

# shewill

CONFERENCE™



## Boots on the Ground Guide

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It is with such joy that I share the vision of the *shewill* Conference with you! Please read Ezekiel 47:1-12. God brought these verses to my attention at the same time He dropped the *shewill* Conference into my spirit in July, 2017. I revisit these verses every year to remind myself what God was (& is) telling me, & every time He re-establishes the vision for the conference & reveals more depth of meaning. God is so gracious as He reveals truth to us grows us through it!

The depth levels of the river in Ezek. 47 represent our personal relationships with Christ. Some are ankle deep: new believers & baby Christians. Others have measured out into the water: they have dug a bit deeper, lived through more experiences, sought the Lord, & are knee deep in their walk. Still others hunger & thirst for even more: they witness the goodness of God, &, when they seek the Lord, they find themselves waist deep. The deeper the water, the harder it is to walk because the Living Water weighs more. As you begin to truly feel Him all around you, every move reminds you of His presence. &, yet, you know there is abundantly more than you can ask or imagine.

Once you have tasted & seen that the Lord is good, you become brave & ask for what Moses asked for: "Let me see Your glory." You measure further out once more into the deep water because nothing else can satisfy. When we desire only Christ—His ways, His glory, His presence—it is then that we are immersed in the river of Living Water. I have been crucified with Christ. The life I now live is in Him, no

WELCOME

*Shelsea Becker*  
FOUNDER

longer able to reach the bottom of the river, but swimming in Him! This river is the gospel of Jesus Christ powered by the Holy Spirit. When we are steeped in the river of life & our paths cross those who are in dead, salty water, we will be instruments of the healing gospel! Scripture says wherever this river flows, everything will flourish & bear fruit.

The *shewill* Conference meets each woman right where she is, but we don't leave her there! We help her **BECOME & KNOW** who she is in Christ and **LIVE & LOVE** in relationship with one another. These are the 4 pillars God established for *shewill*, representing the 4 levels of depth in the river Ezekiel describes.

As Boots on the Ground for your city, your role is to establish these 4 pillars:

- **BECOME:** be a host city.
- **KNOW:** share the *shewill* vision.
- **LIVE:** build a local leadership team.
- **LOVE:** create a *shewill* Sisterhood in your community.



## BOOTS ON THE GROUND

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WELCOME TO THE SHE WILL SISTERHOOD!  
WE ARE SO EXCITED TO HAVE YOU JOIN US!  
WE WILL BE WITH YOU EVERY STEP OF THE WAY!



As team captain pray about who the Lord has in mind to help with the conference. He already knows! Ask Him to show you who He wants on your team.

AS YOU PRAY THE LORD  
WILL BRING PEOPLE TO  
MIND. TRUST HIS LEADING  
WHEN CHOOSING EACH  
ONE.

These volunteers will become your "A Team," so choose wisely! To be most effective, choose ladies who work well with others, have a passion for excellence, are dependable, & will follow-through.

You will need to delegate oversight of specific aspects of the conference to 7 team leaders:

1. Prayer Leader
2. Facility Coordinator
3. Marketing Coordinator
4. Hospitality Leader
5. Audio/Visual Coordinator
6. Registration Leader
7. Hello Hard Leader

We will go in-depth about job descriptions throughout this booklet.

Connect your leaders with the *shewill* team member listed below for support & to answer any questions they may have along the way!



HAVING A GREAT TEAM MAKES ALL THE  
DIFFERENCE!





# Building your Team

## 1 PRAYER LEADER

- has a passion for intercession
- leads prayer team months before the conference
- recruits 3+ prayer warriors to pray in person the day of the conference

## 2 FACILITY COORDINATOR

- has a gift of organization
- recruits for & directs others in set up & tear/down
- physically able to lift things

## 3 MARKETING COORDINATOR

- active on social media
- recruits & directs others to spread the word online, in person, & around the city

## 4 HOSPITALITY LEADER

- has gifts of hospitality & organization
- recruits & directs others to plan/pick up/organize food & drinks for the team, conference breaks, & lunch.

## 5 A/V COORDINATOR

- has incredible technological skills & experience running sound, lights, & PowerPoint or ProPresenter
- male or female
- recruits & directs others to photograph/record, & help

## 6 REGISTRATION LEADER

- has a positive attitude, a gift of organization, & a pleasant disposition
- recruits & directs others to help with registration

## 7 HELLO HARD LEADER

- has a heart to make others feel welcome
- recruits & directs others to engage with each attendee in a meaningful way



## ROAD MAP TO SUCCESS

1y

Assemble your leadership team, find a location, secure a date. Connect with local churches, businesses, media outlets about the event ways to be involved, sponsor, or advertise.

6m

Finalize your 7 leaders, have a leadership team meeting to cast vision, post local flyers, share on social media, & invite people personally. Have ALL leaders follow us on social media and share, like, and comment on our posts!

3m

Follow up with people you've invited, churches, & businesses. Continue social media flurry, finalize food choices, re-post local flyers, run local ads in newspapers/on radio.

1m

Remind people/churches to get their tickets NOW, collect logos & contact info from sponsors, fast as a team weekly, keep praying!

1w

Pray, invite, finalize schedule for volunteers, check in with all team leaders to make sure they have all they need for the big day!



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## ROLE OF THE PRAYER TEAM LEADER:

Ask God to bring you those He chooses as intercessors for the conference, the *shewill* team, the attendees, the venue, & the city. Have 3 intercessors who can attend the conference & 3 pray wherever they are.

As Prayer Team leader, you're called to be in prayer in private & to be available for prayer during local leadership team meetings. You'll work directly with Sara, the *shewill* Prayer Director, developing the battle plan that will bring down strongholds in the spiritual realm before the conference starts. You'll then lead your prayer team as we all march forth, battle shields raised. Hallelujah!

## PRE-CONFERENCE CHECK LIST:

Send your team weekly prayer points to pray over in agreement. Examples include:

- Physical location of the conference
- Revelation of strongholds in your area
- Strategic prayer against strongholds
- The conference in general
- The speakers & worship team
- All involved in running the conference
- All who will attend the conference

Intercede for your prayer team privately & send prayers to the team. Three weeks prior to the conference fast weekly (Tues PM – Wed PM), & set aside days for praise.

*shewill*  
CONFERENCE™



PRAYER  
LEADER

## DAY OF CONFERENCE CHECK LIST:

Join the *shewill* Team the night before the conference for prayer & fellowship.

On the day of the conference arrive early to pray over the room, tables, & in any other way you feel led. Anoint the rooms with oil as you see fit. (Be careful--we're here to bless, not to ruin walls. I speak from experience 😊).

During the conference intercede for those running the conference & those attending. Be watchful, seeking the Holy Spirit, covering the room with a blanket of prayer. If you see a woman in need of prayer, go to her. Trust God to give you all you need as you allow Him to use you.

WE'RE HERE TO BREAK CHAINS, THAT  
EVERY PERSON WILL LEAVE BLESSED  
& FREER THAN WHEN THEY CAME. IT'S  
WHO OUR FATHER IS!



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## FACILITY COORDINATOR

As Facility Coordinator you'll work directly with your Boots On The Ground Leader to locate a facility to host the *shewill* Conference in your city.

First, pray for the Lord's direction. He already has a place in mind, we just need to listen & follow His lead.

Second, each city is different. We prefer a neutral location, as it is welcoming to ladies from all denominations. However, if your church is open to partnering with us, we are open to partnering with them! In order to consider having the conference at your church, it's vital that your Senior Pastor & Women's Ministry Leader are excited to have us come & to partner with us in reaching women with the Word.

Thirdly, ideal locations have the following:

- Centrally located & ample parking
- Room for round tables to create an intimate feel & to eat lunch
- Spaces for a coffee bar & to serve lunch
- Screens for presentations/worship lyrics
- Sound system & A/V equipment
- A sound person included
- Spaces for a registration table, photo booth, & merch tables
- Access to the venue from 4pm Fri - 5pm Sat.

A location might not check all these boxes. Discuss limitations with your BOTG leader to see if we can still make the space still work. Contracts & deposits go through our founder, Shelsea Becker. Inform the venue we are a 501c3 & ask about a discount for non-profits!





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## MARKETING COORDINATOR



### MARKETING HAS TO START EARLY & HAPPEN OFTEN!

Marketing is repeatedly spreading the word about the conference in many different ways. Some people respond to personal invites while others respond to social media ads. Some need a physical flyer in their hands; others prefer text reminders. However she is motivated, research shows each person has to be invited multiple times before she commits.

As Marketing Coordinator, it is your job to recruit a handful of women who are well-connected & who will invite everyone they know! Educate them about the conference, equip them with the flyers, graphics, social media content, & marketing timeline Kelly provides you, & set them free! Choose women who are active on social media & are good at getting groups together.

Your marketing team will help you:

- Make personal visits to local church leaders & encourage them to invite women from their congregations
- Post flyers in local coffee shops & stores
- Contact newspapers & radio stations to advertise the event
- Submit the event to local online calendars
- Share *shewill* social media posts with their

friends & in local FB groups

- Ensure ALL women on the Leadership Team are following us on social media and interacting with our content!
- Invite contacts personally, calling, texting, & emailing one by one.



**@SheWillConference**

The other side of marketing is fundraising, which helps keep ticket prices affordable. Choose a couple friends who are good at asking for donations/sponsorships. Educate them about the conference, & send them to local churches, individuals, & businesses. Donations can be general or specific (ex.-\$2000 for the facility, \$500 for food). We advertise the business at the conference in exchange for their sponsorship.



## HELLO HARD LEADER

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The Hello Hard Team creates the first impression of the *shewill* Conference in each attendee's mind, making this an important role!

As the team leader, it is your job to recruit 8-10 greeters who will work together to implement our "3 Touches" concept: each guest has at least 3 volunteers make personal contact with them as they move from the parking lot, through registration, & to their seats. These "3 Touches" create a peaceful atmosphere of belonging, preparing each heart to engage with God & others the rest of the day.

### WHAT MAKES A GOOD GREETER

Good greeters need to be friendly, personable, & able to interact with a wide variety of people. Being comfortable talking to strangers & able to make each guest feel at ease coming into unfamiliar surroundings are musts.

Good greeters don't just point the way, they lead the way! Escort guests where they need to go. Walk with them from your area to the next area, & introduce them to the greeter who will take them through the next leg of entry.

Good greeters make sure guests know the essentials. Point out bathrooms, refreshments,

& vendors. Make sure they get a program & help them find a table.

### GREETING TIPS

- Be easy to identify. When a guest needs help, they should be able to easily spot your team.
- Smile! Smile! Smile!
- Keep mints/gum on hand, making sure you always have fresh breath.
- Make eye contact.
- Take the initiative & greet.
- Sit among our guests during the conference, making the effort to show them the love of Jesus all day long.

THANK YOU FOR SERVING IN  
THIS VITAL ROLE!



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THE REGISTRATION TEAM IS  
THE WELCOMING FACE OF  
THE *shewill* CONFERENCE!

## REGISTRATION LEADER

Ladies coming in will likely have faced some challenges on their way. We want to greet them with welcoming smiles & encouragement as we lead them through registration so they feel glad they persevered to come & feel the love of Jesus the moment they arrive. Choose a team of 3-6+ ladies with friendly, welcoming personalities who will create a well-organized entry.

### FRIDAY SET UP REQUIREMENTS:

The Facility Coordinator will supply you with tables & decor to set up your area. Include:

- Sign with QR code to join *shewill* Sisterhood
- Hard copy lists of vendors, volunteers, pre-paid attendees, & special guests
- Nametags for volunteers, vendors & attendees
- Area for walk-in attendees to register via QR code & pay via cash, paypal, venmo, or check.

I will provide a guide breaking these things down more specifically as we get closer to the event.

### SATURDAY OVERVIEW:

7:30am Arrive  
7:45am Team prayer  
8am Vendors arrive  
8:30am Doors open  
9:30am Registration closes  
9:45am Find a seat & enjoy the event!

Again, I will provide you with a lot more details on executing registration! While you enjoy the event, remain available for any other registration needs by keeping an eye on your phone.

The conference will end at 4pm. Collect volunteer & vendor name tag lanyards. Break down/clean up the registration area, & you are done!

THANK YOU FOR SERVING IN THIS  
VITAL ROLE!

*Liz Catlin*

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## HOSPITALITY IS SERVING OR WELCOMING OTHERS.

The Hospitality Coordinator is tasked with finding 7-10 "Marthas" who are willing to donate their time pre-conference & the day of. Look for women who have the same hospitable qualities we see in you: kindness, loves to serve, cheerful spirit, etc.

Your BOTG leader will tell you what amenities the venue has (i.e., kitchen, spaces to set up food, dining areas). Then gather your team of 7-10 to brainstorm what you will serve at the conference. We have 3 serving times:

- light breakfast with coffee bar in the morning
- lunch
- cookies or cupcakes in the afternoon

Breakfast items should be simple: fruit & little muffins or granola bars. Lunch is usually catered, & the budget is about \$10 per person. We try to find a special shop or baker you know personally to create the cookies or cupcakes decorated to match the conference theme.

I will provide you with a step-by-step list to guide you through more details of the planning process, including things like accommodating dietary restrictions & a planning timeline.

Lastly, the Hospitality Leader tries to get people or businesses to sponsor the food. For example, the venue might donate the coffee bar needs, a caterer friend might discount lunch for us, or a local business might sponsor the cookies/cupcakes. Put your feelers out & ask your hospitality team to help you!

THANK YOU FOR SERVING IN THIS VITAL ROLE!

## HOSPITALITY COORDINATOR







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A/V  
COORDINATOR

## SIGHTS & SOUNDS AID IN THE WORSHIP EXPERIENCE & CAN MAKE OR BREAK AN EVENT!

That's why, as Audio/Visual Coordinator, it's so important you find volunteers who really know what they are doing. A/V can be stressful, but I am confident there are experienced men & women in your area who would love to help!

Choose 2 volunteers to take high-quality photos & record high-quality video during the conference. Find an experienced volunteer to run speaker & worship lyric slides. Lastly,

recruit an experienced sound volunteer who can run the soundboard during the conference.

Slideshow & sound volunteers must be available to run through each speaker's needs & the worship team's needs the night before the event.

Many of these volunteers can be found in your church's sound booth during services. Start there!



## SAMPLE SCHEDULE

### IT'S TIME!

The day of the conference is an exciting day! Many people are running around making last-minute preparations, & we are all filled with anticipation of all God is going to do in the lives of those who are on their way to the event.

That said, God is a God of order, & it is our responsibility to control what appears to be chaos so the conference runs as smoothly as possible.

### EVERYTHING SHOULD BE DONE IN A FITTING AND ORDERLY WAY. (1 CO. 14:40)

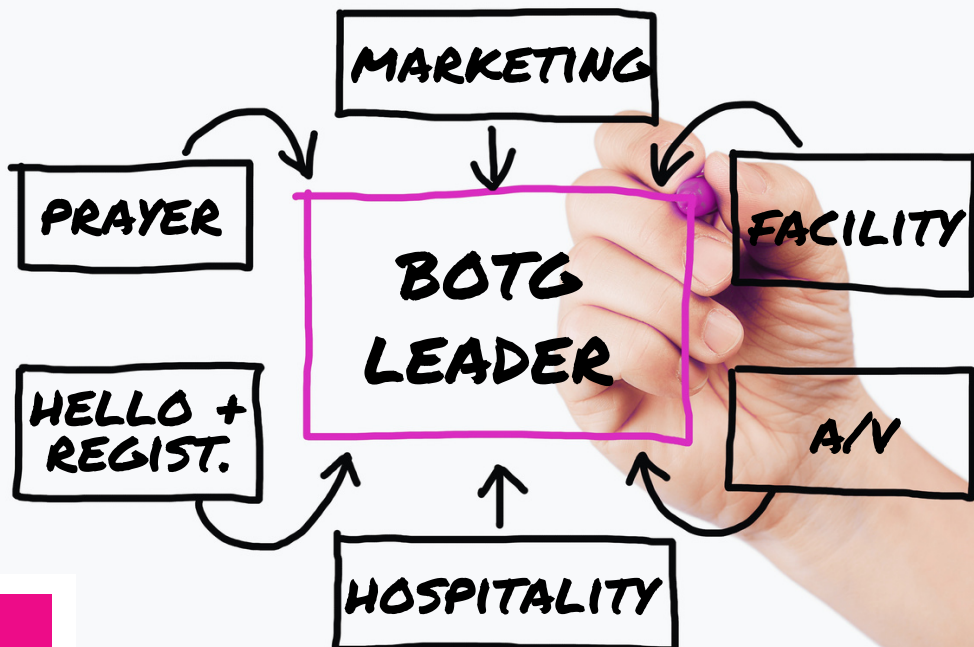
A major component of running a live event is time. We have a jam-packed day in store for the attendees, & we want to respect their time by starting & ending on time. That said, we run a tight scheduling ship!

This is a sample schedule of what the conference day will look like. We all work together to get the women where they need to be when they need to be there so no one will miss a thing!

### CONFERENCE SCHEDULE

<b>8:30</b>	<b>am</b>	Doors open + Registration
<b>9:00</b>	<b>am</b>	Welcome + Opening Prayer
<b>9:15</b>	<b>am</b>	Worship
<b>9:45</b>	<b>am</b>	First speaker
<b>10:15</b>	<b>am</b>	Break
<b>10:30</b>	<b>am</b>	First Testimony
<b>10:45</b>	<b>am</b>	Second speaker
<b>11:15</b>	<b>am</b>	Third speaker
<b>11:45</b>	<b>am</b>	Lunch
<b>12:45</b>	<b>pm</b>	Worship
<b>1:15</b>	<b>pm</b>	Fourth Speaker
<b>1:45</b>	<b>pm</b>	Second Testimony
<b>2:00</b>	<b>pm</b>	Break
<b>2:15</b>	<b>pm</b>	Fifth speaker
<b>2:45</b>	<b>pm</b>	Sixth speaker
<b>3:15</b>	<b>pm</b>	Declarations + Closing





## YOUR BOTG TEAM

ALL YOUR LEADERS' INFO IN ONE PLACE!

**ROLE:**

**NAME:**

**PHONE:**

**EMAIL:**

PRAYER

FACILITY

MARKETING

HELLO HARD

REGISTRATION

HOSPITALITY

A/V



THANK YOU FOR BEING A PART OF  
OUR *shewill* SISTERHOOD!

WE'VE GOT YOUR BACK EVERY STEP OF THE WAY!



[GIVESENDGO.COM](https://givesendgo.com)



[SHEWILLCONFERENCE.COM](https://shewillconference.com)