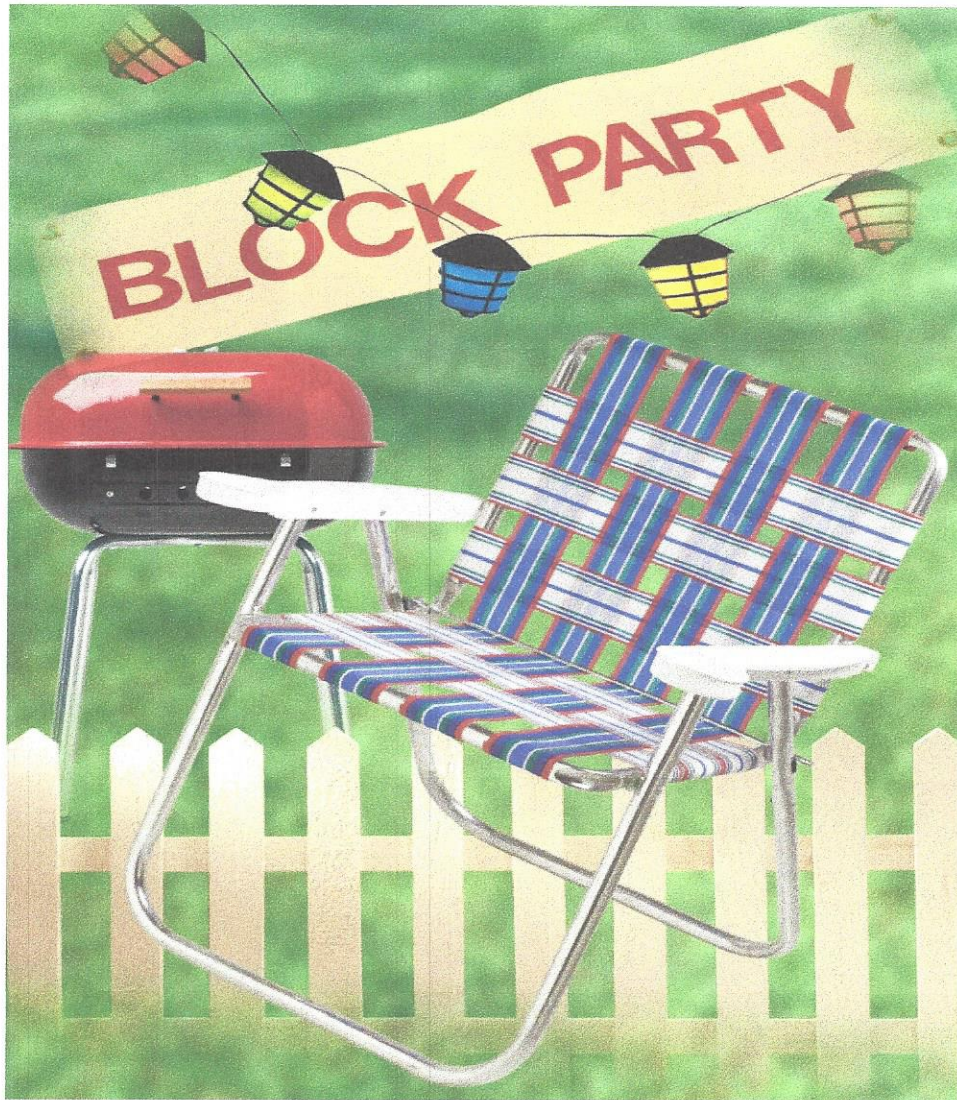


# GOING

**Matt. 28:16-20**



**BEYOND THE WALLS OF THE CHURCH AND INTO THE  
COMMUNITY AROUND YOU**

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## WHAT IS AN INTENTIONAL EVANGELISTIC BLOCK PARTY

For the last decade or so, churches and Associations across the country have been using Intentional Evangelistic Block Parties (IEBP) to help move believers beyond the walls of the church and into their communities to tell people about Jesus. Some pioneers in this movement are people like Bill Sims from the San Francisco Bay area and Monty McWhorter from the Los Angeles area. Some of the information presented in this manual has been adapted from their works and ideas. The remaining information and ideas have been developed from my own experiences and those of some of the local North American Missionaries I work with throughout the state of South Carolina.

This method of intentional evangelistic outreach is neither exclusive nor all inclusive. It is simply a method of sharing the gospel with people in a fun and friendly environment encased within a spiritual context. This method has been adapted and continues to be adapted to a wide array of venues with the hope of reaching as many people as possible with the love of Jesus Christ.

Just as Jesus moved among the people of His day meeting needs and sharing the gospel, we too are called to do the same. And the reality the church in America is faced with today is that people are not coming to our churches, so we must go to them. We can no longer follow a "Field of Dreams Theology" that supports such thinking as "we've been here for 100 years. They know where we are. They will come when they are ready. Why should we be the one's going all the time." The answer to that question and that sort of thinking is "Because GOD said GO." This means if we are really serious and truly burdened for the souls of lost people, we must be intentional about evangelizing the world around us. We must be willing to MOVE BEYOND THE WALLS OF THE CHURCH AND INTO OUR COMMUNITIES and once again begin proclaiming the gospel of Jesus Christ, the only gospel that offers True Hope and Eternal Life to all people. The Bible says **"Everyone who calls upon the Name of the Lord will be saved." Rom. 10:13**

## HOW TO MAKE YOUR EVENT AN EVANGELISTIC EVENT?

### 1. Successful Block Parties require **INTENTIONAL TEAMWORK!**

a. Choose an **EVENT COORDINATOR** to oversee the entire event from start to finish.

- i. This person should chair the leadership team and float between the teams for support and encouragement.
- ii. They should also be the one who sets the agenda for each meeting to ensure the team is always focused and moving forward toward the goal.
- iii. Stick to the agenda as close as possible to avoid getting sidetracked and slower your progress.

b. Form the following 5 teams to help **organize** your event. Keeping your leadership team small will allow you to manage your meetings more effectively and efficiently.

#### **i. Prayer Team: PRAYER STRATEGY COORDINATOR**

1. Recruit 3 other people to assist you.
2. Ask People who are Prayer Warriors that may also be shut-ins (Again involve as many members as possible)
3. Seek Prayer requests from other team leaders
4. Make Prayer needs know among the Congregation also. You may find unknown or untapped resources within your congregation
5. Celebrate Answered Prayers with the Congregation.



## **ii. Planning Team: EVENT LAYOUT COORDINATOR**

1. Recruit 2 other people to assist you.
2. Determine how many guest you expect to have at your event. Some of these decision can be made as a Leadership Team.
3. Think flow of traffic as you layout the event.

## **iii. Promotion Team Leader:** Assemble a team of 3 People to serve in this capacity. Some of their responsibilities include:

1. Design a Flyer and or Banner
2. Locate Someone to Print your Materials
3. Leader is tasked with staying within the Promotion Budget.
4. Develop a Schedule to Promote with the Church as well to be sure your congregation is well informed throughout the whole process.

## **iv. Procurement Team Leader:** They will assemble a team of 3 to assist them. Try to avoid using folks already serving on another team. This will help involve more people and prevent anyone from being overburdened.

1. Determine the number of Volunteers needed for the event.
2. Make a List of what Supplies, Equipment and Food products will be needed
3. Recruit a Clean-Up Team to coordinate tearing down the event and cleaning up after it's over.

Here are more details under each of the positions above that offer a little more expanded information under the following Four P's.

## 2. Secondly, You Must Focus on the FOUR P's!

a. **Pray:** You must first and foremost focus on being

### INTENTIONALLY EVANGELISTIC!

- i. An IEBP is a God thing. Prayer will not just happen automatically. Evangelism will not just happen automatically. They both require intentionality.
- ii. Commit to making prayer and evangelism a priority.
- iii. Without prayer, all your efforts will be based on what you can do rather than what God can do.
- iv. Prayer promotes oneness, one heart, one mind, one spirit and allows you to tap into God's power.
- v. There is an old adage that says: "Before you talk to men about God, be sure you talk to God about men."

b. **Plan:** If you fail to plan, you are planning to fail.

Always plan for success. Ask yourself the following questions to help you focus on your ultimate objective:



- i. What is your **target group**? Who are you hoping to connect with as a result of this event?
- ii. What do you want them to take away from this experience? What are their **needs** and how can you help meet them?
- iii. Decide on a **budget** amount and work within those limits. Avoid placing your church in debt and future events will be much easier to fund.
- iv. **Advertise the presence of restrooms** (\*If using Porta-Potties, place them in a visible and accessible area)
- v. How will you be **intentional** in sharing the gospel with the people who come to your event?
  - 1. Is Evangelism training needed?
  - 2. How many people do we need to train?
- vi. What kind of **follow up** is needed after this event? How can we do **good** and **prompt** follow up?
- vii. How will you **know** whether your event was successful or not?

- c. **Promote:** Another crucial component to the success of your event is **Getting the word** out to the community.
  - i. Good promotion helps create a positive **impression**.
  - ii. Decide on what information is to be shared and communicate this to Radio & TV Stations,

Newspapers, local business and word of mouth to help get the word out to the community.

- iii. Promote the word **"FREE"** if your event is totally free. If not and you charge for food or something specific, keep the cost minimal so people can afford it and come prepared.
- iv. Make your event look **fun** and **non-church looking**.
- v. If you have a well known celebrity or sports figure that is speaking or performing at your event, have them share the gospel and talk about what it means to be a part of a winning cast or on a winning team. Use their name to get the **attention** of your target group.
- vi. **Clearly** indicate the time, date and location of your event on every piece of advertisement.
- vii. Always provide specific **contact info** so people can call and ask questions as needed.
- viii. Promote your event in **multiple** ways to have the **greatest** impact.
- ix. Always indicate whether there is a **rain** alternative or not so people can know in advance without assuming.

d. **Procure:** Know what you need to make your event a **success**. You will need to procure the following:

- i. **Volunteers:** Always try to place people in positions they are **gifted** and **interested** in serving.
  - 1. Determine the optimal number of volunteers needed for each team. Allow for **dropouts**.



2. Begin **recruiting** early. People lead very busy lives today. Getting a commitment well in advance if possible, but still remind them later.
- ii. **Food/Drinks:** Determine what is needed and the cost.
  1. Does it fit within the budget or will we charge a nominal price?
  2. How will we prepare it? How many volunteers do we need to cook, serve and clean up.
- iii. **Equipment:** The amount of equipment is contingent upon the budget you have to work with, as well as equipment that may be donated.
  1. Be sure the space you have is suitable for the amount of equipment you plan to use.
  2. What are your transportation needs?
    - a. Are drivers needed for moving tables, chairs, tents, etc..
    - b. Will rental equipment be delivered/set up.
    - c. For donated equipment, do we need to pick up or will donor deliver.
- iv. **Supplies:** Work with other teams to determine what exactly is needed and do those items fit into the budget.
  1. Where do we need to get these supplies?
  2. Who will pick the supplies up?
  3. Have extra extension cords, adaptors, tape, markers, etc... on hand for unforeseen needs.
  4. Solicit Contributions for Door Prize give aways.

3. There are also **THREE R's** that help create a successful environment for a Block Party!

**a. Relational:**

- i. Be sure your event has a warm feeling of acceptance for everyone present.
- ii. The people you are trying to reach must see that you are friendly, approachable and genuine in your concern for them and their well-being.

**b. Relaxed:**

- i. Be sure everyone feels included to the level they are comfortable with and are having fun and enjoying themselves.

**c. Recreational:**

- i. Be sure your event has plenty of recreational variety and a good flow to it.
- ii. Spread your activities out in such a way that people will mingle from one area to another to see all that is happening.
- iii. Always invest in a good sound system. This will really liven up your event. (\*This advise is from my friend Ken Kirkley and aimed at improving the quality of your event).



## THE VALUE OF ADVERTISING YOUR EVENT

1. People will not come to something they are not aware is taking place, except by chance.
2. **Always use the word FREE!** It definitely catches people's attention and peaks their interests.
3. **Always provide FOOD and place it in a highly visible area!** This is a great draw.
4. Use large colorful signs and banners placed in strategic areas.
  - a. Be sure to ask for permission to hang signs/banners if needed.
5. Hand out flyers in the neighborhoods the day before or the morning of your event.
6. Advertise special guest speakers and activities.
7. Think of creative ways to draw attention to your event that will help promote it.
8. Advertise the presence of restrooms (\*If using Porta-Potties, place them in a visible and accessible area so people won't have to search for them, which may lead to embarrassing moments for you and your guests).

## **REGISTRATION PROCESS**

- 1.** Use some form of Registration Card:
  - a. This will allow you names to draw from for door prizes.
  - b. It will also give you names of people to follow up on after your event is complete.
- 2.** Use Name Tags (Distinguish between Church Members and guests by using colored name tags, bracelets or T-shirts if Budget will allow for this expense.)
- 3.** Inform guests as they register about door prizes, food and live entertainment, as well as recreational activities.
- 4.** Offer to sign guests up for church age appropriate activities.



## EVANGELISTIC PREPARATION

### **Witnessing/F'Up Team: EVANGELISTIC LEADER**

The Witnessing Teams-Their primary focus, above all else, is to share the gospel with the guests. (**Recommended Team Size: 5-7 People**)

1. The Witnessing Teams-Their primary focus, above all else, is to share the gospel with the guests.
2. Be sure each person on this team is trained and prepared to share their faith. (**\*Use both Adults & Youth**)
3. They should be comfortable:
  1. Sharing their Faith
    - A. Sharing their Faith
    - B. Talking to Strangers about secular and spiritual topics
    - C. Striking up a new conversation with anyone.
    - D. Have Surveys for witnessing team to use.
      - a. Be prepared to use and keep up with them
    - E. Have items to use to break the ice (ie: Bibles, tracts, Salvation Bracelets, Balloons, etc...)
  2. Talking to Strangers about secular and spiritual topics
  3. Striking up a new conversation with anyone and turning them to a spiritual conversation.
4. They should not be tasked with other duties or responsibilities while there are still people to talk with.