



ALEX MCFARLAND
EVANGELISTIC MINISTRIES

Event Preparation Manual

Strategic Planning makes for a successful event!

- AREAS OF RESPONSIBILITIES
- OBJECTIVES / DUTIES
- HELPFUL SUGGESTIONS

Pastor's Planning Guide for an event that will equal GROWTH –

Numerically AND spiritually!

By Alex McFarland

How may our group
experience

MAXIMUM IMPACT?

ANSWER = Preparation, Preparation, Preparation!

Preparation for a revival or outreach event is extremely important. Proper planning is a necessity. Even though we cannot generate revival through our planning, we will not experience revival without planning. When revival happens, the church *and* the community will know it! We recommend that the following steps be taken:

- 1. Form a crusade planning committee.** Enlist coordinators to plan and oversee details for this event. Our prayer and goal are that Christians of all ages would “take ownership” of this event and get a vision for reaching their community.

Why do we seek to involve all of the church members? For several reasons: Having been involved in many church-wide and city-wide evangelistic events, I have observed an interesting phenomenon firsthand. **The efforts which precede an outreach event will almost *always* springboard the participants on to greater things** long after the initial program has passed. By getting involved, your people will be able to use their God-given spiritual gifts and abilities and may discover interests and talents of which they had not been aware.

Besides all of this, we desire that each and every believer cultivate a heart for Christ's Great Commission. Believers of all ages can and should be tangibly involved in reaching others for Christ. Within the Body of Christ, there are many specific jobs and different people are suited for different tasks. When operating in His strength and for His glory, we can all fulfill the responsibilities that God has set before us.

- 2. Meet with the planning team as soon as possible.** Delegate responsibilities. Where there are no volunteers, *recruit!* Some of the most positive developments in life occur as we stretch ourselves.

- 3. Begin prayer efforts as soon as possible.** For the entire month prior to your event, involve the entire church in prayer. Enlist faithful prayer warriors to pray daily for revival in the church. As service time draws near, begin public prayer efforts. Incorporate revival prayer time into your morning worship and into your prayer meetings. Enlist lay persons to pray during these public times. Lay persons must take ownership in the prayer ministry and recognize their responsibility to pray for evangelism and revival to take place.

You may wish to initiate cottage prayer meetings prior to the event.

Your prayer coordinator can be in charge of this. Encourage the participants to conduct the cottage prayer times at locations all around your "field of service." Encircle **your city** in prayer.

Make sure there are folks who will serve by praying on the day of the event and during the crusade programs. Without prayer, there will be no revival individually or corporately. On each day of the event, the team should pray with the pastor and lay leaders prior to the service.

- 4. Preach messages on revival during the month prior to the service.**

5. Meet with the planning team often making sure that clear and complete communication is taking place. We all need to be "on the same page." This will help you make sure that everything is in place and functioning properly.

6. Expect great things from God. Christians must pray, serve, and look to Jesus with a *confident expectancy*. God can and will revive His people.

Thank you for joining with us to touch lives for Christ!

PREPARATION ***BEFOREHAND*** =

SUCCESS ***DURING*** THE EVENT, AND

RESIDUAL BLESSINGS

AFTERWARD!

***STRATEGIC COMMITTEES MAKE
FOR A SUCCESSFUL EVENT!***

Alex McFarland is coming to your city. What steps may be taken to make for the best event possible making the greatest impact for Christ in your community? Prayerfully consider forming committees to carry out the duties listed below. This will not only involve your people, but it will enable them to use their God-given spiritual gifts for God-ordained purposes: evangelism of the lost and revival of the saved. Of course, in **all** of these areas of preparation, Step 1 is PRAYER!

***EVENT OR CRUSADE* “TO DO” LIST**

PRAYER COMMITTEE

Objective: The Prayer Committee is responsible for enlisting people to pray for every aspect of the event. This could include organizing weekly prayer meetings, cottage prayer meetings in homes prior to the crusade, an all-day prayer chain before the crusade, and prayer teams in the prayer room thirty minutes prior to the actual service on the evening of the event.

ARRANGEMENTS COMMITTEE

Objective: The Arrangements Committee is responsible for acquiring and assembling all properties needed for the event, enlisting workers for the service, and overseeing other details needed to make for a successful event.

PUBLICITY COMMITTEE

Objective: For a special event like a multi-church crusade or even for your church's annual revival meeting, formation of a strong Publicity Committee is of *critical importance!* You may download posters and flyers from our web site at <https://alexmcfarland.com/event-resources/>. A Publicity Committee may decide to produce customized printed materials especially for this event. The Publicity Committee will need volunteer help in labeling these items with your church's name and also helpers to get these items posted and distributed around your city.

Alex McFarland has been privileged to conduct programs in over 200 local churches. Experience has shown us that many guests can be led to the event, and subsequently led to *Christ*, through the influence of posters and publicity items.

TELEPHONE-CALLING COMMITTEE

Objective: The Telephone-Calling Committee is responsible for coordinating church volunteers in calling people in your community to extend an invitation to attend the event. With minimal effort, the Telephone-Calling Committee could call all names in the church directory. You may want to call all or part of the names in the local directory. A

personal telephone invitation about one week prior to the event will reach people who otherwise may not attend.

OUTREACH COMMITTEE

Objective: The Outreach Committee is responsible for building attendance at the Crusade service. This group may encourage Sunday school classes to set a goal for their class members to bring their friends to the service. The Outreach Committee could be responsible to coordinate a door-to-door visitation.

USHERS / GREETERS / PARKING LOT HELPERS

Objective: The Ushers / Greeters / Parking Lot Helpers are responsible for directing and parking traffic at the crusade, greeting and seating people, distributing bulletins and assisting people during the crusade. Visitors to your building will not know where the restrooms and water fountains are located. Studies show that friendly, helpful members are a significant factor to influence the way guests respond to your church. Position yourselves to make the best, most positive impression for Christ and for your church.

COUNSELING COMMITTEE

Objective: The Counseling Committee is responsible to enlist and train counselors for the evening of the service. The Counseling Committee will make sure that the Bibles, decision cards, and other materials are in place on the night of the event.

FOLLOW-UP COMMITTEE

Objective: The Follow-up Committee is responsible for giving every name and address of every inquirer to the Pastor, Outreach Minister, Sunday school teachers or other appropriate leaders at the church.

It is vitally important that all persons who made a decision for Christ be followed up with. A personal visit, words of encouragement and a genuine interest in the Christian growth of a new believer will ensure that the person begins to mature in Christ and unite with the local church.

PRAYER COMMITTEE

Objective: The Prayer Committee is responsible for enlisting people to pray for every aspect of the event. This could include organizing weekly prayer meetings, cottage prayer meetings in homes prior to the crusade, an all-day prayer chain before the crusade, and prayer teams in the prayer room thirty minutes prior to the actual service on the evening of the event.

PRAYER COMMITTEE IDEAS

1. Enlist Sunday school classes to begin praying for the event.
 - a. Establish set times of prayer.
 1. Sunday school classes
 2. Wednesday night prayer meetings
 3. Ladies organizational meetings
 4. Youth meetings
 - b. Develop a prayer list.
 1. Lost friends and family
 2. ALEX MCFARLAND EVENT team
 3. Your church's committees
2. Organize weekly prayer meetings.
 - a. Involve several churches to come together for prayer.
 - b. Encourage a church-wide fast one day prior to the crusade.
3. Encourage each participating church to organize cottage prayer meetings in their homes two weeks prior to the crusade.
4. Develop a 12-hour prayer chain the day before the crusade begins.
5. Organize a prayer time thirty minutes before each crusade service.
 - a. Enlist a leader to be in charge of the prayer time
 - b. Develop a list of items for which to pray.

PRAYER COMMITTEE CHECKLIST

1. Compose letter to local churches to enlist in prayer effort for crusade.
2. Schedule weekly prayer meeting(s).
3. Identify contact person in each participating church.
4. Prepare regular prayer reports to distribute throughout the church.
5. Appoint overseer for pre-crusade prayer chain.
6. Designate prayer leader for evening prayer session prior to the crusade service.

ARRANGEMENTS COMMITTEE

Objective: The Arrangements Committee is responsible for acquiring and assembling all properties related to the crusade, enlisting workers for the service, and providing some basic needs for the ALEX MCFARLAND EVENT team. The Arrangements Committee can assist the pastor and church staff in the preparation and execution of the ALEX MCFARLAND EVENT event.

“TO DO” LIST

1. Acquire and assemble all items needed for the event.
 - a. Provide extra chairs for seating (if needed).
 - b. Provide a counseling area for consultation with counseling chairperson.
 - c. Provide a prayer room for consultation with prayer chairperson.
 - d. Secure two host families, preferably very close to the church, who would assist Alex McFarland with possible needs (a place to shower, a light snack, perhaps a place to lie down for a nap).
2. Enlist any needed workers for each service.
3. Provide banners, flowers, carpet, and other items to make the platform attractive.

PUBLICITY COMMITTEE

JOB DESCRIPTION

Objective: The Publicity Committee is responsible for the publicity of all crusade events, purchasing advertisements in all local media, distributing posters, printing bulletins for each crusade service, and the preparation of articles to submit concerning various crusade aspects. This committee should work very closely with the crusade team.

1. Determine the scope of publicity needed for the crusade.
 - a. Establish a publicity director or publicity committee.
 - b. Identify the media persons and opportunities in area.
 - c. Develop relationships with media world.

2. Prepare the publicity pieces for the crusade and related events.
 - a. Recruit volunteers to distribute the publicity.
 - b. Utilize youth and college students to distribute the "Youth" poster and flyers.
 - c. Prior to crusade, distribute advertisements, posters, etc. through the local churches.

3. Designate person responsible for crusade bulletin or nightly handout.
 - a. Prepare bulletin.
 - b. Secure printing.
 - c. Deliver bulletin to ushers at crusade service.

IDEAS FOR PUBLICITY

1. Develop your own logo and stationery for the event or simply use your church's letterhead for correspondence.
2. Meet and keep local news editors informed about event developments.
3. Prepare press releases for distribution at proper time.
4. Prepare handbills for distribution to churches and throughout neighborhoods.
5. Form team to write letters to the editor.
6. Learn of radio and TV call-in or talk shows and arrange for the Alex McFarland to be interviewed on the day of the event.
7. Explore the possibility of preparing stickers, T-shirts, bumper stickers, signs, etc. to promote event.

HOW TO WRITE AND SEND A PRESS RELEASE

Send press releases to: Radio stations – Christian and secular, local newspapers, television news stations, local magazines or periodicals

When sending press releases, the following titles are generally appropriate:

Newspaper: Attention: Religion Editor (or just “Editor” if no Religion Editor)

Radio and Television: Attention: Assignment Editor / News Director

Magazines / Periodicals: Attention: Publisher

See example of a press release. After mailing out press release, follow up with a phone call to appropriate editor/news director.
Remember: Your local affiliates are hungry for news, and what God is doing among your people is **newsworthy!**

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Point-person's name /
contact person's name
Address / phone number

Avery County Churches To Host TNG Christian Event

Avery County, North Carolina - First Baptist Church, in conjunction with area churches of all denominations, will be hosting a Christian event that will involve many of the area's churches. The Crusade has been organized by Avery county leaders and Christian groups from many denominations are involved. Pastor Alex McFarland of Greensboro, NC will be speaking each evening, delivering messages that will establish the credibility and urgency of the Christian Gospel. The objectives are to present the Gospel message to non-Christians and to also educate and encourage believers. The crusade dates are XXXXXXXX, and services will begin at XXX PM each evening, in the gymnasium of the XXXXXI.

Alex McFarland has been holding similar Christian events in churches and on campuses around the nation since 1997. One of the goals of Alex McFarland Ministries has been to dispel misinformation and objections against Christianity that have been perpetuated throughout the last several decades. Pastor McFarland's messages present, explain, and defend the Christian world-view with content which effectively conveys how an individual may have a personal relationship with Jesus Christ.

Alex McFarland Ministries is dedicated to getting this single most important message out to those who will hear. With rampant school violence, a skyrocketing divorce rate, diminished family values and virtues, and dramatic increases in cult memberships, Alex McFarland delivers the truth about God directly from the Bible. This is accomplished by clarifying misconceptions and / or misunderstandings that many people hold about Heaven, Hell, Christianity, Jesus Christ, the Bible, etc.

Every individual grapples at some point with the ultimate issues of life - the "big questions." As Alex McFarland events have done in every other US state, the Avery

County crusade will provide an answer to searching hearts and minds in this generation. In addition to spreading the good news of the salvation in Jesus Christ, this Crusade is a clarion call to fellow believers. Christians will have the opportunity to gain an understanding of how to give compelling reasons for their beliefs. Many people believe that Christianity is a “blind faith.” In reality, Christianity says “look before you leap.” Being a Christian means entering with your eyes (and intellect) wide open.

This event is headed by Pastor Alex McFarland, a full-time evangelist and apologist for the Christian faith. For specific information concerning the Avery County Crusade, contact _ at . For complete information on the Avery County Crusade, contact XXXX, at XXXXXXXX or view the ministry’s website, at <https://alexmcfarland.com>.

PUBLICITY ADVERTISING POSSIBLE AREAS TO BUDGET

Newspaper

Television

Radio

Posters (Downloadable at <https://alexmcfarland.com/event-resources/>)

Billboards

Lawn Signs

Bulletin Printing

Other

Upon request, Alex McFarland can provide a customized 30-second radio spot to promote your event. Additionally, we can provide a customized 30-second TV commercial as well. The Publicity Committee will be responsible to contact local TV and radio stations requesting that the event be announced as a PSA (Public Service Announcement) on local stations. Both Christian and secular stations will usually run the Crusade’s PSA if you mail or fax it to them at least two weeks beforehand.

OUTREACH COMMITTEE

Objective: The Outreach Committee is responsible for building attendance at the Crusade.

WAYS TO INSURE A WELL-ATTENDED EVENT

1. Encourage each Sunday school class to establish attendance goals.
 - a. Encourage all teachers and workers to attend the event.
 - b. Ask members to provide transportation for those who need it.
 - c. Other _____
2. Coordinate door-to-door visitation enlisting the members of your church.
3. Contact other churches and invite them to participate in the crusade event.
4. Recruit volunteers to assist in visiting area neighborhoods.

USHERS / GREETERS

PARKING LOT HELPERS

Objective: A guest's first exposure to the Gospel or to your church can have a tremendous influence on their overall response. Certainly we all want to make the best possible impression for the sake of the Gospel and for the good of the home church. For these reasons, the ushers, greeters, and parking lot helpers are some of the **most important** individuals that the church can utilize.

The ushers are needed to help guests be seated, to distribute the printed programs and to collect the offering (if a Love Offering is to be taken). There are a number of ways that the ushers assist in carrying out an effective worship service and during a special event, it is important to have plenty of ushers available.

A welcoming smile by the greeters inside the building will make visitors feel right at home. Let them know that you are delighted to have them at your church and you are there to answer any questions they may have. People will want to know where the restrooms and water fountains are located. You will be surprised also at how many guests really may be shopping for a church home and effective greeters convey the message, "We care about you!"

Why have helpers in the parking lot? Someone may need to direct traffic if there is a crowd. Elderly persons may need help getting into the building. (It would be wise to have a wheelchair available on the church property). Some folks may have questions about which door to go in, what time will the service be over, etc.

USHERS / GREETERS / PARKING LOT HELPERS "TO DO" LIST

1. Determine your church's need for ushers / greeters / and parking lot attendants.
2. Recruit persons to serve in these areas.
3. Schedule a meeting time to plan for these areas of service.
4. Gather ribbons, name tags, offering containers, and any other necessary equipment for tasks.
5. Have cards for head count available for each usher.

PARKING

1. Recruit experienced personnel to assist in directing crusade traffic.
2. Find out if nearby churches or businesses will allow overflow parking in their lots.
3. Make necessary contact with any police, emergency, or medical authorities.

(Example: Does your city code require a paramedic on hand for certain events?)

TELEPHONE COMMITTEE

Objective: The Telephone Committee is responsible for coordinating church volunteers in calling as many names as possible in the local directory with an invitation to the event two weeks prior to your crusade.

IDEAS FOR TELEPHONE OUTREACH

1. Identify volunteers to assist in project.
2. Prepare script for callers to use and provide training opportunities before the scheduled calling period.

Script for callers should be brief and concise. Share the basics: *What? Where? When? Why?*

The script below is only an example. Be relaxed and conversational.

Remind people that this is more than an ordinary revival or evangelistic event. Explain that searchers and skeptics will hear the solid reasons **why** the Gospel message is true.

"Hello! This is XXXXXXX. I am calling to invite you to the upcoming Alex McFarland Event. This crusade is an exciting event that we feel will make a wonderful and lasting impact in our community. You will not want to miss the special music, inspiring testimonies of guest speakers and especially the clear, Biblically-based messages delivered by Pastor Alex McFarland.

Christians will discover how they can be used by God to truly make a difference for Christ in the world today. And those present will be there to see something unique in our community as Christian churches of all denominations come together to present the Good News of Jesus Christ. This program will be a blessing to Christians but even more importantly, this is the perfect opportunity to invite that friend or loved one who needs the Lord.

Our speaker is Pastor Alex McFarland from Greensboro, NC. He is the only person ever to have preached in all 50 states in only 50 days. He has spoken in over 400 different churches around the nation and on over 100 college

campuses. The message of Christ is so important and so urgent that the event team and local organizers have followed God's call to undertake this event. We are calling today because we don't want you to miss this special event in the life of our community. If you would like some flyers or handbills for use as you invite friends to the crusade, we can get those to you."

3. Practice telephone conversations at training sessions.

4. Select team captains to divide local telephone assignments.

Telephone outreach team members may want to make notes to share with the Prayer Committee.

Also, record any prospect with whom further ministry may be conducted.

COUNSELORS JOB DESCRIPTIONS

Objective: The Counseling Committee is responsible to enlist and train counselors for the evening of the service. The Counseling Committee will make sure that the Bibles and other materials are in place on the night of the event.

1. Enlist counselors for the event from the host church and from any participating churches.
 - a. Appoint a Secretary.
 - b. Network with the pastor regarding their members who would serve well as counselors.
 - c. Compile a list of names and addresses of potential counselors and make contact with them.
2. It is advisable that men counsel with men and women counsel with women.
3. If persons who are new to this type of service will be counseling, determine the number of training sessions required to be a counselor.

4. Publicize the counselors' training sessions.

Alex McFarland will be providing the church with quantities of "The Personal Commitment Guide." Counselors should familiarize themselves with this useful tool. The booklet explains how a person may know that they are a Christian.

COUNSELING COMMITTEE CHECKLIST

- _____ 1. Appoint a secretary.
- _____ 2. Set a numerical goal of counselors needed.
- _____ 3. Schedule counselor training sessions.
- _____ 4. Prepare and mail publicity for counselor training sessions.
- _____ 5. Conduct counselor training session.
- _____ 6. Determine location of counseling room at the church.
- _____ 7. Prepare counselor badges.

FOLLOW-UP COMMITTEE

Objective: The Follow-Up Committee is responsible for collecting names and addresses of every inquirer and making sure that a representative from your church has contacted each individual. All persons who made any type of decision at the event should be contacted and encouraged to grow in Christ and unite with a local church.

How important is the work of a Follow-Up Committee? Pastor Alex McFarland shares the following account: *“Several years ago I assisted with a major area-wide crusade that was held in our city. After the event, the names and addresses of the several hundred inquirers were distributed to the churches located nearest the homes of the persons who made decisions during the crusade. This would allow the churches to follow up on people within their own neighborhoods.*

I made phone contacts for our church with very positive results. Virtually every person was glad that we called and expressed appreciation that a church was genuinely interested in their spiritual growth. Later, I began to call some of the other persons who had filled out cards only to find that many of the churches had not bothered to follow up on the inquirers, many of whom lived just blocks from the individual church. Something as simple as a follow-up phone call yielded wonderful results and within thirty days after the crusade, eighteen more new members had joined our church family. The grateful response of the people convinced me of the value of good follow-up.”

DEDICATED FOLLOW-UP EQUALS A LASTING IMPACT FOR YOUR CHURCH

1. Basic considerations for following up on those who made commitments at the Crusade:
 - a. Prepare any written material and send to inquirers.
 - b. Decide on use of community Bible studies or discussion groups as needed.

- c. Coordinate a telephone survey committee to call inquirers within two or three weeks after the crusade.
2. Involve counselors in active follow-up process with the inquirers.
 - a. Provide counselors with suggested materials to give inquirers.
 - b. Plan for needed training for counselors or others involved in the follow-up process.
 - c. Establish a report sheet for counselors to return to the committee after adequate time with the inquirer.
3. Determine the procedure for the follow-up committee to contact inquirers and encourage growth and church involvement.
 - a. Set deadline with person responsible to contact a pre-determined number of inquirers.
 - b. Provide material to inquirers to stimulate growth in Christ. This may be suggested by or in conjunction with local churches.
 - c. Designate a church representative to contact inquirers to stimulate personal involvement in the local church.

FOLLOW-UP COMMITTEE CHECKLIST

- _____ 1. Secure material to use for follow-up process.
- _____ 2. Compose letter to send to churches to inform of follow-up process.
- _____ 3. Compose letter to send to inquirers.
- _____ 4. Schedule training session for follow-up personnel.
- _____ 5. Enlist telephone team members.
- _____ 6. Determine number of scheduled contacts with inquirer and relative content of visit.
- _____ 7. Schedule date to mail entire list of inquirers to all crusade participants.
- _____ 8. Schedule approximate date to inform evangelistic association of follow-up progress after crusade.

We Praise God for Visionary Churches and Groups

Dear Christian Leader,

Thank you very much for your willingness to participate in reaching your community for Christ. The desire of our Board members and staff is that Jesus Christ will be glorified, lost people will be saved and Christians will be revived through our collaboration. In fact, throughout the time of preparation, hundreds of friends of the ministry pray for each revival, crusade or conference that Alex McFarland conducts.

If you need to contact Alex McFarland Ministries or Pastor Alex McFarland, please do not hesitate to do so. Stay in prayer and stay in touch. To God be the Glory in all things.

ALEX MCFARLAND EVENT MISSION

Alex McFarland Ministries has been presenting, explaining and defending the Gospel message since 1997. We have been privileged to collaborate with hundreds of churches from a wide variety of Christian denominations. Our mission is to continue working toward the fulfillment of Christ's Great Commission in the most effective manner possible. Jesus Christ deserves our best and the best is what we expect of ourselves.

In sharing the Gospel message, our aims are that:

1. Every person hears and understands the message of Christ.
2. Every person understands their responsibility in light of the message.
3. Every person has the opportunity to positively respond.

If for any reason you have a comment about anything to do with Alex McFarland Ministries, please write, call or e-mail us and we will respond. Thank you for your interest and support.