



**HOW TO MAKE
ANY EVENT
AN
OUTREACH EVENT**

TEACHING GUIDE

Purpose:

Make church events more evangelistic by discovering practical tips and planning in evangelism.

Pattern from Scripture:

Jesus often turned events into outreach events.

Luke 14

Jesus turned a physical banquet into an outreach event.

How? Jesus was intentional.

“Evangelism is like jumping into a river.” Dr. Chuck Kelley

Possible Outreach Events:

- Sunday School Fellowships
- Golf Tournament
- Wild Game Dinners
- Concerts
- Neighborhood Super Bowl Parties
- Ladies Tea Parties
- Block Parties
- Sports Clinics
- Recovery Classes
- Valentine Banquet
- Appreciation Sunday (Public Servants, School Teachers, Senior Adults, Athletes, etc.)
- Harvest Day
- Vacation Bible School
- Dinner Theatre
- Support Groups
- High School Graduates Day

The Parable of the Great Banquet

Luke 14 (NIV)

13But when you give a banquet, invite the poor, the crippled, the lame, the blind, 14and you will be blessed. Although they cannot repay you, you will be repaid at the resurrection of the righteous." 15When one of those at the table with him heard this, he said to Jesus, "Blessed is the man who will eat at the feast in the kingdom of God."

16Jesus replied: "A certain man was preparing a great banquet and invited many guests. 17At the time of the banquet he sent his servant to tell those who had been invited, 'Come, for everything is now ready.'

18"But they all alike began to make excuses.

21"The servant came back and reported this to his master. Then the owner of the house became angry and ordered his servant, 'Go out quickly into the streets and alleys of the town and bring in the poor, the crippled, the blind and the lame.'

22'Sir,' the servant said, 'what you ordered has been done, but there is still room.'

23"Then the master told his servant, 'Go out to the roads and country lanes and make them come in, so that my house will be full. 24 I tell you, not one of those men who were invited will get a taste of my banquet.' "

NOTE: Most churches already conduct many of the listed events.

QUESTION: Why do so many of these events yield little or no evangelistic results ?

ANSWER: We approach these events as fellowship times and are not intentional in our evangelistic planning.

Prayer:

Christians in the book of Acts were intentional about their praying, (Acts 4:31).

For a church to have events that produce evangelistic results, the ministry should be built on a foundation of prayer.

Here are a few suggestions:

1. Canvass your surrounding neighborhoods for prayer requests.
2. Conduct prayer walks. Is God laying anything on your heart?
3. Follow-up on prayer requests that you received.
Follow-up helps build relationships.
4. Pray before and after each event that the gospel will make an impact and that quality relationships will be built.
5. Prayer will change the hearts of your people and create in them a heart for lost people.

Acts 4:31

After they prayed, the place where they were meeting was shaken. And they were all filled with the Holy Spirit and spoke the word of God boldly.

Priority One:

Your ***first step*** in planning a successful event is to gather a leadership team and do some brainstorming.

Think about this: You are flying in an airplane and approaching your destination. Start with a big picture perspective and then conceive all the details that will land you safely.

Some suggestions:

1. Be ***organized*** in planning.
2. Think ***big***.
3. Develop a ***vision*** for the event.
4. Have a white board or large notebook to ***write down and discuss*** plans.
5. ***Make assignments*** to different people.
6. ***Incorporate*** a system of ***accountability*** to insure that all plans are carried out.
7. Strive to have everyone on board for the event.
8. Conduct a ***debriefing*** leadership meeting after the event. Take notes on ***positives*** and ***negatives***, weaknesses and strengths; doing a complete ***evaluation*** of all that happened leading up to the event and through the carrying out of the event.
9. Retain the evaluation to review before having other events.

Definitions of a Leader:

Provides guidance to a group of people [a team] to accomplish one or more goals. Provides them with a vision in regard to the results of their labors, one that is meaningful and motivates them to reach said goals or assignments of the team. Encourages all members to do their best as an individual and as a team member. Influences and controls the behavior of the team toward a common goal.

Romans 12:6-8 NIV

We have different gifts, according to the grace given us. If a man's gift is prophesying, let him use it in proportion to his faith. If it is serving, let him serve; if it is teaching, let him teach; if it is encouraging, let him encourage; if it is contributing to the needs of others, let him give generously; if it is leadership, let him govern diligently; if it is showing mercy, let him do it cheerfully.

Practical Questions To Consider:

Many events produce little evangelistic results due to a lack of planning.

A few questions for the leadership team to consider:

1. How will the weather affect our event?
2. What is our emphasis?
3. What is the most important thing that we want people to walk away with?
4. What is the best date and time?
5. What is the best venue for the event?
6. Is there a creative theme to help advertise the event?
7. Is this an event where the gospel is presented?
If not, how is it evangelistic? Evangelism must be intentional.
8. Will there be a public invitation?
9. Will people be registered in order for us to be intentional in our follow-up?
10. Will we need to provide childcare?
11. What is our budget?
12. Do we need nametags?
13. Would it be good to give-away Christian books, CD'S, etc?
14. Do you know of another church that has successfully conducted the same type of event? If so, contact them for ideas and pointers.

Definition of Success:

An element, goal, or assignment that contributes to the success of a project, without which the project will fail. Assignments are established and sustained to achieve the strategic objective of reaching the team's stated goals. An event that accomplishes its intended purpose.

Some negative examples:

- **A church hosts a wild game dinner. Many unchurched and lost show up. The gospel is not presented. Also, there were no door prizes and no registration.**
- **A church conducts a revival meeting. A high attendance day is planned and many prospects show up. The visiting preacher does not present a clear gospel message. Also, friendly greeters were not placed in visible places to welcome all the guests. There was no registering of visitors and no follow-up.**
- **The women's ministry of a certain church decides to schedule a Ladies Tea. Various women commit to filling a table for this night. The attendance is great. The speaker is funny and entertaining. Unfortunately, no Gospel presentation is given. There is no registration for follow-up.**

What can we learn from the above mistakes?

Making Your Event Evangelistic

Guidelines for making your event evangelistic:

- **Unbelievers should be present.**
- **The atmosphere should be warm and welcoming.**
- **Present a clear gospel presentation.**
- **There should be opportunities for Christians and their friends to chat.**
- **A response time is offered and follow-up is offered and performed on prospects.**
- **Encourage Christians to ask their friends what they thought of the gospel presentation. Provide them some ideas on how to have this conversation. This is key! Many people will make a decision after the event if they are asked.**

Statements you don't want to hear after your event:

"Well, I went to an event they sponsored a few weeks back, they were so unfriendly!"

"Everyone stayed with the friends they already knew."
"No one even spoke to me!"

"I attended an event there last month. I guess they lost my registration card, because no one ever called me back about the prayer requests I had submitted."

"I went to an event there and no one even bothered to take down my name and information."

Responses you do want to hear after your event:

"I enjoyed going to the event, I felt so welcome."

"The program was great and the speaker did such a good job, I could hardly believe the time had passed so quickly."

"The speaker presented the Gospel like I'd never heard it explained before."

"A Sunday School teacher called me within 2 days after the event." "They are coming by to visit me next week."

Make sure you welcome guests:

- In the parking lot (friendly, umbrellas on rainy days, etc).
- Outside the outer doors.
- If appropriate, have a welcome center .
(this will depend on the type of event)
- During and immediately after the event, let the guests know how much you appreciate them attending.
- Don't huddle together with other church members.

Definition of Recruit:

Utilize personal knowledge, contacts and direct referrals to identify potential candidates to be leaders of teams, matching them with goals and tasks to be attained. Make personal contact with prospective candidates to engage them in being a leader of said team.

A Positive Example:

Central Baptist Church has decided to conduct a Wild Game Dinner.
Based on our suggestions, here are the steps they should take:

1. Recruit a Leadership Team.

- Have a brainstorming meeting.
- Plan a budget.
- Choose date, time, and venue for event.
- Estimate how many people are expected to attend.
- Secure an appropriate and gifted speaker for the event.
- Challenge everyone to pray.

2. Ensure adequate publicity and promotion.

- Will there be a charge for the event?
- If there is a charge, ask people to consider sponsoring a table and inviting some lost friends, relatives, and coworkers.
- Make pulpit announcements.
- Utilize church newsletter.
- Is it appropriate to contact other churches?
- Consider newspaper ads, radio, posters, etc.
- Encourage and enlist church members to bring lost people. (Review the difference between encourage and enlist.)

3. Enlist people to work the event.

- Who is cooking?
- Who is providing the food?
- Who are the servers?
- Who are the childcare workers?
- Who sets up and takes down the room(s)?
- Who are the greeters?
- If venue is church property, who is responsible for lawn being mowed, rooms being cleaned, etc?
- Who handles introductions and appreciation?
- Who handles registration? How will it be done?

Definition of Encourage:

To offer support, to inspire with confidence, to give hope; contributing to the progress or growth of a goal or task.

Definition of Enlist:

To engage or employ someone to lend assistance, employing their talents to help reach a common goal or task. To sign up, being actively involved in overseeing and/or completing the task; or ensuring other team members complete tasks.

Enlistment continued . . .

- Who is lining up the prizes? What are the prizes?
- Who communicates all relevant information to the speaker?
- Who gives the speaker his honorarium?
- Is security needed?
- Who operates the sound system?
- Who unlocks and locks up the building?
- Who will follow-up on decisions and registration cards?

Are there any details we are leaving out?

4. During The Event

- Have a leader(s) in charge of walking around and making sure everything is running smoothly.
- Do you need communication such as a radio or cell phone?
- Don't clutter the program with unnecessary things.

5. After The Event

- Make Follow-up a priority.
- Call/write the speaker, cooks, all who assisted with key job duties, etc.
- Meet once more with the leadership team and obtain feedback on the event.
- Write down all the suggestions for the next event. Record all feedback and suggestions; review before planning future events.

Questions?

Comments?