



## Pastors Huddle : Attract the lost #3

### Lesson 20: Bridge Event Evangelism

By Bob Barker

*“Proper execution of friendship evangelism combined with bridge events will put lost people in your church, and you will see people saved.”*

#### Huddle #20

The number one reason people visit a church is because of personal invitation. Therefore, I believe successful evangelism is an intentional partnership between the church and the individual Christian.

- **The Christian’s responsibility** is every Christian, reaching people every day, through relationships built on serving and loving people. Christians actively practicing Friendship Evangelism which I share in play call 19 gives the tools for every believer to be a soul winner through building friendships. This relationship gives the believer the influence, and confidence to ask for the “YES” I will come to that bridge event.
- **The Church’s responsibility** is to create bridge events that are life impacting, and attractive to non-believers. This empowers the Christians (who are building relationships) to invite their friends to a non-threatening church event. That is focused on compelling fleshly unsaved people to an event where they will experience the Love of Jesus and a powerful uncompromising Word from God.

Proper execution of friendship evangelism combined with bridge events will put lost people in your church, and you will see people saved in your weekend service. You must not abandon the process, keep planting, watering and God will bring the increase.

#### What are the goals of a Targeted Bridge Event (TBE)?

- Sow good seed in people’s lives. Plant, Water, and let God bring the increase. (Never give up)
- Establish and maintain excitement and momentum about the church. Targeted Bridge Events move people from just being **CONSUMERS** (pew warmers) to **PROMOTORS** of their church.
- Empowers the people to invite their friends (friendship Evangelism) through non-threatening, and attractive events that compel the lost. (LUKE 14:23)
- Impresses the community and get your cities attention.
- Put your church in the minds of seekers through the advertisement. Even if they do not attend this event. Its sometime takes multiple touches before they say YES.
- You will not keep everyone who comes but you will make an impression on them and their family. Its about the long game, not instant success. Do not be to be too focused on what you see instantly.
- When they need God, the church, or a friend they will think of you.
- Bridge events build morale and create unity in the church. If everyone understands this list of what to expect. (not just people showing up on Sunday) This list is the win not just
- Increases your database and prospect list.

- Increases the pool of volunteers, by asking people to serve just that day.
- Many will get saved and will come back and be a part of your church.

### **Keys to creating effective Targeted Bridge Events – Community Outreach**

- Know and execute all four key actions to an effective Targeted Bridge Event (TBE).
- Make sure you execute all four components, or the process will not be effective. Do not leave any part out, you will not do each part perfect but at least do something in each key area.
- An effective TBE includes: **Plan it – Promote it – Produce it - Push it**, to be successful.

#### **1. PLAN IT – You must plan the TBE with the target audience in mind.**

- Plan it with the people you want to Reach in your heart and mind. Such as Families or Singles What ages – Economics – any particular challenges, money, or relationships problems.
- Ask this question - How do we get these people’s attention and compel them to come?
- Use the 8 paths into people’s hearts a to develop hooks (marketing) to bring people to our events. The 8 paths are explained in Play call 20 and they are **(R.E.A.C.H.I.N.G.) Relationships, Entertainment, Acceptance, Common Interests, Hurts, Inspiration, Needs and Guidance.**
- Brainstorming sessions are imperative to a successful Bridge Event.
- Why group brainstorming is so important? Brainstorming gets more people Involved in the process and creates ownership, you will get better ideas out of a group of people than one person, and you will get more participation in the event.
- Plan effective hooks by keeping in mind you are dealing with fleshly beings. Choose your theme, topics, add fun stuff and giveaways. Choose a catchy title and artwork that grabs people attention. All are things to discuss in brainstorming.

#### **2. PROMOTE IT! - Remember People cannot come to an event they do not know about.**

##### **Make sure the promotional material has the right hooks.**

- Make sure your hooks are clear on the marketing material. Using at least one of the 8 paths into people’s hearts as bait. Usually 2 or three are good.
- Then look at your marketing material and ask yourself what stands out to me and who will come because of the hooks I notice on the marketing material. Try to put yourself in the shoes of the people who will receive the marketing material.
- Then ask your self would I come to this event if I was not the pastor. Why or Why not.

##### **Excellence in graphic design is a must and it should be as creative as possible.**

- Too many times a church will spend a lot of time, money, and effort to put on an event and then do not spend the money to market it. That does not make sense.
- People look at the quality of your publicity and decide if you believe in your event enough to spend the money to attract them to come.
- Your printed material creates a strong impression on the community, And pride in your people about the event. If it is a quality event and quality marketing they will give it to their friends, family, and many more.
- If you have to spend some money on Graphics design to get it right, you must do it. Use big churches design team, a designer on craigslist is usually under 100 dollars per design.

##### **Clear strategic distribution is imperative – How will you get advertisement to the right people?**

- Remember the number one reason people visit a church is personal invitation. Make sure you **Release the ARMY** empower the people who are actively engaged in Friendship Evangelism.
- Give them small invite cards (3X4) that are professional, clear, and creative. Something they can be proud to give to their friends and people in the community.
- Give out packets of posters and invitation cards to church members and ask them to hang flyers in stores and places they go on a regular basis.
- Schedule a blitz for your community. This is a time when everyone gets together to pass out flyers and hang posters in areas around the church. Maybe a Saturday or after church.
- Put banners that match the poster and card design in front of your church. If you can afford it use A-frames and yard signs in high traffic areas. Make sure everything matches.
- Use Social Media and electronic media blasts. Such as Facebook, Google, Texting and more.

#### **3. PRODUCE IT – Execute the event with excellence. Just a few thoughts.**

- Look at marketing materials and make sure you are doing the things you advertised. Keep your word. Such as: Prizes, games, entertainment, etc..
- Designate leaders and assign responsibilities.

- Work hard to make it great – wow those who attend.
  - Be organized it will make all the difference.
4. **PUSH IT** – Motivate the team, and keep expectation and enthusiasm high.
- You as the pastor must show passion for the TBE and be incredibly involved.
  - Set and share what a win looks like. This will inspire the team to push hard.
  - Set goals that stretch the team and need God's help to accomplish.
  - Set attendance goals. Setting attendance goals which help keep us accountable, helps with evaluation and helps with planning. Remember this is not the only goal.
  - Use the list at the top of this training to establish the win. (What are the Goals of a TBE)
  - Remember to encourage people to set personal goals such as: who they want to invite, how involved they will be, and what they will give to the Bridge Event.
  - Every ministry should be encouraged to get their team involved and set involvement goals for the team.

So, here is the big question...

**How do I get started creating effective Bridge Events?**

### Important Questions

1. What events do you have scheduled that are focused on lost people not church people?
2. How many of those Bridge events have you done in the past.
3. Have you seen success according to the goals listed at the top of this play call?
4. Can you see how this system works to create outreach? **First** be a soul winner as a pastor, **Secondly** establish friendship evangelism in your church as the norm (play call 19 & 20), **Third** launch Targeted Bridge Events (play call 23) that are focused on the lost, **Fourth** have weekend Services that follow the plan laid out in play call 22? Why or Why Not?
5. Do you understand the importance of teaching sowing and reaping, planting, and watering to your congregation as far as this process is concerned? This process is successful if you do not quit and stay focused on all the goals not just short-term gratification.

### Action Steps

1. Share this training with your team get everyone involved in the success of this process.
2. Set a brainstorming session to discuss your next TBE and give away responsibilities.
3. Find someone who will help with the graphic design, even if it means going outside the church.
4. Follow and use the Keys to creating effective TBE training in this play call.

So, your play call is...

**First be a soul winner as a pastor, Secondly activate friendship evangelism in your church (play call 19 & 20), Third establish weekend Services that follow the plan laid out in play call 22, Fourth launch Targeted Bridge Events (play call 23) that are focused on the lost. This outreach strategy works, and you will see lost people saved if you plant this DNA in your ministry.**