

2011 Leadership Conference
Workshop B – Saturday, 1:30—2:45
Using Event to Get People to Your Church

Welcome/Intro

Open discussion on events they've done...

⇒ Explain the difference between outreach and evangelism.

- Outreach – expose people to church environment & the Gospel
- Evangelism – share the Gospel and ask for a response

⇧ Jesus' outreach events – 6 different types of people in Luke 4 & 5

- Luke 4:31-37 – the religious lost – man in synagogue - demon possessed
- Luke 4:38-41 – family members – Peter's mother-in-law
- Luke 5:1-11 – marketplace [work place] – fishermen working on nets
- Luke 5:12-15 – outcasts of society – man covered with leprosy
- Luke 5:17-26 – religious leaders – paralytic lowered through roof
- Luke 5:27-39 – sinners – Matthew's dinner party for tax collectors & sinners

⊂ Examples of outreach events

- Passion/Pageant
- Momentum
- Family-palooza
- Fireproof
- Service/Humanitarian Opportunities – Help Build Hope, Joplin
- Funerals
- Weddings
- Huddle Discussion - Possibly use *Courageous* as group brainstorming exercise.
How could your church leverage the movie *Courageous* as an outreach event to bring people to your church?

⊂ Examples of evangelism events

- Weekend worship services
- Funerals – video of Ben who died in car wreck from weekend video.
- PGA Breakfast

⊂ How do we do this? [nuts and bolts of doing events]

- **Pre-event – Cary → don't let promoter change who you are.**
- **Event**
- **Post-event follow-up/connecting**

ReNEWal – Cary

R – relevant

E – engaging

A – accessible

L – listening

Some go for REAP → Relevant, engaging, accessible and promotion - trying to reap numbers only – not getting real.