

Evangelistic Block Party Success

SEVEN IMPORTANT STRATEGIES

The following pages will cover some of the key strategies that will make your block party a success. If you will implement each of these strategies, you will find that your party will move more smoothly and will reap the benefit of good planning and strategy. The strategies we will cover are:

1. Prayer Walking Strategy
2. Evangelistic Strategies
3. Follow-up Strategy
4. Funnel Strategy for parking & registration
5. Registration Strategy
6. Community Impact Strategies
7. Prize & Give-Away Strategy

1. PRAYER WALKING STRATEGY

*(Pre-Block Party: 2 or 3 walking together all over party site;
During Block Party: Silently as you walk among people)*

How Do I PrayerWalk?

- Keep your eyes open and be observant
- Ask God to let you see through His eyes
- Pray aloud (*helps focus on the object of prayer*)
- Allow Holy Spirit to lead your prayer
- Pray for what you see and what you don't see
- Pray together: take turns praying short focused prayers
- Walk slowly to allow time to observe
- Claim God's love and compassion for the people and ask God to remove their spiritual blinders and tear down all barriers that hinder belief in Jesus.
- Be alert to how the Holy Spirit may be leading. Sometimes it may be to speak to someone along the way. Watch open doors to witness. Also, be alert for opportunities to pray for spiritual and other needs.

2. EVANGELISM STRATEGY:

EVANGELISTIC PERSONNEL:

1. **ALL Volunteers** - It is essential that every worker realize that every block party volunteer has the responsibility of sharing the Good News at the Evangelistic Block Party. The evangelism must be *intentional!* In addition to everyone having a high sensitivity to sharing their faith, there must also be intentional evangelistic efforts.
2. **Evangelistic Programs** (*see sample schedule*) – Individuals need to be enlisted to share a brief testimony of how their relationship with Jesus has transformed their lives. They will share during the 10-12 minute programs.
3. **Shotgun Witnesses** – These are special volunteers who agree to mingle among the block party crowd and build bridges to as many guests as possible through conversation. All the while they are seeking to share Christ with those open to hearing the gospel. Shotgun witnesses can use most any of the tools listed below and/or a multitude of evangelistic tracts. Call the associational office if you need recommendations for good tracts for your event.

POSSIBLE TOOLS: The following are only a few of the possibilities that can be used at your evangelistic block party.

1. **Power Bands** The power bands are a great tool that is most effective with children and youth. Each presentation is a complete gospel summary.
2. **IQ Cards** (*Cards available from Living Stream Ministries at www.raycomfort.com.*) Youth and adults are the primary target group for these cards. You can set up a booth to play the game or have “*shotgun witnesses*” roam among the crowd and use the card for an icebreaker to be able to present the gospel.
3. **EvangeCube** (The large presentation cube is available at Central Baptist Association office. The smaller version to give to individuals can be ordered.) This story cube helps a person unfold the answer to life’s greatest puzzle. This evangelistic tool is a novelty that is simple enough to be used for all ages by all ages.
4. **Final Answer Booth** (*a game show type game that is based on the popular television show “Who Wants To Be A Millionaire.”*) Most any age can play and win at this game, but the real target group consists of youth and adults.

3. FOLLOW-UP STRATEGY

- The most important aspect of the ministry of evangelistic block parties is follow-up. If you do not plan your follow up strategy before the block party, it is unlikely that you will effectively follow up on the prospects discovered.
- Gift delivery as a part of your follow-up can ease the tension of making visits for many church members. They will be far more comfortable with something in hand to deliver to the prospect. It gives them a “reason” to visit and complete an evaluation card (*sample follows*).
- Utilize a block party evaluation card similar to the one following. It will serve as a useful tool for making another valuable contact with your prospect and potentially allow you to present the Gospel.

Block Party Evaluation Follow-Up

1. Introduce yourself from _____ Baptist Church.
2. Present follow-up gift and make some statement that relates the gift to your church and maybe the block party.
3. Would you mind answering a couple of questions about our *Block Party*?
If YES, proceed with (bullets)
If NO, thank them and close visit with #4
 - What was your overall impression of our *Block Party*? _____

 - What was your favorite activity? _____
 - Should we do it again? yes no
 - Other than our *Block Party*, what else can our church do to help our community? _____
 - In your personal opinion, what do you understand it takes for a person to go to heaven? _____
(If their response is unclear or based on works, ask permission to share how the Bible answers this question.)
4. We'd love to have you join us for Bible Study and Worship each Sunday, may we sign you up for one of classes? *(enroll entire family in Bible Study if they are willing AND give them materials about the church).*
5. Do you already receive our *Special Events* newsletter? *(It tells you all about activities of interest to your family.)* **IF NOT, we'd love to send it to you if it's okay?** (get follow-up information) YES NO

----- VISITOR'S COMMENTS -----

Openness to future visits? _____

How would you rate as prospect? _____

Was gospel presentation made? ____ And response? _____

Visit made by: _____ Date: _____

FOLLOW-UP STRATEGY

1. Introduce each person in visitation team (can use first names only).
2. You can present a variety of gifts *(from bottled water, frisbees, kites, mugs, imprinted items, fresh bread, cookies, etc.)* as long as you make a "connection" with your block party and your church. Gift follow-up is highly recommended.
3. These questions warm them up and keep the interest high as you lead up to asking them about their spiritual condition.
4. This is an invitation question to get them involved TODAY. Sign them up getting all vital information and promise to "COME BACK" later with some Bible Study materials. Here's your excuse to make a follow-up visit right before your Sunday Bible Study time.
5. This is a prospect/bridge building question. If they say yes, it is another opportunity for you to get the complete prospect information. You can then add them to your prospect list and send out a "*Special Events*" newsletter at least quarterly with information about your church and activities. (Don't forget to get e-mail addresses if they are willing.)
6. Visitor's Comments are crucial. The details of numerous visits will blur after a few weeks. Stress making good records so we can be responsible in following up for God's glory.

4. FUNNEL STRATEGY FOR PARKING & REGISTRATION

STRATEGY: Funnel all guests to the registration area using wind flags, ropes or yellow “Caution” tape. Try to position the registration tables in the most accessible area where the majority of guests will easily walk from the parking area to the registration area.

5. REGISTRATION STRATEGY:

1. The registration tables are one of your *most important* areas. **WHY?** Because it is the primary source of information for connecting with your guests beyond the day of the block party.
 - The Benefit to your guests: **FREE Stuff** with their registration ticket
 - The Benefit to us: We obtain prospect information
2. **IMPORTANT NOTE:** Anyone who comes to the meal, concessions, or booth without a **FREE** ticket is sent to the registration table.

STRATEGY:

3. Allow every member of a family to register individually. Ask each of **THEM** to complete the registration card (*unless they are too young to complete information*). What will happen is you will gather more complete information on each family as a wife may give you a phone number when the husband left it blank and a child may give the zip code when dad left it off his card.
4. After each guest completes their card, the **REGISTRATION VOLUNTEER** needs to complete their nametag.
 - Bridge Building Strategy for Nametags
 - Registration Volunteer fills out each name tag (**NOT** the guest)
 - Look at the final question (*about connection to a local church*) on the registration card:
 - If they checked “**NO**” use a **GREEN** marker to write name. This “cues” all workers to the potential that this particular guest is probably lost, or at least unchurched at this time and they are a prospect for the church.
 - If they checked “**YES**” use a **BLACK** or **RED** marker to write their name.
 - Workers need nametags with dark **BLUE** markers.

5. Put a **WORKER REGISTRATION** sign on your table with a “*sign in*” sheet for all volunteers to register. This is very important to have a good idea how many you have assisting, especially if you have outside groups assisting with the block party.

SUPPLIES PROVIDED ON EBP TRAILER: Two (2) 6-foot tables, registration box (*items detailed below on planning sheet*).

SUPPLIES PROVIDED BY CHURCH: Pens (*not pencils*), markers, run off and provide registration cards.

WORKERS NEEDED: 3-4 (*anticipated EBP attendance of 250 or less*)
5-8 (*anticipated EBP attendance of more than 250*)

INSTRUCTIONS FOR VOLUNTEERS:

AT REGISTRATION TABLE

(Smile and Greet everyone in Christ Joy!)

Have **Everyone** fill out a registration card

YOU fill out a nametag for each person

(FIRST & LAST NAME)

Put completed registration card in box for drawings

Give guest **FREE** ticket or **STAMP** on hand

Give prize bag to each child/youth (*if provided*)

6. COMMUNITY IMPACT STRATEGIES:

PURPOSE: To create name recognition and visual identity in your community

STRATEGY #1: Creating Name Recognition

Your evangelistic block party can be a *“touch point”* for many in your community. For many, it will be the first exposure to your fellowship. For others it may be a repeat exposure. Regardless, every exposure is important since we acknowledge that it requires many contacts for the majority of persons in our society to connect to a church or be drawn to a relationship with Christ. ***Remember ... we’re building a bridge to our community.***

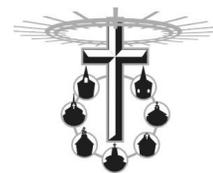
The purpose of creating name recognition for your church is to put your church name in front of a person’s mind when the Holy Spirit begins to draw them to Christ or they have a spiritual need. You want them to think of your church. They may not come to the block party ... but you never know how many persons may *“take notice”* of who is hosting the block party (*another reason to insist on a quality mail out*). Every time someone sees your church name or logo, the greater the likelihood they will remember your church in the future.

STRATEGY #2: Creating Visual Identity

Utilizing your church’s logo and name in everything you distribute best creates visual identity.

Church logo development is essential to quality communication in our visually driven consumer society. If your church hasn’t developed a logo there are several sources that I can recommend to you.

1. Outreach Marketing (outreachmarketing.com) can provide both custom and semi-custom logos. The logo at right is a semi-custom design that one of our church plants had developed. The semi-custom designs allow you to select a pre-developed logo design and they add your church’s name. As of this printing the cost is around \$400.
2. Lifeway Christian Resources also has a graphic arts department that has qualified artists that can also develop a logo for an hourly fee. Our original



associational logo was developed by a Lifeway artist based on our motto: “Churches Linked Together to Communicate Christ!” It has now been updated by a graphic artist.

3. If you are a creative person, a local company with a graphic artist on its staff may serve you well. A t-shirt shop developed the logo at right locally. Local printers also may have a capable artist on their staff.



TIP: Be sure that you have your artist deliver your artwork in multiple formats. For instance, a banner company will prefer to have your logo in **EPS** or **AI** format while a printer will be satisfied with a **TIF** or **JPG** format. Your website will load faster if you use **JPG** format images. Also get the art delivered in both color (*for website and full color printing*) and grayscale (*for black and white printing*).

After logo development there are various mediums that can be used to create name recognition and a visual identity for your church. What you need to be interested in is the best saturation of your target area. Multiple methods will be necessary for total market coverage. There is no such thing as a “*silver bullet*” approach. Consider some of the following methods to also promote your block party:

1. In Print Media

- a. **Direct Mail Cards or Fliers** – Pieces can be professionally produced **OR** produced in-house. Using your church’s bulk mail permit, you can target several mailing routes within your focus group area. If you are mailing many cards this approach will quickly become labor intensive. It may be a better use of time and resources to have a direct mail company do the mailing for you if you can justify the cost. Most times door-to-door delivery of fliers can be more effective, **PLUS** the added benefit of meeting many of your neighbors. The associational office can provide you with the names of several direct mail companies, if needed.

If you produce your fliers or mailers in-house they can be photocopied or run in full color. (**SUGGESTION:** *Create the flyer in a common word processing program or RTF <Rich Text Format> and put it on a floppy disk. Then, ask members of your church, or partnering churches, to donate some of their resources by running off 250, 500 or 1000 fliers to be distributed. This will allow for thousands of high quality, multi-colored advertising pieces at a far more affordable cost.*)

- c. **Newspaper** – Paid newspaper advertising needs to be placed in high readership sections of the newspaper. AVOID religious page placement of your ads. Most all public service “Free” articles will be placed in the religious section, and that will be enough for “churched” readership (*unless you are targeting dissatisfied churched members*). Remember, your target group really should be the “unchurched” population.

2. Electronic Media

- a. **Internet** – Be sure that your web site address is on every piece of advertising. Get your site updated and put photographs of a block party on it to promote it to visitors (*if this is your first party the associational office can provide you with some stock photos for your site*). This may be a first impression of your church for a prospect.
- b. **Radio** – Paid advertising needs to be evaluated closely for its cost effectiveness. Some stations will give promotional packages for a live remote on the day of the block party in addition to a flight of spots. Ask many questions. Also, be sure the radio station’s demographic and music style is the same as your target group.
- c. **Broadcast Television** – Generally, TV is cost prohibitive, but do not overlook “community bulletin boards.” Be sure to meet all deadlines. They are under no obligation to run your promotion. If you can afford this option, be sure your advertising is quality.
- d. **Cable Television** – Some communities have very affordable packages for their cable network. Often times they will rotate a large number spots among their channels that will give you a broad exposure. Some networks will even run extra spots without charge if they have vacant advertising slots. This is usually not a negotiable item.

3. Outdoor Signs/Banners

- a. Signs and banners are good tools for communicating your message to your neighborhood. Be sure that your logo and lettering are large enough to be easily read by passing traffic. A 3 by 8 foot or 4 by 8 foot banner is average in size. It shouldn’t be smaller unless it is for indoor use.
- b. A rule of thumb for outdoor advertising is the “**7-word limit.**” Try to hold your text to approximately 7 words (*including the words in your logo: “Somewhere Baptist Church”* ... remember persons will be trying to read it as they pass. If there is too much text ... they will glance by your

sign. Also note that your lettering needs to be large enough to be readable to persons reading as they drive by the sign or banner.

- c. Realize that a passerby only notices most outdoor advertising 2 to 3 times. Therefore: if you have a portable banner relocate it to a different location every 3 to 4 days so that it will continue to be noticeable. This approach will make your sign more effective for up to 7 to 10 days before your event.

A FINAL WORD about your logo and visual identity within your congregation. Your logo needs to be on everything that you do in your church. Think of the possibilities:

1. Business Cards
2. Letterhead
3. Offering Envelopes
4. Bulletins
5. Vehicle Tags
6. Banners
7. Posters
8. Mail outs
9. and so much more ... !

ADVERTIZING BASICS

1. **Stay in control.** Don't let a graphic artist or salesperson determine what you put in your print ad, direct mail piece or radio or TV spot. You need to maintain creative control with the understanding that you must have final approval of a proof before publication or a review of the taped spot before airing.
2. Always be sure that your name appears in a clear fashion. If it is a written press release for a newspaper article or radio spot, be sure your church name is used **no less than three (3) times**. Three times is the magic number even in a very short piece. If it is a direct mail piece, be sure that your piece shows that the block party is "**Hosted by**" your church. You could just have your logo on the piece in a minimum of two locations (*including your return mail address*).
3. **The Law of Large Numbers** - The more people that have the potential of seeing or hearing your advertisement the more will potentially respond. For instance, it is not uncommon to have no more than ¼ to ½ percent response to a direct mail piece. If you only distribute 500 mailers/fliers your response will likely be negligible, while 5000 pieces could bring a response of from 12-24 households. (**NOTE: A response is a response.** What that means is if someone hits on your web site or calls for information ... that's a response. If they come to the block party ... that's also a response. You

might not have 12 –24 households at the party ... but you still were noticed and hopefully made an impact.) The principle is that it requires a large number of persons exposed to your advertisement to have a response. The larger the number, the larger response. This is why saturation is essential.

4. **The Saturation Principle** – When advertising it is important to realize that most people require multiple exposures to an idea, product, event, etc. before they will consider responding. THEREFORE, saturation is important. Utilize every means that is available and affordable for you to get the word out. Saturating the area with several approaches is the best. Word of mouth from friends and family members of your congregation remains the most effective. All other methods are supplemental.

5. **The Principle of Repetition** – Again, multiple exposures to your message are essential for most individuals. Generally you need to run a minimum of three consecutive newspaper advertisements (somewhere other than the religious pages). Six or 10 radio spots will net virtually no response. Admittedly, most churches cannot afford to launch a “*We Love to See You _____*” or a “*You can’t eat just _____*” potato chip campaign. But do everything possible to get your message out there as many times as possible and in as many forms as is realistic. It will pay off for you in the long run.

7. PRIZES AND GIVE-AWAY STRATEGY:

STRATEGY: Everybody is a winner!

GAME PRIZES: Game prizes are to be provided by the church. One source for inexpensive prizes is orientaltrading.com

