



for **KING & COUNTRY**

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CHRISTMAS
WINTER 2016
featuring **LAUREN DAIGLE**

INDEPENDENCE EVENT CENTER
Kansas City | December 9

Christmas Concert

EVANGELISM STRATEGY

produced by SCB International

For King & Country Christmas Concert

EVENT EVANGELISM

Event evangelism is a great way to introduce a nonbeliever to the Gospel in a pre-evangelism manner. It also provides a fun outlet where youth and adults can invite friends, family and co-workers to be a part of a Christian activity and expose them to God's presence, His people, and the saving message of Jesus Christ.

It generally takes one week of aggressive prep time and four solid weeks of heavy promotion and engagement for an evangelism event to really be executed well. The TIMELINE section and instructions provided in this document are to help you save time and accelerate your ability to execute this event quickly.

YOUR YOUTH

When a youth group is on fire for Jesus it brings life into the church. Youth are always up for an event or activity. They have the energy to get behind an event with a purpose in ways many adults don't identify.

GROWNUPS CAN PLAY TOO

When the adults in the congregation get behind the youth it develops deeper relationships that will solidify mentor-to-student relationships fostering spiritual growth and maturity in your young people. Also, the grownups get to have a little fun in the process.

Adults can not only attend the concert as chaperones, but they too can invite family and friends as well. For those adults who have no desire whatsoever to attend a Christian event, they still have the opportunity be involved by providing scholarship tickets for youth and other adults to attend.

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TEAM PREP

determine who is going to make this event happen.

First and foremost, nothing can happen without God's involvement, so begin by having a time of prayer to seek God's wisdom along the way. Make prayer a part of every decision, every process, and especially during preparations on event day. Also, for this to execute well, it is important the pastor is 100% behind the effort and if possible, there needs to be a point person other than the pastor that stays on top of the little details along the way.

In addition, you'll also need someone who has an understanding of social media and your website to be on this event team. Once you have determined the pastor and a point person are ALL IN, it's time to establish some goals.

ACTION STEPS

1. Sit down in a planning meeting to establish what your objectives are with the event.
2. Tickets are required for this event. Determine if the church is able to offset some of the expense for tickets or will it be dependent upon individuals within the church to meet the need, or both? How many people would you like to bring as guests?
 - Be sure to check ticket availability and pricing. Go to: www.life885.com
3. Review the PROMOTE section included in this document and determine which items you are able to implement. There are a variety of things listed and we encourage you to utilize all options for the best results.

COMMUNICATE

the vision and purpose.

This is a critical piece of the puzzle. When executing event evangelism, you cannot over promote what you are doing, what your goals are, and what the expectation is for your youth and adults. Over communicate using all outlets such as pulpit announcements, weekly bulletins, social media, email. Even text messaging and phone calls are key to the message and objectives getting out.

ESTABLISH A VERY SIMPLE A SUCCINCT MESSAGE THAT INCLUDES THE FOLLOWING:

1. WHAT THE CHURCH IS DOING.

Be specific to the event, that you are going to use this as an evangelism effort.

2. WHY THE CHURCH IS DOING IT.

To reach family, friends, neighbors, and co-workers for Jesus Christ.

3. WHO WILL BE INVOLVED.

This can be the youth, adults, or the entire church.

4. WHAT THE EXPECTATIONS ARE.

You are asking for adults and youth to invite friends, family, neighbors, co-workers who do not know Christ to attend the concert. To be a host to their guest by, purchasing their ticket for them or donate funds for tickets, or will the church offset some of the expense?

5. DEADLINES FOR PEOPLE TO KNOW.

Clearly communicate when you need people to sign up by, where to sign up, how to get involved. Then of course, always communicate the deadline dates for mile-markers along the way in addition to the day, date and time of the actual event.

PROMOTE

use of the available tools and resources to be fruitful.

The items in this section are various tasks you can execute for a fruitful event. The TIMELINE section of this document shows you when to implement each of the following actions.

Included in the original email you received is a link providing digital art and information to assist you in the promoting this event. This is where over communicating is highly important. When an evangelistic event is heavily promoted within the church, there is an excitement created within the church body. Repetition helps the message sink in.

Have some fun with this. Involve adults and the youth. No one knows how to spread the word better on social media than today's youth. Create a challenge to see who can bring the most friends. Get creative and think outside the box.

This will be a little work and effort but if executed properly you will create some excitement in the church and reach people for Christ!

PRAYER TEAM

This can be one person or many. Invite those that are not attending the event to form a prayer team that prays each day from start to finish of this effort. Provide these folks a list of the people that are attending so they can pray specifically for them during the event and for the invitations to church to be fruitful.

SCHEDULE "ANNOUNCEMENT DAY"

On this day, the pastor can deliver an evangelism message tailored to the church about the importance of reaching the lost for Christ. Youth and Sunday School teachers can also echo this message and event announcement in classroom settings. Challenge people to prayerfully make a list of those they know that do not know Christ. Then plan to invite them.

EMAIL, LETTER (OR BOTH) FROM THE PASTOR

The week before Announcement Sunday, send a personalized letter to your entire church member and attendee lists inviting them to make sure they are in attendance on Announcement Day for a very important evangelism effort the church is going to engage in.

CALLING CAMPAIGN

Mobilize the youth and or adults to call and invite those who regularly attend or haven't

attended your activities in a while to attend Announcement Sunday. You'll want to do this between Wednesday and Friday prior to Announcement Sunday. This creates a lot of excitement for those actively involved. It also re-engages those that have been disconnected from your church for some time and encourages them to reconnect for a fun event. These are brief calls and you can usually call 15-20 people an hour. You can inquire about automated online systems if interested.

DIGITIZE THE EVENT

Set the event up on your Facebook page as an event. Offer the ability to sign up online (optional). You can use Google Docs which is free to create an online registration form or use a service like Event Brite. If you have monitors throughout your church that display various church activities, create a slide and put it in the rotation. You can use the provided graphics to make regular posts on your social media outlets.

EVENT BOOTH IN CHURCH LOBBY

Recruit volunteers to man a booth in your church lobby that allows people to sign up and purchase their tickets or scholarship tickets for others to attend. This needs to be set up the day of announcement Sunday and remain up until the event.

EVENT CARD, BULLETIN INSERT, CHURCH BUSINESS CARD

You can add your church specific information to the digital files and print so the church can hand these out to people as an invite, or place in the church bulletin as a reminder to the congregation to get involved. The EVENT CARD can be printed on cardstock and placed at your church information centers or the EVENT BOOTH in your lobby. Be sure to include the details on the back of the insert from the COMMUNICATE section of this document. Have church business cards ready for hosts on event day so they can hand them to their guests after the concert. The church business card should include church address, website, service times and phone number.

WEB & SOCIAL MEDIA

Utilize any and all social media outlets your church and church body has. Instagram, Twitter, Facebook, Snap Chat, church website.

- Digital files are available from the link in the email you received.

EVANGELISM SUNDAY

The night of the event, you'll want to be sure that each host who has brought a guest personally invites their guest to church following the event using the church business card. On the Sunday following the event, the pastor will want to have a Christ-centered evangelistic message that shares the grace and love Jesus has for all who do not have a relationship with Him and give people an opportunity to respond. Most people come to church because they are invited by another person. Although many may not be willing to respond that day, they will have had an opportunity to connect, for a second time, with your church body. Especially on this day, be sure to ask all visitors to fill out your church's visitor card and turn them in. See section on FOLLOW UP.

INVITE

family, friends, neighbors, co-workers, etc.

This is where you'll want to mobilize the church to get out and actively invite friends. People can send personal emails, use their social media pages, you can also use the EVENT CARD that's provided to handout to folks. As they put this out, they will want to let folks know they only have so many spaces available, and if they would like to come, they need to commit quickly.

- Some people may be willing to purchase their own tickets, but it would be good to have some scholarship tickets available.

Continue to keep the event in front of the congregation each week until all guests have been confirmed.

**IMAGINE WHAT COULD HAPPEN IF EVERY ADULT AND YOUTH
IN YOUR CHURCH BROUGHT JUST ONE PERSON?**

FOLLOW UP

immediately after the event and invite to church.

This is one of the most critical steps, not only in event evangelism but also for the church in general. You don't want to badger people, but if a person attends the event, and especially if they attend church, they are indicating an interest in wanting to learn more.

KEYS TO EFFECTIVE FOLLOW UP

1. Host needs to stay in contact with guest(s).
2. Send a letter on church letterhead or email from Pastor thanking them for coming to the event, church, or both. Use tailored letter samples to appropriately connect with each people group based on what they attended. Be sure to hand sign letters.
3. If they attend church, be sure all guests are warmly greeted and feel welcomed on this day (really every Sunday.)
4. If guest(s) attends church, have the pastor or designated person make a personal phone call just to get to know them and learn about their family and life situation. Then invite them back.
5. If you use email on a regular basis, be sure to keep guests included on invites to future church activities and events as determined by the guest's interest level in the church. (be sure to remove them from the list if they request it)

**Upon request, SCB International can provide you with a complimentary and in-depth assimilation process which has been developed over 20 years of ministry experience and can be implemented in your church to assist you in affectively connecting visitors, attenders, and members to the work of your church.*

TIMELINE

is a sample schedule for the execution of this effort.

6 - 5 WEEKS OUT | GETTING STARTED

- Establish Prayer Team
- Complete Team Prep section
- Schedule “Announcement Day” date

5 - 4 WEEKS OUT | ANNOUNCEMENT DAY WEEKEND

- Prayer Team Praying
- Release Announcement Day Invite Email, Letter (or both) from the Pastor
- Activate Calling Campaign
- Digitize the Event
- Promote “Announcement Day” on Social Media
- Set up Event Booth
- Event Cards available
- Bulletin Insert in bulletin
- Pastor makes official announcement about event to church body

4 - 3 WEEKS OUT | BUILDING MOMENTUM

- Prayer Team Praying
- Pastor makes reminder announcement about inviting people to church body
- Keep promoting event via web & social media (different posts each week)
- Have all ministry leaders and Sunday School teachers promote event and inviting people in their classes
- Organize transportation and meeting points at event
- Bulletin Insert in bulletin
- Event booth up
- Event cards available

3 - 2 WEEKS OUT | CLOSE TO THE FINISH

- Prayer Team Praying
- Pastor makes update and reminder announcement about inviting people / update on progress
- Keep promoting via web & social media (different posts each week)
- Begin solidifying list of those attending
- Bulletin Insert in bulletin
- Event booth up
- Event cards available

2 - 1 WEEKS OUT | BIG DAY COMING

- Prayer Team Praying
- Pastor makes update and reminder announcement about “time running out” to church body
- Begin solidifying list of those attending
- New info post on Social Media Post describing progress
- Event booth up
- Event cards available

1 WEEK OUT | IT'S HERE

- Prayer Team Praying
- Pastor makes final update and “last chance” reminder announcement
- Solidify final list of those attending
- Revisit and confirm transportation and any other logistical details
- New info post on Social Media Post describing progress
- Event booth up
- Event cards available

EVENT DAY | WHILE AT CONCERT

- Ask everyone to take photos, post on social media with your church hashtag
- Have fun!
- Each Host Invite Guests to Sunday Service using Church Business Card

FIRST SUNDAY AFTER EVENT | EVANGELISM SUNDAY

- Invite all guests to complete church visitor card (maybe offer a small gift)
- Share the Gospel & Give opportunity for people to respond

CRITICAL WEEK | MONDAY AFTER EVANGELISM SUNDAY

- Activate FOLLOW UP process 1-5, pg. 6

1 WEEK AFTER EVENT

- INVITE guests to second church service
- SEND HANDWRITTEN CARD from church to guests
- Continue to keep guests on email and mailing lists
- Begin using 1millionstories.org
- Implement assimilation process for church growth

1MILLIONSTORIES.ORG

to develop an evangelism culture for lasting impact.

WHAT IS 1MILLIONSTORIES.ORG?

1MillionStories.org is an online evangelism tool that allows you to share your personal testimony in seconds. It's FREE, works on your phone or computer, and even the newest believer can use it to share their faith in Jesus Christ. Pastors can mobilize their entire church body to actively share their faith immediately. For the nonbeliever, 1MillionStories.org is a safe place they can visit privately to see how Jesus Christ transforms the lives of people from diverse backgrounds and circumstances. The goal is for them to discover how they too can have a personal relationship with the Savior of the world.

WHAT EXPERIENCES SHAPED THE CREATION OF THE WEBSITE?

The founder became burdened by the hundreds of people he came into contact with in everyday life, whether at the drive-through, grocery store, dry cleaners, golf course, kid's games, or travels. He was "too busy" to share his faith as much as he should and something needed to be done. David McGee said, "We should be more concerned with reaching the lost than pampering the saved." Do we need to love and care for one another in the church? Absolutely! The Bible instructs us to. But as Paul told young Timothy, we also need to "do the work of an evangelist" and that must be done beyond the walls of the church as much as it's done in the church.

HOW IS 1MILLIONSTORIES.ORG DIFFERENT FROM OTHER EVANGELISTIC SITES ONLINE?

1MillionStories.org connects the person you're talking with to Christ's impact in your life beyond an initial face-to-face conversation. Here's how it works. Every person that submits their story (testimony) on 1MillionStories.org receives complimentary story cards. Each story has a number to be placed on the story card. Then, you simply hand your cards to people you meet. They can go directly to your story by searching your story number on the site. This strategy works whether you have ten seconds or ten minutes to connect with someone.

HOW WILL CHRISTIANS AND NON-CHRISTIANS BENEFIT FROM THE SITE?

For the non-Christian, they can take the story card and from the privacy of their home, go to 1MillionStories.org and read or watch stories about everyday people. They can search by topic for people who have been through the same hurts and struggles they may be experiencing. 1MillionStories.org also eliminates unnecessary constraints of time. Even if both people are in a rush, the evangelistic effort doesn't end at the conversation. As they learn of Christ's power in the lives of others, they are led to a point of decision in their own life, a fork in the road. They have a decision to make about Jesus. 1MillionStories.org walks them through the process of why they need Christ, how they can have a relationship with Him, and offers tools and

resources they can access if they still have doubts or questions. And for those who make decisions for Christ, they can learn how to begin their walk with Jesus right then and there.

For Christians, many are apprehensive or fearful of sharing their faith because they don't feel they know what to say and often feel like they need to "seal the deal" right then and there. 1MillionStories.org also eliminates road blocks of being too intrusive or overly pushy, things that often hinder sharing our faith. Every Christian, new or mature, can get engaged immediately, be intentional, and stay consistent in sharing their faith regardless of how much time they have to engage with someone.

HOW CAN PEOPLE GET INVOLVED?

Easy. Go to 1MillionStories.org, submit their testimony via video or in written form. We'll send complimentary story cards and they can begin sharing Christ immediately with those they meet in their day-to-day life. If they need guidance sharing their faith or using the story cards they can access the Tips and Tools page for assistance or email us at contact@1millionstories.org. If you are a pastor or church leader and you want to mobilize your congregation, we can provide a tailored plan of action and complimentary story cards that are personalized to your church. Just email us at contact@1millionstories.org.

WHAT ELSE SHOULD PEOPLE KNOW ABOUT 1MILLIONSTORIES.ORG?

Whether you use 1MillionStories.org or another evangelism tool, be sure to share your faith, do it regularly, and be intentional about sharing Christ with those you come into contact with daily. Jesus is the hope of the world and there are a lot of hurting people.

By the name of the site, it's clear we have a goal, to mobilize one million Christians who have placed their faith in Jesus Christ to get intentionally engaged and active in sharing His love with a world that so desperately needs Him. We believe 1MillionStories.org is the tool to revolutionize and simplify personal evangelism as we know it.

FOR THIS TOPIC, PLEASE SEE THE ADDITIONAL RESOURCES THAT WERE ATTACHED TO THE ORIGINAL EMAIL YOU RECEIVED.

- Relational Evangelism Made Simple
- Story, a six-week small group study

Please don't hesitate to call or email with any questions you may have. Our objective is to assist churches in fulfilling the mission God has called you to as a local church body. You can reach Steve Barnes on his cell phone is 913-579-4225 or his personal email is steve@scbinternational.net.