

FORMULA TWELVE

The Formula of Events



The Formula of Events:

The Events Formula

Executing a great event is paramount to attracting new people to your church.

A big event is an all-out push toward a single Sunday for the purpose of breaking the next growth barrier and setting an attendance record in order to reach as many people as possible for Jesus.

The Events Formula expresses that every person involved in the execution of an event affects the total attendance and success of the event.



Outreach from Power

Acts 1:8

But you will receive power when the Holy Spirit comes upon you. And you will be my witnesses, telling people about me everywhere - in Jerusalem, throughout Judea, in Samaria, and to the ends of the earth.

One of the definitions of 'power' in this verse is 'efficiency.'



Power = “Efficient” Events

Unfortunately, when it comes to executing great events, *efficiency* is not the word that best describes most church’s efforts.

Efficiency for outreach should be defined as the effectiveness of an event in attracting unchurched people to church on a Sunday morning.



Evangelistic Temperature

Before you plan your big event, make sure the evangelistic temperature of your organization is at its highest level. Your evangelistic temperature can be controlled through three channels:

STAGE

STAFF

STRUCTURE



Outreach in Growth Terms is Defined As:

Efforts that use the Sunday morning worship service as the primary way to reach unchurched people.



Why Sunday Morning Only?

1. It is still reserved in the societal consciousness.
2. Your energies will be targeted at people who don't belong to another church.
3. You are at your highest level of excellence.
4. 93% of Christians in the US are saved in a local church on a Sunday morning.



To Reach Unchurched People...

Your event should:

- Target people in your local community.
- Target friends and family members of people who currently attend your church.

Your event should not:

- Target people who attend church already.
- Target benevolence or door-to-door efforts.



Resourcing Big Events

Money spent on outreach is never an expense it's always an investment.

The heart always follows money.

Matthew 6:21 - *Wherever your treasure is, your heart will be also.*



Planning Events

Targeted events in proper season are the most effective tool:

Targeted Events - Events should motivate the congregation and interest the unchurched.

Proper Season - Be strategic about scheduling your day.
Calendar placement matters.



Successful events include:

- Invites
- Involvement
- Preparation
- Promotion



Successful events include:

Invites

Every believer has 5 unchurched relationships. Research indicates, 82% of these people would come if invited.

Ask yourself: Does my invite strategy capture my churches heart and hands?



Successful events include:

Involvement

For every 1 person involved in executing an event, 4 people will attend to “support” as they serve.

Ask yourself: Have I gotten every generation involved?



Successful events include:

Preparation

We recommend at least a 10 week plan to execute a successful big event.

Ask yourself: Does my preparation ensure I will be happy with everything on Monday?



Successful events include:

Promotion

People need to be told about your big event at every possible level.

Ask Yourself: Have I promoted enough that my core is excited and my community is informed/intrigued?



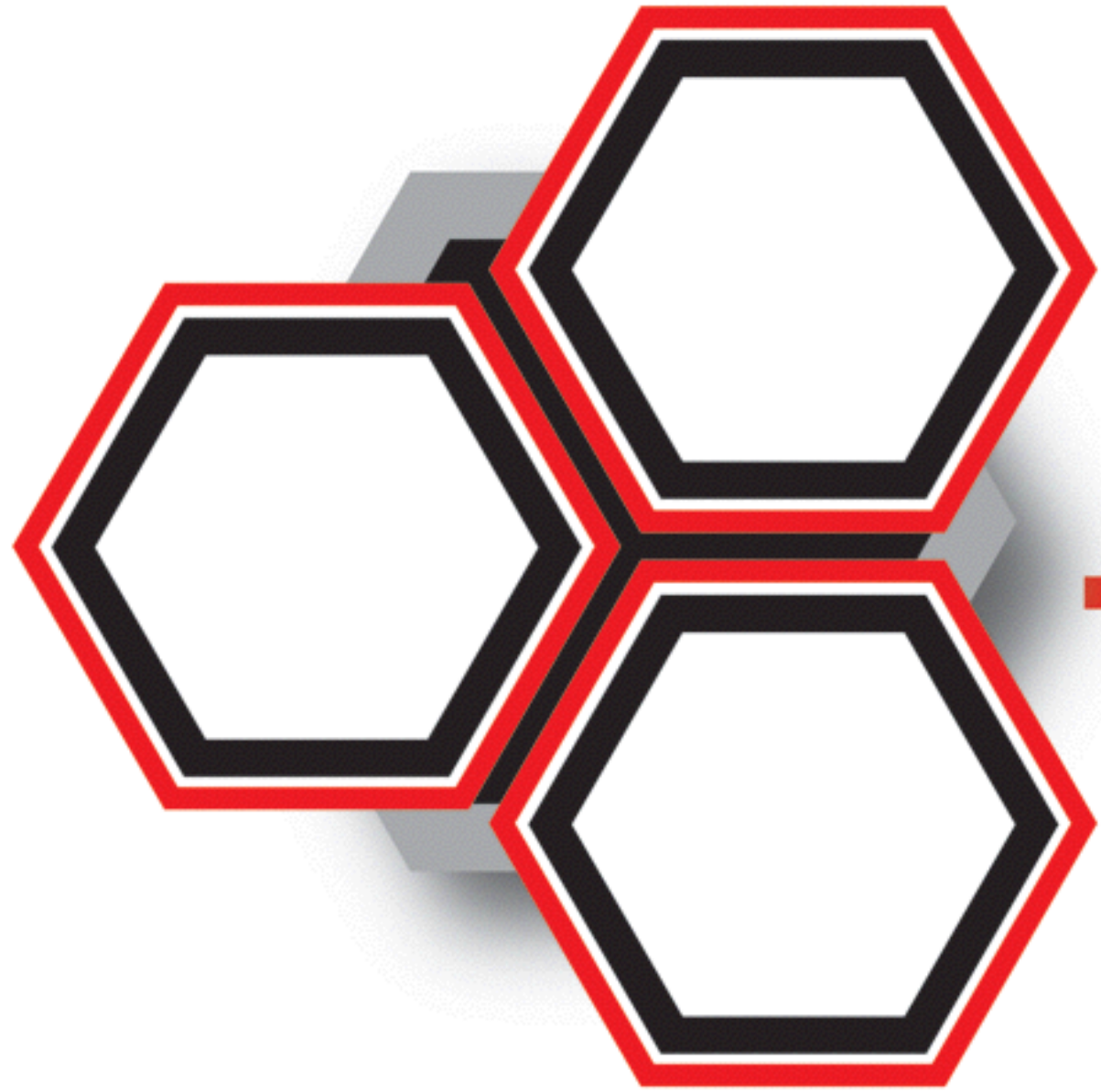
Think Practically

Events should open a door not close a door for a guest. Begin a new series on the event day so that people will want to return the following weeks.

Everything about the day should point to the next week.

Assume everyone in the room is there for the first time.





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White Board

Familyfest Fall Big Event (Planning) Sunday, September 11

- Following Sunday AM Service: Familyfest Event (Carnival/festival atmosphere geared toward young families)
- Begin Family Portrait Sermon Series (Deals with the truth that there is no picture perfect family)

Notables

- Kids Choir (September 11)
- Teen Drama (September 18)



The Formula of Events

White Board

Promotional & Invite Efforts

- Billboard (Month before)
- Constant Contact Emails
- Movie Theater Commercial
- General Invites (3 weeks before)
- Participant Invites (Mailed 3 weeks before)
- Business Card invites (Mailed 2 weeks before)



The Formula of Events

White Board

Event

- Petting Zoo
- Clowns
- Inflatable Games
- Food
- Games

Weekly Checklist

- 12 weeks: What, who, when, where, how
- 11 weeks: Start contacting and recruiting everyone to be involved
- 10 weeks: Begin rehearsals & meetings (children's program, adult set up crew, etc.)



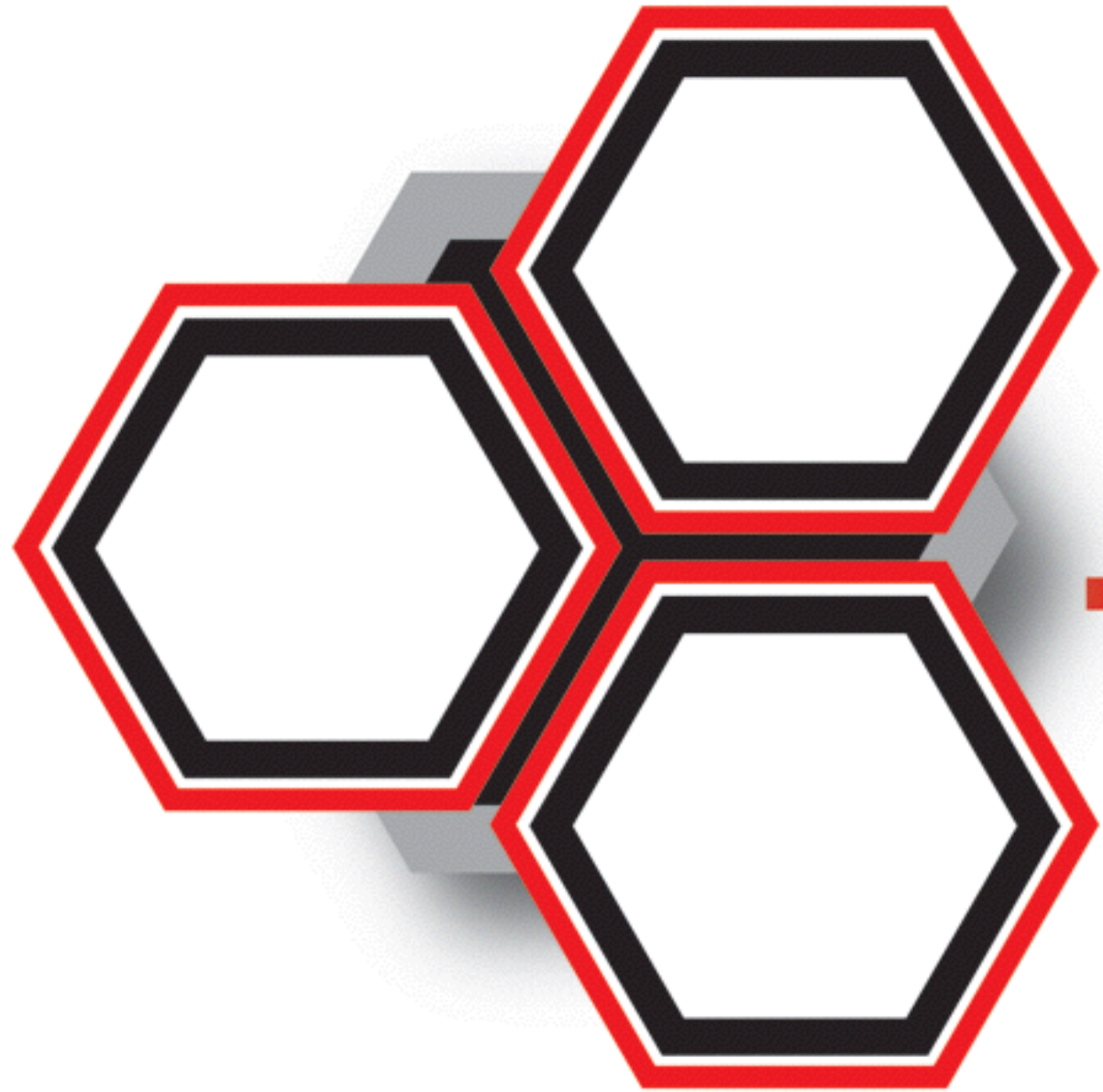
The Formula of Events

White Board

Weekly Checklist (Cont.)

- 9 weeks: Prepare videos, print materials, graphics & mailers
- 8 weeks: Start training all the teams (first impression, follow up, nursery, outreach)
- 7 weeks: Continue training (collect invite contacts from those involved)
- 6 weeks: With excitement ask for more volunteers on Sunday
- 5 weeks: Rehearsals and preparing mailers
- 4 weeks: Engage public marketing, social media and give press-releases
- 3 weeks: Start advertising in Sunday services (mail general and participant invites)
- 2 weeks: Give business card invites and preach on evangelism.
- 1 week: Make sure everyone is ready, excited and inviting all their family & friends
- 2 days: Set up and do a run through.





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The Formula of Events

Lab

Checklist:

Schedule a meeting to identify the upcoming event and create a 10 week plan.

Read *Ignite* by Nelson Searcy.

Meet with your team to brainstorm event details, creative elements, how you can employ the 82% truth and how you can get as many people involved as possible.

Discussion Questions:

? What efforts do we need to move to Sunday AM for maximum outreach potential?

? What event would get the most people involved and excited?

? What sermon series topic would our congregation most likely to invite a friend to?

Tool: Event Planning Packet

