

## Events that Connect with Your Community

Outreach events are a way to show your community that there is a church that loves them, but more importantly, there's a God that loves them.

“You are the light of the world. A city set on a hill cannot be hidden. Nor do people light a lamp and put it under a basket, but on a stand, and it gives light to all in the house.” – Matthew 5:14-15

Today we'll discuss:

- The process we use at FCC
- Execution timeline
- Follow up process
- What events we do and other ideas
- Questions?

What OUTREACH EVENTS are NOT:

- They are NOT a foolproof way to grow your church
  - Common misconception
  - This is the wrong intention for doing these sorts of events
  - Events like this will not bring the masses
- They ARE designed to love on your community through kindness.
  - The obvious goal of our churches should be to win people to Christ.
  - Romans 2:4 – “God’s kindness is intended to lead you to repentance”
  - The goodness of God that people see is often shown through you and me.
  - All people hit a crisis moment and will reach out, even in the 2022 culture

### Best Practices for Outreach Events

#### 1) Build a Team

- a. Keep it small (4-5 people) – pastor direct until handed off
- b. Find dreamers and analyzers
- c. Meet twice a year planning the next 6 months at a time

- d. Plan 3 major events, a smattering of smaller ones
  - i. Major – whole church involvement
  - ii. Minor – service project, acts of kindness, movie nights, etc. (few helpers)
- e. Always be in contact with team to analyze and critique the event
  - i. This can happen face-to-face, through FB messenger, email, etc.
- f. This team plans, implements, and critiques each outreach opportunity.

## 2) Events or Opportunities Process

- a. Main planning meeting
  - i. What kinds of events do we want to do?
    - 1. Typical focus is on families with kids and/or teens
    - 2. Around holidays or BIG annual moments
      - a. back to school, Halloween, Christmas, Easter, summer, etc.
  - ii. Always ask: Who's going to do what and by when?
    - 1. Never leave meeting without full clarity on roles.
  - iii. Who's the main director?
    - 1. Who from team is gonna be the point person?
  - iv. What areas do we want?
    - 1. Don't do TOO MUCH!
      - a. If you don't consistently have the volunteers, don't do too much.
      - b. Budget constraints? – but be willing to spend – church budget must be open to outreach opportunities
- b. Event Prep
  - i. Advertising at least 2 months ahead
    - 1. Facebook, radio, word-of-mouth, local businesses, schools, etc.
  - ii. Contact vendors at least 2-3 months in advance
  - iii. Announce in church for volunteers at least 2 months out
  - iv. But also. . .GO GET THE VOLUNTEERS
- c. Event Day
  - i. Everything set up and ready to go at least 15-30 minutes ahead of event start
  - ii. All volunteers in place at least 15 minutes before event starts
  - iii. Don't forget volunteers for setup and tear down

iv. Bring the energy!

### 3) Event Follow-Up

- a. Make sure you have a registration station at every event (prize sign up)
- b. Always ask on form for phone, address, and email
- c. Ask if you may email them about future events (builds your email database)
- d. Then, within a week of event:
  - i. Organic outreach
  - ii. Calls and cards (Dare to Care)
  - iii. It is a lot, but it's WORTH IT!
- e. These touches open the door for Jesus conversations! (Romans 2:4)
- f. Lots of stories of how this has changed lives!

### 4) Events @ FCC and Other Ideas

- a. Trunk r' Treat, EggStravaganza, Cookies & Carols, VBS or Upward Camp, etc.
- b. Teacher Appreciation (Breakfast, Sonic drinks, Papa Murphy's pizza, etc.)
- c. Movie Nights
- d. Bless a Server
- e. First Responders dinners or drive-by kindness
- f. No limit to the ideas

### 5) Questions

- Be willing to try.  
- Be consistent.

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