

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

LISTENING GUIDE

Purpose:

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

Pattern from Scripture:

Jesus often turned events into _____ events.

Luke 14

Jesus turned a physical banquet into an _____.

How? Jesus was _____.

“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 _____
_____?

ANSWER: We approach these events as _____ and are not intentional in our _____.

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

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

Here are a few suggestions:

1. _____ your surrounding neighborhoods for prayer requests.
2. _____ prayer walks. Is God laying anything on your heart?
3. _____ on prayer requests that you received.
Follow-up helps build relationships.
4. Pray _____ and _____ each event that the gospel will make an impact and that quality relationships will be built.
5. Prayer will _____ the hearts of your people and _____ 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 _____ 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 _____ in planning.**
2. **Think _____.**
3. **Develop a _____ for the event.**
4. **Have a white board or large notebook to _____ and _____ plans.**
5. **_____ to different people.**
6. **_____ a system of _____ to insure that all plans are carried out.**
7. **Strive to have everyone on board for the event.**
8. **Conduct a _____ leadership meeting after the event. Take notes on _____ and _____, weaknesses and strengths; doing a complete _____ 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 _____ of planning.

A few questions for the leadership team to consider:

1. How will the _____ affect our event?
2. What is our _____?
3. What is the _____ thing that we want people to walk away with?
4. What is the best _____ and _____?
5. What is the best _____ for the event?
6. Is there a _____ theme to help advertise the event?
7. Is this an event where the gospel is _____?
If not, how is it evangelistic? Evangelism must be _____.
8. Will there be a public _____?
9. Will people be _____ in order for us to be intentional in our follow-up?
10. Will we need to _____ childcare?
11. What is our _____?
12. Do we need _____?
13. Would it be good to _____ Christian books, CD'S, etc?
14. Do you know of another church that has _____
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 _____.**
- **The atmosphere should be warm and _____.**
- **_____ a clear gospel presentation.**
- **There should be opportunities for Christians and their friends to chat.**
- **A _____ 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 _____ 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.”

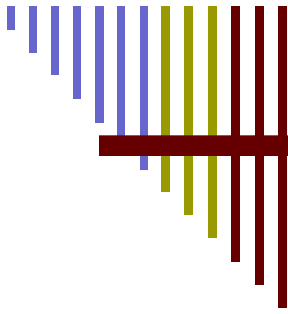
Responses you do want to hear after your event:

“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 _____ (this will depend on the type of event)**
- **During and immediately after the event, let the guests know how much you _____ 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 _____ meeting.**
- **Plan a _____.**
- **Choose date, time, and venue for event.**
- **Estimate how many people are expected to _____.**
- **Secure an appropriate and gifted _____ for the event.**
- **_____ everyone to pray.**

2. Ensure adequate publicity and promotion.

- Will there be a _____ 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 _____.
- Utilize church newsletter.
- Is it appropriate to contact other churches?
- _____ newspaper ads, radio, posters, etc.
- _____ and _____ 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 _____ for lawn being mowed, rooms being cleaned, etc?
- Who handles _____ and appreciation?
- Who handles _____? 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 _____? What are the prizes?
- Who _____ 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 _____ on decisions and registration cards?

Are there any details we are leaving out?

4. During The Event

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

5. After The Event

- Make Follow-up a _____.
- 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?