☐ Review ministry systems.

- ☐ Update policies and forms.
- ☐ Organize digital files.
- ☐ Review inventory.
- ☐ Update the referral directory.
- ☐ Review team capacity.
- ☐ Identify potential new leaders.

Follow-Up Activities

- ☐ Review summer resource participation.
- ☐ Contact couples who requested fall information.
- ☐ Confirm facilitator availability.

July Planning Information

Summer Resource: _____

Release Date: _____

Fall Save-the-Date: _____

Systems Reviewed:

Changes Needed:

August

Monthly Focus

Leadership training, volunteer preparation, and fall promotion

Recommended Activities

- Facilitator Training
- Volunteer Orientation
- Ministry Team Retreat
- Leader Guide Review
- Small-Group Leader Practice Session
- Fall Registration Launch
- Prayer Gathering for the Ministry Year

Suggested Program

Marriage Ministry Facilitator Training

Training topics:

- Ministry philosophy
- Role expectations
- Essential questions
- Learning objectives
- Biblical teaching
- Modeling
- Guided discussion
- Couple activities
- Confidentiality
- Safety
- Referral procedures
- Assessment

- Feedback
- Follow-up

Promotional Activities

- ☐ Launch fall registration.
- ☐ Send the fall invitation email.
- ☐ Publish the main program graphic.
- ☐ Provide registration links and QR codes.
- ☐ Share facilitator introductions.
- ☐ Publish topic previews.
- ☐ Ask leaders to make personal invitations.

Leadership Activities

- ☐ Confirm role assignments.
- ☐ Complete required screening.
- ☐ Conduct practice sessions.
- ☐ Review emergency procedures.
- ☐ Confirm resources and technology.
- ☐ Prepare participant materials.

Follow-Up Activities

- ☐ Contact incomplete registrants.
- ☐ Confirm childcare needs.
- ☐ Confirm accessibility needs.
- ☐ Send leader assignments.

August Planning Information

Training Date: _____

Training Leader: _____

Fall Program: _____

Registration Opens: _____

Registration Deadline: _____

Volunteer Confirmation Date: _____

September

Monthly Focus

Fall marriage education and small-group engagement

Recommended Activities

- Fall Marriage Small Group
- Six-Week Couple Study
- Marriage Communication Workshop
- Blueprint Series™ Study
- Couple Assessment Experience
- Newlywed Program
- Community Marriage Workshop

Suggested Program

Six-Week Marriage Growth Series

Week One: Understanding Our Marriage

Week Two: Communication

Week Three: Listening

Week Four: Conflict and Decision-Making

Week Five: Purpose and Spiritual Growth

Week Six: Action Planning

Promotional Activities

- ☐ Continue registration promotion.
- ☐ Send one-week and final reminders.

- ☐ Provide clear program expectations.
- ☐ Confirm location and parking.
- ☐ Communicate childcare procedures.
- ☐ Send participant preparation information.

Participant Activities

- ☐ Conduct opening assessment.
- ☐ Provide weekly worksheets.
- ☐ Send application reminders.
- ☐ Track attendance.
- ☐ Contact absent participants.
- ☐ Provide private follow-up options.

Follow-Up Activities

- ☐ Collect mid-program feedback.
- ☐ Identify participants needing support.
- ☐ Prepare the program completion process.
- ☐ Conduct Quarter Three ministry review.

Quarter Three Review

Date: _____

Leaders Trained: _____

Volunteers Prepared: _____

Fall Registrations: _____

Attendance Rate: _____

Participant Concerns:

Required Adjustments:

Quarter Four: Purpose, Appreciation, Evaluation, and Future Planning

October–December

Quarter Four Goals

- Help couples explore purpose and service
- Celebrate marriages and ministry volunteers
- Evaluate the ministry year
- Gather participant feedback
- Develop the next annual plan
- Communicate the next-year ministry vision

Quarter Four Planning Checklist

- ☐ Complete fall program follow-up.
 - ☐ Schedule a marriage purpose activity.
 - ☐ Plan the annual celebration.
 - ☐ Conduct the annual participant survey.
 - ☐ Complete financial review.
 - ☐ Complete volunteer evaluation.
 - ☐ Prepare the annual report.
 - ☐ Conduct next-year planning.
 - ☐ Submit the next-year plan for approval.
-

October

Monthly Focus

Marriage purpose, spiritual gifts, leadership, and service

Recommended Activities

- The Marriage Purpose Blueprint™ Study

- Spiritual Gifts Assessment for Couples
- Marriage Purpose Workshop
- Couple Ministry Service Fair
- Purpose-Planning Retreat
- Marriage Alignment Session
- Ministry-Minded Couples Gathering

Suggested Program

Discovering Our Marriage Purpose

Possible topics:

- God's purpose for marriage
- The husband's assignment
- The wife's contribution
- Spiritual gifts
- Strengths
- Family priorities
- Ministry opportunities
- Marriage alignment
- Purpose statement development
- Strategic action planning

Promotional Activities

- ☐ Use purpose-focused messaging.
- ☐ Invite couples interested in leadership and service.
- ☐ Coordinate with ministry department leaders.
- ☐ Promote the Spiritual Gifts Assessment.
- ☐ Share examples of couples serving together.
- ☐ Provide clear registration and materials information.

Follow-Up Activities

- ☐ Collect completed purpose statements.
- ☐ Connect couples with approved service opportunities.
- ☐ Schedule purpose-plan reviews.
- ☐ Identify potential ministry leaders.
- ☐ Invite qualified couples to facilitator training.

October Planning Information

Program Title: _____

Assessment Used: _____

Service Opportunities Included: _____

Facilitator: _____

Follow-Up Date: _____

Couples Interested in Service: _____

November**Monthly Focus**

Gratitude, appreciation, celebration, and participant feedback

Recommended Activities

- Couple Appreciation Event
- Marriage Ministry Celebration
- Gratitude Challenge
- Volunteer Recognition
- Couple Testimony Night
- Annual Participant Survey
- Marriage Resource Giveaway
- Ministry Thanksgiving Prayer Gathering

Suggested Program

Celebrating Marriage Growth

Possible components:

- Welcome
- Prayer
- Ministry-year review
- Couple reflection
- Volunteer recognition
- Participant testimonies
- Resource distribution
- Next-year preview
- Closing commitment

Promotional Activities

- ☐ Invite all current and former participants.
- ☐ Send a celebration invitation.
- ☐ Share approved ministry highlights.
- ☐ Request participant testimonials.
- ☐ Obtain written permission before publishing names, images, or statements.
- ☐ Promote the annual survey.

Evaluation Activities

- ☐ Distribute participant evaluations.
- ☐ Survey congregational needs.
- ☐ Review the most requested future topics.
- ☐ Review volunteer interest.
- ☐ Collect next-year program recommendations.

Follow-Up Activities

- ☐ Send thank-you messages.
- ☐ Recognize volunteers.
- ☐ Provide approved testimonials to the communications team.
- ☐ Begin drafting the annual ministry report.

November Planning Information

Celebration Date: _____

Recognition Recipients:

Annual Survey Opens: _____

Annual Survey Closes: _____

Testimonials Approved: _____

December

Monthly Focus

Annual review, reflection, reporting, and next-year planning

Recommended Activities

- Annual Marriage Ministry Review
- Ministry Team Planning Retreat
- Financial Review
- Program Evaluation Review
- Leadership Performance Review
- Resource Inventory
- Ministry Systems Assessment
- Next-Year Calendar Development
- Couple Vision and Planning Resource

Annual Review Questions

- Did the ministry accomplish its annual goal?
- How many couples participated?
- Which programs were most effective?
- Which programs had low participation?
- Which topics were most requested?
- Were follow-up responsibilities completed?
- Were safety and referral procedures effective?
- Did the ministry remain within budget?
- Which leaders demonstrated readiness for greater responsibility?
- Which systems require improvement?
- What should continue?
- What should change?
- What should be discontinued?
- What should be added next year?

Required Annual Reports

- ☐ Attendance summary
- ☐ Program completion summary
- ☐ Participant feedback summary
- ☐ Follow-up summary
- ☐ Referral summary without unnecessary private details
- ☐ Volunteer summary
- ☐ Leadership development summary
- ☐ Financial summary
- ☐ Resource inventory
- ☐ Ministry systems assessment

☐ Recommendations for the next year

Next-Year Planning Activities

☐ Select the annual ministry theme.

☐ Establish annual goals.

☐ Identify priority audiences.

☐ Select major programs.

☐ Set tentative dates.

☐ Develop the proposed budget.

☐ Confirm leadership needs.

☐ Reserve facilities.

☐ Develop the promotional calendar.

☐ Present the plan for pastoral approval.

Quarter Four and Annual Review

Review Date: _____

Annual Participation: _____

Programs Completed: _____

Leaders Trained: _____

Volunteers Engaged: _____

Annual Budget: _____

Actual Expenses: _____

Primary Ministry Success:

Primary Ministry Challenge:

Highest Priority for Next Year:

Monthly Ministry Planning Template

Month

Monthly Focus

Primary Program

Program Purpose

Target Audience

Program Date

Program Time

Program Location

Registration Goal

Program Leader

Facilitators

Volunteers Needed

Resources Needed

Budget

Promotion Begins

Registration Opens

Registration Closes

Participant Reminder Date

Follow-Up Date

Evaluation Date

Ministry Team Review Date

Monthly Task Calendar

Week	Planning and Leadership	Promotion	Program Activity	Follow-Up
Week One				
Week Two				
Week Three				
Week Four				
Week Five, if applicable				

Program Promotion Timeline

Six Weeks Before

- ☐ Confirm program details.
- ☐ Confirm facilitators.
- ☐ Confirm location.
- ☐ Confirm cost.
- ☐ Confirm childcare.
- ☐ Create registration page.
- ☐ Prepare main promotional graphic.

Five Weeks Before

- ☐ Publish save-the-date announcement.
- ☐ Add the program to the church calendar.
- ☐ Inform ministry leaders.
- ☐ Begin personal invitations.

Four Weeks Before

- ☐ Open registration.
- ☐ Send the first invitation email.
- ☐ Publish the first social media post.
- ☐ Begin worship announcements.

Three Weeks Before

- ☐ Share program benefits.
- ☐ Publish a topic highlight.
- ☐ Send ministry leader reminders.
- ☐ Review registration numbers.

Two Weeks Before

- ☐ Send a registration reminder.
- ☐ Publish a testimonial or frequently asked question.
- ☐ Confirm childcare needs.
- ☐ Contact interested couples.

One Week Before

- ☐ Send the final registration email.
- ☐ Publish the deadline graphic.
- ☐ Confirm materials.
- ☐ Confirm volunteers.

Final Two Days

- ☐ Send participant reminders.
- ☐ Confirm location and parking.
- ☐ Confirm setup time.
- ☐ Test technology.
- ☐ Prepare attendance records.

Program Follow-Up Timeline

Within 24 Hours

- ☐ Record attendance.
- ☐ Secure participant information.
- ☐ Document urgent follow-up needs.
- ☐ Notify pastoral leadership of serious concerns.

Within Three Days

- ☐ Send a thank-you message.
- ☐ Send the evaluation form.
- ☐ Provide promised resources.
- ☐ Contact participants requesting assistance.

Within One Week

- ☐ Review participant feedback.
- ☐ Conduct the ministry team debrief.
- ☐ Review expenses.
- ☐ Complete referrals.
- ☐ Invite participants to the next opportunity.

Within 30 Days

- ☐ Send an application reminder.
- ☐ Review action-plan progress when appropriate.
- ☐ Update ministry records.
- ☐ Complete the program evaluation report.
- ☐ Apply approved improvements.

Quarterly Ministry Review Template

Quarter

- ☐ Quarter One
- ☐ Quarter Two
- ☐ Quarter Three
- ☐ Quarter Four

Review Date

Programs Offered

Registration Total

Attendance Total

Completion Rate

Participant Feedback Summary

Learning Outcomes

Follow-Up Completed

Referrals Completed

Budget Status

Volunteer Performance

Ministry Strengths

1.

2.

3.

Needed Improvements

1.

2.

3.

Actions for the Next Quarter

1.

2.

3.

Annual Program Planning Chart

Program	Purpose	Audience	Proposed Month	Leader	Budget	Status
Ministry Information Session						
Marriage Workshop						
Husband-Focused Study						
Wife-Focused Study						
Couple Small Group						
Marriage Purpose Program						
Couple Assessment						
Date Night						
Retreat or Conference						
Facilitator Training						
Annual Celebration						
Annual Review						

Annual Promotional Calendar

Month	Promotional Theme	Primary Message	Communication Channels	Call to Action
January	Every Marriage Can Grow	Explore the annual ministry opportunities	Email, website, worship, social media	Complete the interest survey
February	Invest in Your Marriage	Make intentional time together	Email, social media, personal invitation	Register for the couple event
March	Stronger Communication	Learn practical communication tools	Email, workshop graphic, text	Join the communication study
April	Better Understand One Another	Discover Blueprint resources	Email, social media, women's ministry	Register for the Blueprint study
May	Stronger Partnership	Work together through family responsibilities	Family ministry, bulletin, email	Attend the couple workshop
June	Intentional Husbands	Grow in understanding and responsibility	Men's ministry, email, personal invitation	Join the husband study
July	Keep Growing Together	Use summer resources at home	Email, social media, download page	Download the couple resource
August	Prepare to Lead	Serve couples through marriage ministry	Leadership email, announcements	Join facilitator training
September	Fall Marriage Growth	Begin a new season of learning	Full promotional campaign	Register for the fall program

Month	Promotional Theme	Primary Message	Communication Channels	Call to Action
October	Discover Your Purpose	Explore how God can use your marriage	Email, ministry fair, social media	Join the purpose workshop
November	Celebrate and Appreciate	Recognize growth and faithful service	Email, celebration invitation	Attend the annual celebration
December	Reflect and Plan	Prepare for the next ministry year	Email, website, leadership meeting	Review and plan

Annual Follow-Up Calendar

Month	Follow-Up Priority	Responsible Leader	Completion Date
January	Survey respondents and potential volunteers		
February	Couple event participants		
March	Communication study participants		
April	Blueprint study participants		
May	Family and partnership workshop participants		
June	Husband-focused program participants		
July	Summer resource users and fall interest list		
August	Facilitators, volunteers, and registrants		
September	Fall program participants and absences		

Month	Follow-Up Priority	Responsible Leader	Completion Date
October	Purpose workshop participants and service interests		
November	Survey respondents and volunteers		
December	Leaders, participants, and next-year prospects		

Annual Ministry Team Meeting Calendar

Monthly Meeting Schedule

Month	Proposed Date	Primary Agenda Focus	Completed
January		Annual goals and calendar	☐
February		Couple event readiness	☐
March		Program review and Quarter One evaluation	☐
April		Blueprint program implementation	☐
May		Family and partnership programming	☐
June		Midyear ministry review	☐
July		Systems and resource review	☐
August		Leader training and fall readiness	☐
September		Fall program monitoring	☐
October		Purpose and service follow-up	☐
November		Celebration and annual survey	☐
December		Annual evaluation and next-year planning	☐

Annual Leader Development Calendar

Month	Leader Development Activity	Target Participants	Leader
January	Ministry orientation	All team members	
February	Hospitality and participant care	Event volunteers	
March	Small-group facilitation	Facilitators	
April	Blueprint resource training	Study leaders	
May	Couple discussion guidance	Facilitators and mentors	
June	Husband-focused facilitation	Men's leaders	
July	Ministry systems training	Coordinators	
August	Full facilitator training	New and returning leaders	
September	Coaching and observation	Active facilitators	
October	Purpose and spiritual gifts training	Purpose-program leaders	
November	Volunteer recognition and feedback	All volunteers	
December	Leadership evaluation and succession	Ministry leadership	

Annual Budget Planning Calendar

Month	Financial Activity	Responsible Person	Completed
January	Approve annual budget		☐
February	Review couple-event expenses		☐
March	Review Quarter One spending		☐
April	Purchase Blueprint resources		☐
May	Review summer program budget		☐

Month	Financial Activity	Responsible Person	Completed
June	Conduct midyear financial review		☐
July	Plan fall resource expenses		☐
August	Purchase fall materials		☐
September	Review fall program expenses		☐
October	Review purpose-program expenses		☐
November	Prepare preliminary annual report		☐
December	Complete final review and next-year budget		☐

Annual Assessment Schedule

Congregational Assessments

☐ Marriage Ministry Interest Survey

Planned Date: _____

☐ Church Marriage Readiness Assessment™

Planned Date: _____

☐ Ministry Systems Assessment

Planned Date: _____

Couple Assessments

☐ Respect Profile Assessment

Planned Date: _____

☐ Love Connection Assessment

Planned Date: _____

☐ Spiritual Gifts Assessment for Couples

Planned Date: _____

☐ Marriage Purpose Assessment™

Planned Date: _____

☐ Couple Communication Assessment

Planned Date: _____

Ministry Evaluations

☐ Participant program evaluation

☐ Facilitator evaluation

☐ Volunteer evaluation

☐ Quarterly ministry review

☐ Annual ministry review

Ministry Calendar Approval Checklist

Before approving the annual calendar:

☐ The calendar aligns with the church's mission.

☐ Pastoral leadership has reviewed the plan.

☐ Major church dates have been considered.

☐ Programs respond to identified needs.

☐ Leaders are available.

☐ Facilities are available.

☐ Childcare needs have been considered.

☐ Technology needs have been considered.

☐ Program budgets are realistic.

☐ Promotional timelines are included.

☐ Follow-up dates are scheduled.

☐ Evaluation dates are scheduled.

- ☐ Safety and referral procedures are current.
- ☐ The calendar includes leadership development.
- ☐ The ministry has adequate rest and preparation periods.

Annual Calendar Approval

Church Name: _____

Planning Year: _____

Marriage Ministry Leader: _____

Pastor or Pastoral Advisor: _____

Annual Theme: _____

Annual Goal:

- ☐ Approved as presented.
- ☐ Approved with revisions.
- ☐ Additional planning is required.

Required Revisions:

Pastor or Church Leader Signature: _____

Date: _____

Marriage Ministry Leader Signature: _____

Date: _____

Final Annual Planning Principle

A healthy annual ministry calendar does more than schedule events.

It creates a complete ministry rhythm that includes:

- Prayer
- Planning
- Promotion
- Preparation
- Teaching
- Couple engagement
- Participant care
- Follow-up
- Evaluation
- Leadership development
- Celebration
- Rest
- Future planning

Workshops create opportunities for learning. Couple events create opportunities for connection. Assessments create opportunities for understanding. Promotional campaigns create awareness. Follow-up activities create continued support. Ministry reviews create accountability and improvement. Annual planning creates direction.

The goal is not to produce the busiest marriage ministry calendar. The goal is to create a purposeful, balanced, and sustainable plan that helps couples grow, supports ministry leaders, strengthens families, and advances the mission of the church.