

Inviting People To Come

Although some people will immediately respond positively to an invitation to attend *Christianity Explored*, others will be more reluctant. They may well be thinking...

- Christians are weird
I don't have anything in common with them.
- Christianity is irrelevant
It's of no practical use to my life.
- Christianity is untrue
Why should there be only one way to heaven, and why should it have anything to do with Jesus?

Overcoming these objections is a gradual process, and it may be years before some people agree to join a course. Inviting people to events is a great way of helping them to overcome their objections.

VENUE-BASED EVENTS

These events are for people who think that Christians are weird. People who think like this are unlikely to come anywhere near a church.

Venue-based events get around this by enabling people to meet credible Christians outside the church environment.

Think of events you could run in your local area that would appeal to non-Christians (dance lessons, a trip to a place with historic significance, a football game, a visit to an art gallery, a barbecue, etc.).

TOPIC-BASED EVENTS

These events are for people who think that Christianity is irrelevant. People who think like this are unaware that the Bible is God speaking today.

Topic-based events get around this by enabling people to hear talks that address contemporary issues from a biblical perspective.

Think of speakers you could ask to present talks on issues that are important to those you're trying to reach (parenting, stress, terrorism, genetics, fashion, ambition, etc.).

You could end the event by inviting people to *Christianity Explored*, explaining that it's an informal way to find out more about Christianity.

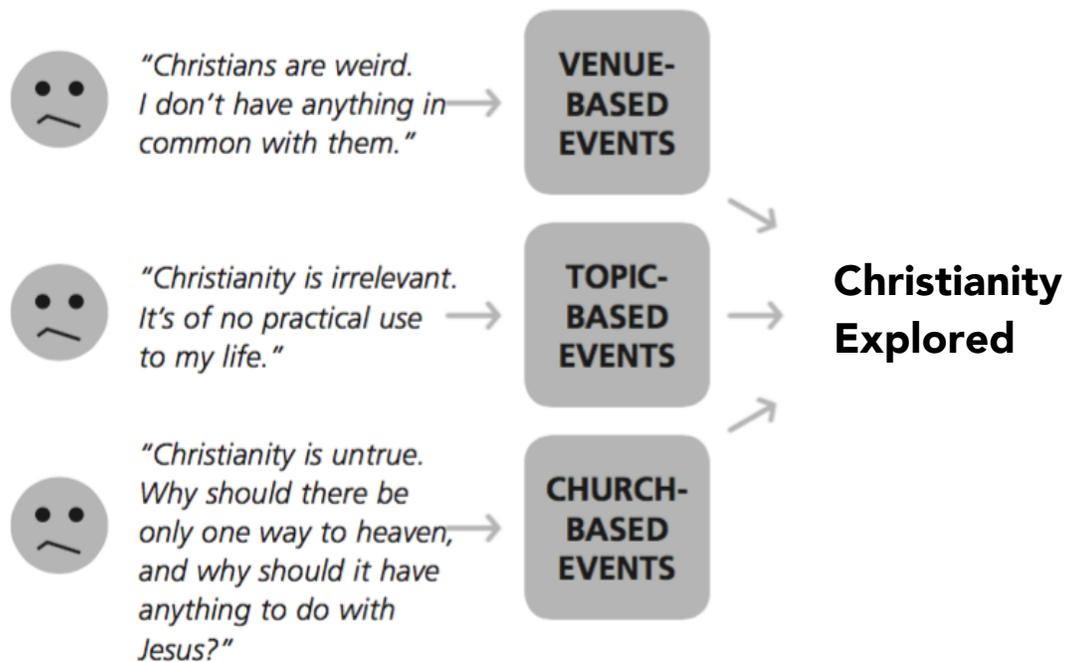
CHURCH-BASED EVENTS

These events are for people who think that Christianity is untrue. People who think like this are unlikely to have heard the gospel preached in years, if at all.

Church-based events get around this by enabling people to attend a church service where the gospel is clearly presented.

Think of ways in which you could specifically tailor a service for such a person (choose hymns with familiar melodies, avoid using Christian "jargon" without carefully explaining it first, make sure the church is warm and welcoming, include testimonies from people whose lives have been changed by Christ, etc.).

At such an event, there should be an invitation to come to *Christianity Explored* to find out more.



TIPS ON RUNNING EVENTS

- Schedule your events to take place about two weeks before the course begins. Make sure that your church members know about the events in advance, are praying for them, and inviting people to them.
- Get your church involved in planning events. What are your church members passionate about? Could they base an event around that subject?
- Make sure your church members understand the content and reasoning behind the course so that they'll have confidence to invite their friends to events.
- When inviting people to events or to *Christianity Explored*, it is important to be honest about exactly what will happen.
- Make "contact cards" and pens available during events so that

people can write down their contact details if they're interested in coming to a course. Phone them the week before and remind them that the course is about to begin.

- If an event doesn't go well, celebrate the fact that people have tried.

OTHER WAYS TO INVITE PEOPLE TO CE

- Leave CE invitations like at the entrance of your church. It's also a good idea to make them freely available for church members to use when inviting friends, family or colleagues. You can order (and customize your own) from The Good Book Company online.
- Use a questionnaire like the one you can download from ceministries.org. Make them available at church services, or even try the survey on people in the street.
- Display posters and banners in and outside your church. There's a selection available to purchase online from The Good Book Company.