



3 Step Calendar Worksheet | Gospel Road System Calendar

Step 1: Examine Congregational Trends (Ask 3 Questions)

Question 1: At what times of the year is your church best able to reach new, unchurched people?

Question 2: At what times of the year does your church have the highest and steadiest attendance?

Question 3: At what times of the year does your attendance fluctuate the most?

Step 2: Develop an Annual Calendar

An annual calendar isn't a calendar for this year...it's a calendar for every year. It's an at-a-glance overview of your entire year. And it's one of the most important things you can create for your church.¹

- What happens in your church in January...every January?
- What do you do in the summer...every summer?
- How do you kick off the fall...every fall?
- What do you do during the Christmas season...every Christmas season?

Step 3: Line Up Message Series with Traffic Flow²

THREE TYPES OF SERIES

1. **Attraction Series** - high traffic flow - felt needs, big questions
2. **Growth Series** - discipleship, theology, Christian belief, spiritual disciplines, Biblical Characters, stewardship
3. **Balance Series** - pastoral care, relationships, morality, evangelism, current events

Month	Annual Calendar	Message for Traffic Flow	Series Title/Topic
January		<input type="checkbox"/> Attraction Series <input type="checkbox"/> Growth Series <input type="checkbox"/> Balance Series	

¹ One of the great resources used to develop this was a book written by Michael Lukaszewski called, Streamline: How to Create Healthy Church Systems. Caufield and Finch.

² Adam Hamilton's book, Unleashing the Word: Preaching with Relevance, Purpose, and Passion, from Abingdon Press is a great resource for developing your preaching calendar.

Month	Annual Calendar	Message for Traffic Flow	Series Title/Topic
February		<input type="checkbox"/> Attraction Series <input type="checkbox"/> Growth Series <input type="checkbox"/> Balance Series	
March		<input type="checkbox"/> Attraction Series <input type="checkbox"/> Growth Series <input type="checkbox"/> Balance Series	
April		<input type="checkbox"/> Attraction Series <input type="checkbox"/> Growth Series <input type="checkbox"/> Balance Series	

Month	Annual Calendar	Message for Traffic Flow	Series Title/Topic
May		<input type="checkbox"/> Attraction Series <input type="checkbox"/> Growth Series <input type="checkbox"/> Balance Series	
June		<input type="checkbox"/> Attraction Series <input type="checkbox"/> Growth Series <input type="checkbox"/> Balance Series	
July		<input type="checkbox"/> Attraction Series <input type="checkbox"/> Growth Series <input type="checkbox"/> Balance Series	

Month	Annual Calendar	Message for Traffic Flow	Series Title/Topic
August		<input type="checkbox"/> Attraction Series <input type="checkbox"/> Growth Series <input type="checkbox"/> Balance Series	
September		<input type="checkbox"/> Attraction Series <input type="checkbox"/> Growth Series <input type="checkbox"/> Balance Series	
October		<input type="checkbox"/> Attraction Series <input type="checkbox"/> Growth Series <input type="checkbox"/> Balance Series	

Month	Annual Calendar	Message for Traffic Flow	Series Title/Topic
November		<input type="checkbox"/> Attraction Series <input type="checkbox"/> Growth Series <input type="checkbox"/> Balance Series	
December		<input type="checkbox"/> Attraction Series <input type="checkbox"/> Growth Series <input type="checkbox"/> Balance Series	