

EVENT PREPARATION

— GUIDE —

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***Strategic planning makes for
a successful event!***

LEADER'S GUIDE

(For Primary Event Organizer)

How to create an event that will equal GROWTH—numerically AND spiritually!

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 the following steps be taken in faith:

CHECKLIST

- _____ 1. **Form a planning team.** Enlist coordinators for various teams to plan and oversee details for event. The coordinators will then be tasked with recruiting others throughout the church to accomplish specific tasks. 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 church members? There are several reasons. Having been involved in many church-wide and city-wide evangelistic events, we 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 event has passed. By getting involved, your people will be able to use their God-given spiritual gifts and abilities and may discover previously hidden interests and talents.

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—together.

- _____ 2. **Meet with the planning team as soon as possible.** Delegate responsibilities. If no volunteers are immediately available for some responsibilities, recruit! Some of the most positive developments in life occur as we stretch ourselves.
- _____ 3. **Begin prayer efforts as soon as possible.** For at least the entire month prior to your event, involve the whole church in prayer. Enlist faithful prayer warriors to pray daily for revival in the church.

As the event draws near, begin public prayer efforts. Incorporate revival prayer time into your morning worship and your prayer meetings. Enlist non-staff members to pray during these public times. Lay members must take ownership in the prayer ministry and recognize their responsibility to pray in order for evangelism and revival to take place.

You may wish to initiate in-home prayer meetings prior to the event. Your prayer coordinator can be in charge of this. Encourage participants to conduct in-home 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 event services. 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. **Have pastor 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 (between you and them, and between them and those they lead). We all need to be “on the same page”. This will help you make sure that everything is in place and functioning properly.
- ___ 6. **Coordinate with Alex McFarland Ministries to finalize speaking schedule/topics** (topic list is available if needed) and send confirmed decision to booking@alexmcfarland.com, preferably one month or more before the event, but at least two weeks beforehand.
- ___ 7. **On the event day, have the balance of the speaking fee and any reimbursement for invoiced expenses in the form of a check** to be given to Alex before he takes the stage.
 - a. For any questions in this regard, see the speaking agreement or contact booking@alexmcfarland.com.
 - b. After the event, have any remaining balance due sent to Alex McFarland, PO Box 485, Pleasant Garden, NC 27313
- ___ 8. **Post crowd notice/photo release form** (printable form on next page) somewhere visible in the event location on the event day, writing your contact information in the blank.
- ___ 9. **Have someone on stage assigned to address everyone on the event day regarding Alex McFarland Ministries contact cards**, directing attendees to put the completed contact cards in the offering plate or in a box at the back of the service. **IF church allows this.*
- ___ 10. **After the event, please write a thank-you note / testimonial** to encourage future attendees and post it on social media, tagging @revalexmcfarland (Facebook/Instagram) or @alexmcfarland (Twitter). Alternately, email testimonial to booking@alexmcfarland.com.
- ___ 11. **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!***

CROWD NOTICE RELEASE

PLEASE BE AWARE THAT BY ENTERING THIS AREA, YOU CONSENT TO YOUR VOICE, NAME, AND/OR LIKENESS BEING USED, WITHOUT COMPENSATION, IN ANY AND ALL MEDIA, WHETHER NOW KNOWN OR HEREAFTER DEvised, FOR ETERNITY, AND YOU RELEASE ALEX MCFARLAND MINISTRIES, ITS SUCCESSORS, ASSIGNS AND LICENSEES FROM ANY LIABILITY WHATSOEVER OF ANY NATURE.

IF YOU DO NOT WISH TO PROVIDE YOUR CONSENT, CONTACT _____.

SUMMARY OF KEY TEAMS

Strategic Teams Make For A Successful Event!

Alex McFarland Ministries is coming to your city. How can you have the best event possible and make the greatest impact for Christ in your community? Prayerfully consider forming teams to carry out the duties listed below. This will not just involve your people, 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 these areas of preparation, the first step is PRAYER!

PRAYER TEAM

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

TECHNICAL TEAM

Objective: The Technical Team exists to capture events by photography and videography as well as supplying technical equipment to Alex McFarland Ministries, ensuring successful presentation delivery and speaking audio clarity.

ARRANGEMENTS TEAM

Objective: The Arrangements Team is responsible for acquiring and assembling all items/properties needed for the event, enlisting workers for the service, and overseeing other details needed to make for a successful event (like setting up and managing the book table).

PUBLICITY TEAM

Objective: A strong Publicity Team is of **critical importance!** A Publicity Team may decide to produce customized printed materials especially for this event. The Publicity Team will need volunteer help for labeling these items with your church's name and getting these items distributed around your city.

Alex McFarland Ministries has been privileged to conduct programs in over 2,200 local churches. Experience has shown us that many guests can be led to outreach events—and subsequently led to *Christ*—through the influence of posters and other publicity items.

OUTREACH TEAM

Objective: The Outreach Team is responsible for building attendance at the outreach event 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 Team could be responsible for coordinating door-to-door visitation. Team members can also make lists of friends and coworkers to personally invite as well as using social media to spread news of the event.

USHER / GREETER / PARKING LOT HELPER TEAMS

Objective: The Ushers / Greeters / Parking Lot Helpers are responsible for directing and parking traffic at the event, greeting and seating people, distributing bulletins, and assisting people during the event services. 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 influencing the way guests respond to your church. Position yourselves to make the best, most positive impression for Christ and for your church.

TELEPHONE-CALLING TEAM

Objective: The Telephone-Calling Team is responsible for coordinating church volunteers to call people in your community and invite them to attend the event. With minimal effort, the Telephone-Calling Team could call all names in the church directory. A personal phone invitation about one week prior to the event will reach people who otherwise may not attend.

COUNSELING TEAM

Objective: The Counseling Team is responsible for enlisting and training counselors for the outreach event service. The Counseling Team will make sure that Bibles, decision cards, and other materials are in place for the day of the event.

FOLLOW-UP TEAM

Objective: The Follow-up Team is responsible for obtaining every name and address of every inquirer and providing them to the pastor, outreach minister, Sunday school teachers, or other appropriate leaders at the church.

It is vitally important that all people who make a decision for Christ be followed up with. A personal visit, some 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 TEAM

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

CHECKLIST

- ___ 1. Organize weekly prayer meetings for various ministries of the church.
 - a. For example:
 - 1. Sunday school classes
 - 2. Small groups
 - 3. Men's and women's events/Bible Studies
 - 4. Youth meetings
 - b. Develop a prayer list for:
 - 1. Lost friends and family
 - 2. Alex McFarland Ministries team
 - 3. Your church's teams
- ___ 2. Reach out to other local churches to unify in prayer for your area.
 - a. Compose a letter and email to local churches to pray for the event.
 - b. Identify a contact person in each participating church.
 - c. Encourage each participating church to organize in-home prayer meetings two weeks prior to the event.
- ___ 3. Prepare regular prayer reports to distribute throughout the church (es).
- ___ 4. Encourage a church-wide fast one day (or more) prior to the event.
- ___ 5. Develop a 12-hour prayer chain the day before the event begins.
- ___ 6. Organize a prayer time thirty minutes before each event service.
 - a. Enlist a leader to oversee the prayer time.
 - b. Develop a list of items for which to pray

TECHNICAL TEAM

Objective: The Technical Team exists to capture events by photography and videography as well as supplying technical equipment to Alex McFarland Ministries, ensuring successful presentation delivery and speaking audio clarity.

CHECKLIST

- ___ 1. Assign a technical coordinator and, if needed, create a technical team.
- ___ 2. Alex often uses PowerPoint presentations which he prefers to run from the stage. The technical team should make an HDMI cable with a Thunderbolt adapter available on the stage for Alex's use during the event services.
- ___ 3. The technical team should provide Alex with a microphone, preferably over-the-ear rather than handheld if available.
- ___ 4. Recruit a volunteer with a proper camera to take high-quality photos during the event and upload them immediately to the ministry team's Dropbox (**booking@alexmcfarland.com**)
- ___ 5. Churches are welcome to record/livestream speaking sessions, but we would request that they provide the ministry with an original video file via Dropbox. If the church streams the event to their social media pages, a volunteer should be assigned to answer comments.

ARRANGEMENTS TEAM

Objective: The Arrangements Team is responsible for acquiring and assembling all properties/items related to the outreach event, enlisting workers for the service, and supplying some basic needs. The Arrangements Team can assist the pastor and church staff in the preparation and execution of the event.

CHECKLIST

- ___ 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 counselors.
 - c. Provide a prayer room for private prayer.
 - d. Secure two host families, preferably very close to the church, who would assist Alex McFarland Ministries 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 speaking platform attractive.
- ___ 4. Prepare a book table and assign a volunteer to manage the table before and after the event. The table will feature Alex McFarland's many published works which equip the church to respond confidently and biblically to issues in our culture today. Alex McFarland Ministries will provide the books and a cash box (with change) for the table.

PUBLICITY TEAM

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

Publicity Team tasks are time-sensitive. If the team is aware of the event schedule far enough in advance, preparation should begin 3-6 months before the event. Any radio shows or TV talk show appearances should be scheduled to air at least 6 weeks before the event.

CHECKLIST

- ___ 1. Determine the scope of publicity needed for the outreach event.
- ___ 2. Establish a publicity director and publicity team.
- ___ 3. Connect with local media.
 - a. Identify the media opportunities in the area and necessary people to contact.
 - b. Compile and send a list of local media sources to **booking@alexmcfarland.com**.
 - c. Develop relationships with the media world. Contact local news editors and keep them informed about outreach event developments. Assign volunteers to write letters to the editor.
 - d. Request that local TV and radio stations announce the outreach event as a PSA (Public Service Announcement). Both Christian and secular stations will usually run the event's PSA if you mail/fax it to them at least two weeks beforehand.
 - e. Discover local radio call-in and TV talk shows and arrange for the Alex McFarland Ministries team to be interviewed on the event day.
- ___ 4. Prepare the publicity pieces for the main speaking event (s) and any related events.
 - a. Develop your own logo and stationery for the event or simply use your church's letterhead for correspondence.
 - b. Create digital promotional piece (s) for email and social media.
 - c. Prepare pamphlets for distribution to churches and throughout neighborhoods.
 - d. Create press releases for distribution at the proper time.
 - e. Prepare stickers, t-shirts, bumper stickers, banners, signs, etc. to promote event
 - f. Send all promotional material electronic files to the Alex McFarland Ministries team at **booking@alexmcfarland.com** as the files are completed.

- ___ 5. Distribute publicity pieces.
 - a. Recruit volunteers to distribute the publicity pieces.
 - b. Utilize youth and college students to distribute the youth-oriented posters/flyers.
 - c. Prior to the event, distribute advertisements, posters, etc. through local churches.
 - d. Share about event on church social media and by email to any church email lists. Post regularly on social media leading up to the event (at least 1x/wk), tagging @revalexmcfarland (Facebook/Instagram) or @alexmcfarland (Twitter).

- ___ 6. Designate a person responsible for event bulletin or nightly handout.
 - a. Prepare and print bulletins.
 - b. Deliver printed bulletins to ushers at the service (s).
 - c. At weekly worship services leading up to the day of the event, place event invitation card inserts in service bulletins so that congregants may use them to invite others to attend.

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 press release on the following page. After mailing out the press release, follow up with a phone call to the 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 Christian Community Event

Avery County, North Carolina - Alex McFarland Ministries, in conjunction with area churches of all denominations, will be hosting a Christian event that will involve many of the area's churches. The event 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 also to educate and encourage believers. The event dates are ____ - ____, and services will begin at 7:00 PM each evening in the gymnasium of the Avery County High School.

Alex McFarland Ministries 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 worldview 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 all who will hear. With rampant school violence, a skyrocketing divorce rate, diminished family values, and dramatic increases in cult memberships, Alex McFarland Ministries 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 Ministries has done in every other US state, the Avery County community event will provide an answer to searching hearts and minds in this generation. In addition to spreading the good news of salvation in Jesus Christ, this event is a clarion call to fellow believers. Christians will have the opportunity to gain an understanding of how to give compelling reasons for their belief. 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.

Alex McFarland Ministries is headed by Pastor Alex McFarland, a full-time evangelist and apologist for the Christian faith. For specific local information concerning the Avery County event, contact _____ at _____. For complete general information on the Avery County event, contact Alex McFarland Ministries, Inc., at (336) 373-9158 or view the ministry's website at www.alexmcfarland.com.



PUBLICITY BUDGET RECOMMENDATION

ADVERTISEMENTS

Newspaper	_____
Television	_____
Radio	_____
Social Media	_____
Posters	_____
Billboards	_____
Lawn Signs	_____
Bulletin Printing	_____
Other	_____
Other	_____
Total	_____

OUTREACH TEAM

Objective: The Outreach Team is responsible for building attendance at the event.

CHECKLIST

- ___ 1. Encourage each Sunday school class to establish attendance goals.
 - a. Have all teachers and workers attend the event.
 - b. Ask members to provide transportation to those who need it.
 - c. Encourage Sunday school members to invite friends/family/coworkers.
- ___ 2. Contact other churches and invite them to participate in the event.
- ___ 3. Recruit volunteers to assist with door-to-door visitation in area neighborhoods.
- ___ 4. Post regularly on social media leading up to the event, inviting others to attend and tagging @revalexmcfarland (Facebook/Instagram) or @alexmcfarland (Twitter), and share any church posts about the event. Ministry info can be found at: Facebook & Instagram – revalexmcfarland / Twitter – @alexmcfarland.
- ___ 5. Design and print invitation cards to be distributed on Sunday morning 2-3 weeks prior to the event, so that congregants may use them to invite others to attend.



USHER / GREETER / PARKING LOT HELPER TEAMS

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 church community. 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 printed programs, and to collect the offering (if a "Love Offering" is to be taken). There are many ways that the ushers assist in carrying out an effective worship service, and during a special event like an outreach service, it is important to have plenty of ushers available.

A welcoming smile from the greeters inside the building will make visitors feel right at home. Let them know 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 may also be surprised at how many guests really are looking 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 people 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 the service will be over, etc.

USHER / GREETER CHECKLIST

- ___ 1. Determine your church's need for ushers, greeters, and parking lot attendants.
- ___ 2. Recruit people to serve in these areas.
- ___ 3. Schedule a meeting time to plan for these areas of service.
- ___ 4. Gather ribbons, name tags, offering containers, Alex McFarland Ministries contact cards (ministry provides) and any other necessary equipment for tasks.
- ___ 5. Work with the Follow Up Team on distribution and collection of contact cards (which are provided by Alex McFarland Ministries).
- ___ 6. Have cards for head counting available for each usher.

PARKING LOT HELPER CHECKLIST

- ___ 1. Recruit experienced personnel to assist in directing event 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-CALLING TEAM

Objective: The Telephone Team is responsible for coordinating church volunteers to call as many names as possible two weeks prior to the event, offering personal invitations to join the festivities.

CHECKLIST

- ___ 1. Identify volunteers to assist in making calls.
- ___ 2. Prepare a script for callers to use and provide training opportunities before the scheduled calling period.
 - * The script for callers should be brief. Share the basics: What? Where? When? Why?
 - * Remind people that this is more than an ordinary evangelistic event. Explain that searchers and skeptics will hear the solid reasons why the Gospel message is true.
 - * Be relaxed and conversational.

Consider the below example script:

"Hello! This is _____. I am calling to invite you to an upcoming Avery County community event. We believe this exciting event will make a wonderful and lasting impact on 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. Everyone there will 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 2,200 different churches around the nation and on over 100 college campuses. The message of Christ is so important and so urgent that the Alex McFarland Ministries team and local organizers have followed God's call to undertake this outreach event.

Our team is 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 pamphlets to use as you invite friends to the event, we can get those to you."

**Words in red are most applicable if the person shows positivity to previous talk of Christ in the conversation or if they express an outright Christian commitment.*

- ___ 3. Practice role-play telephone conversations at training sessions.
- ___ 4. Select team captains to divide local telephone assignments.
- ___ 5. Make calls to as many people as possible starting two weeks prior to the event.
 - a. Telephone outreach team members may want to make notes to share with the Prayer Team.
 - b. When making calls, it's important to record any prospects with whom further ministry may be conducted.

COUNSELING TEAM

Objective: The Counseling Team is responsible for enlisting and training counselors for the evening of the service. The Counseling Team will make sure that the Bibles and other follow-up materials are in place on the night of the event.

CHECKLIST

- ___ 1. Enlist counselors for the event from the host church and any participating churches.
 - a. Appoint a coordinator/secretary.
 - b. Set a numerical goal of counselors needed. Ensure that you recruit both male and female counselors so females can receive counsel from females and vice versa.
 - c. Consult the pastor(s) regarding members who might serve well as counselors.
 - d. Compile a list of names and addresses of potential counselors and make contact.
- ___ 2. If people who are new to this type of service will be counseling, first determine the number of training sessions required to be a counselor, then schedule training for them.
- ___ 3. Prepare and send out publicity materials for the counselor training sessions.
- ___ 4. Conduct counselor training sessions. As part of training, counselors should familiarize themselves with the "My Relationship With God" booklet provided by Alex McFarland Ministries and utilize it in mock-counseling sessions. The booklet explains how a person may know they are a Christian.
- ___ 5. Determine the location of a counseling room at the church for the event.
- ___ 6. Prepare counselor name badges for identification during services.
- ___ 7. Ensure that counselors are equipped with "My Relationship With God" booklets to distribute to those who make decisions for Christ.

FOLLOW-UP TEAM

Objective: The Follow-Up Team is responsible for collecting names and addresses of every inquirer and making sure that a representative from your church has contacted each individual. Everyone 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 Team? Pastor Alex McFarland shares the following account:

“Several years ago, I assisted with a major area-wide outreach event 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 people who made decisions during the event. This would allow churches to follow up with people in 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. 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 Lasting Impact For Your Church!

CHECKLIST

- ___ 1. Recruit follow-up personnel, first consulting the telephone and counseling team.
- ___ 2. Determine the procedure for contacting inquirers and encouraging growth and church involvement. Alex McFarland Ministries provides contact cards to help collect this information (see next page). Assign a person to thank people for attending and to explain the use of these cards during the event. This is done most effectively AFTER Alex speaks. Work with Usher Team to distribute and to collect the completed cards. Also, assign a person with access to the church office to make copies or scan them immediately (before the conclusion of the event), and hand the physical cards to Alex McFarland before his departure.
- ___ 3. Determine the number of scheduled contacts with inquirers and general content of those visits (by phone or in-person).
- ___ 4. Schedule training sessions for follow-up personnel.
- ___ 5. Compose a letter to send to inquirers after the event.

ALEX MCFARLAND MINISTRIES

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 in and support of Alex McFarland Ministries .

HAVE QUESTIONS?

There are a variety of frequently asked questions (FAQs) that inevitably come up when Alex McFarland Ministries conducts services in partnership with a local church. You may find answers to some of them as follows, and you may ask any others by emailing booking@alexmcfarland.com.

FAQS

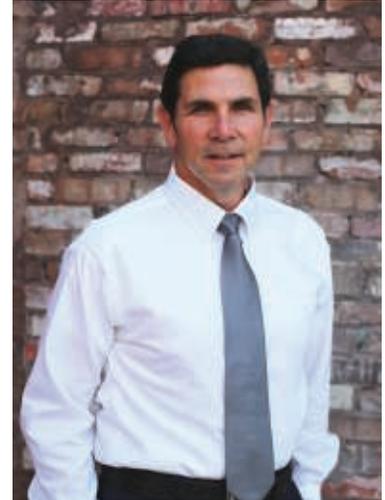
1. What about worship? Do we need a band at outreach event services?
 - A.** This is entirely up to your church. Having a band leading worship can greatly enhance the guest experience and can serve to help prepare hearts to hear the message, but it's not a requirement.
2. Do we need to provide meals for Alex?
 - A.** The ministry does not expect meals to be provided, but some churches like to do so, and others provide a snack basket. If your church would like to do that, Alex enjoys Diet Pepsi and peanuts. However, he's very flexible with meals/snacks.
3. How would you describe Alex?
 - A.** Alex is energetic, caring, flexible, and people-oriented. He is passionate about the gospel and extremely motivating. Often, he's the last one to leave the event due to the many attendees to which he ministers after services. You will find Alex available and approachable.

ALEX MCFARLAND

EVANGELIST

The Lord Jesus Christ – His is the name above all names, and it all truly is all about Him!

As a Christian apologist, author, evangelist, religion and culture analyst, and advocate for biblical truth, Alex McFarland speaks worldwide. He has preached in over 2,200 churches throughout North America and numerous more internationally. He also speaks at Christian events, conferences, debates, and other venues to teach biblical truths and preach the gospel.



Alex co-hosts *Exploring the Word* on the American Family Radio network, airing daily on nearly 200 radio stations across the U.S. He is a frequent guest on *Fox News*, and has been interviewed by other media outlets including *Fox and Friends*, the *Alan Colmes Show*, *The Strategy Room*, Billy Graham's *Decision* radio broadcast, *Focus On The Family* radio, NPR's *All Things Considered*, The New York Times, The Washington Post, Chuck Colson's *Breakpoint* broadcast, BBC, CBN, Bible Broadcast Network, La Vie (France), and news outlets including CBS, FOX, NBC, CSPAN, SRN, and the Associated Press (AP) wire service. He is a contributing writer in print and electronic media, including LA Times, Boston Herald, OK- Celebrity News Magazine, Christianity Today, Charisma, On Mission, Billy Graham's *Decision Magazine*, and more.

Alex is the only evangelist to have preached in all 50 states in only 50 days. His "Tour Of Truth" crusade swept across America with 64 evangelistic services from which came many decisions to receive Jesus and by which many Christians were equipped and encouraged.

Alex was the third president of Southern Evangelical Seminary and College, located in Charlotte, NC, from 2001 to 2005, and under his leadership the school experienced unprecedented growth. Prior, Alex had served as Focus On The Family's first Director of Teen Apologetics. He has also fulfilled the Director of Apologetics and Christian Worldview role at North Greenville University (SC) from 2010-2018. Alex currently serves as Director of Biblical Worldview at Charis Bible College (since 2017).

Alex's greatest passion is growing the Body of Christ and instructing Christians on how to stand strong in the face of ever-diminishing morals, ethics, and values. In the early 1990s, Alex pioneered the Truth for a New Generation Conference designed to equip teens and adults to know what they believe and defend their faith. The conferences continue to be held and feature well-known and respected speakers such as Josh McDowell, Lee Strobel, Eric Metaxas, Todd Starnes, Joni Eareckson Tada, Will Graham, and many others. To learn more about Alex McFarland, visit www.AlexMcFarland.com.





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