

LIFE Outreach Planning Guide

Welcome to the LIFE Outreach process. Contained in the following pages are action steps which will ensure the end vision of a LIFE Outreach is met.

You will find that by following the recommended steps, your congregation and partnering congregations will be well prepared not only for this event, but in living a lifestyle of evangelism.

The LIFE Outreach is designed to not only reach the people in your community that are without Christ, but also equip the church in evangelism and discipleship. The preparation and equipping on the front end will allow for better follow-up and a long-lasting impact beyond the event.

Matthew 28:18-20

“All authority in heaven and on earth has been given to me. Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age.”

LIFE Outreach is a holistic approach in disciple-making for churches and associations. The aim is to cultivate a gospel centered culture and community of disciple-making in obedience to the Great Commission of Leading people to follow Christ, walking with them as they learn to Identify with Christ, teaching them to observe a life of Faithful obedience to Christ, whereby they too are Equipped in the commission of leading people to Christ from infancy to adulthood.

The LIFE Outreach model is a Sunday through Wednesday.

- **Sunday:** The community of churches are equipped in the biblical foundation, framework and approaches in evangelism and discipleship.
- **Monday – Wednesday:** Up to 3 character-based school assemblies can be held each day. The assemblies meet the needs of local schools and are an opportunity to invite students and their families to a community-wide evangelistic event held on Wednesday night.
- **Wednesday Night:** The LIFE Outreach culminates at with an evangelistic outreach event held at the largest High School in the community. The Encouragers that were equipped on Sunday will debrief with those deciding to follow Christ at the invitation time.

At the conclusion of the event, those who are trained will disciple the new followers of Christ as part of follow-up process. This will also be an opportunity to invite those starting their new life in Christ into the life and culture of your local churches.

You will find that by following the recommended steps your community of churches will be well prepared not only for this event, but in living a lifestyle of disciple-making.

First Steps

1. Schedule a LIFE Outreach vision casting meeting. To get things started in the right direction, Brad Bennett, the MBC Making Disciples Director, will come lead an in person meeting with church and community leaders. This might be a good opportunity to meet with school administration for booking the school assemblies.
2. Establish contact with our Event Planning Strategist, Sandee Hedger, at shedger@mobaptist.org.
3. Determine the date of your LIFE Outreach (Sunday through Wednesday format).
4. Prioritize the Sunday morning LIFE Outreach service on your Church calendar.
5. Reserve the space needed for the Sunday evening training.
6. Enlist the Team Leaders outlined in this Planning Guide, providing for them copies of the responsibilities outlined in the following pages. As the Point Person for the LIFE Outreach, you will lead these Team Leaders through the planning process.
7. Secure the Harvest Night location. (Please refer to the Event Team section for details.)
8. Schedule School Assemblies. The school assemblies are key to the success of the event. (Refer to the School Assembly Team section for details.)

When possible, partner with other congregations of like Faith and Order within your community for a broader Kingdom impact.

Disciple-Making Structures for Church Leaders

Evangelism and Discipleship



Month 1

Vision Casting

Month 2

Disciple-Making Picture – Pathway – Pipeline

Month 3

Assimilation Pathway, Processes and Approaches

Month 4

Disciple-Making for Children’s Ministry

Month 5

Disciple-Making for Student Ministry

Month 6

LIFE Outreach Training

Team Leaders

It will be helpful and less work on the Point Person to enlist 7 team leaders to help in the planning process. This will get more people from your community involved and more ownership. Each Team Leader is responsible for gathering a group of volunteers to serve together in the implementation of details. Team Leaders will be responsible for specific details in their area of the event, with each team communicating regularly regarding the progress of the outlined action items.

Finance Team: *Responsible for budgeting, raising funds, dispensing all monies required.*

- ❑ Ask each church involved to give financially to the event. *(Many times, churches will not have ownership in the event until they are financially vested)*
- ❑ Determine a budget for the event. The event can be customized for your particular community so consider what the needs are before developing a budget.
- ❑ Calculate the cost of any purchased promotional materials and marketing expenses *(ie: banners, flyers, mass mailouts, radio or TV spots)*
- ❑ Spend time in prayer and in dialogue with other team leaders to develop creative funding options for the event.

Prayer Team: *This team will develop and implement the Church-wide prayer strategy.*

- ❑ Coordinate a prayer walk on each school campus holding an assembly.
- ❑ Develop a weekly prayer focus to be used in Sunday morning worship for the month prior to the Training and Event.
- ❑ Coordinate a church wide day of prayer and fasting for the LIFE Outreach training and event.
- ❑ Coordinate a prayer walk of the LIFE Outreach event night facility.
- ❑ Enlist adults to pray during the LIFE Outreach event.

10-day Prayer Guide:

Day 10 Pray for Event Coordinators

- Planning process
- Families
- Time
- Encouragement

Day 9 Pray for Schools

- Students
- Principals

- Teachers
- School Assemblies

Day 8 Pray for Christian Students and Adults

- Inviting their friends and family who do not yet follow Christ
- Boldness to share their faith in Christ Jesus
- Living a Missional Lifestyle.

Day 7 Pray for people who are not yet Christ-followers

- God would speak to their hearts, drawing them to Himself
- They will desire to become Christ-followers
- Have a connection with a group of believers (the Church)

Day 6 Pray for Encouragers

- God will call out passionate people to serve
- Have wisdom in what they say to those seeking Christ

Day 5 Pray for the Real Encounter Stunt Team

- Brad Bennett as he shares the message of salvation
- Guidance in the planning of the event
- The Real Encounter Team's impact would be great on and off the stage
- Technical aspects would be flawless and equipment work as it should!
- Athlete's to be safe

Day 4 Pray for your community

- There would be a spiritual awakening in the entire region
- God would break down all barriers to the gospel
- Many would choose to become Christ-followers

Day 3 Pray for your church

- Leadership of your church, your Pastor & Student Minister as they lead to embrace the new Christ-followers and fully disciple them

Day 2 Pray for families of the Real Encounter Stunt Team

- Their safety and spiritual protection while separated
- The Lord's comfort and provision for them in team members absence

Day 1 Pray for yourself

- Your eyes would see, and mouth would invite at least 5 people who need to know Christ and come to the Harvest Night Event (Missions in action!)
- God would use you today

School Assembly Team: *Responsible for scheduling and promoting school assemblies. The team leader should have a good relationship with school officials.*

- Organize a list of Schools within 30 miles of your Harvest Night venue.
- Meet with principals and other administration to offer a quality character-based assembly that will meet their needs as school leaders. Provide them with information (content and references) at the time of the first meeting.

Note: Communicate clearly that the assemblies are a gift to the community from your Church and that there is no cost to the school.

Further details:

1. *Each assembly is 45 min in length, with an additional 30 minutes allotment for load-in and 30 minutes for load-out. (Students moving into and out of assembly area is additional time)*
 2. *Motorcycle and/or BMX Bicycle will be used on the gym floor or auditorium stage. Protective mats are provided for protection.*
 3. *Audio equipment is provided.*
- ❑ Schedule school assemblies to allow 2 to 3 assemblies a day, calculating a 2 hour time frame for each assembly, plus drive time between assembly locations.
 - ❑ Follow up the verbal conversation with an email confirmation of each assembly, including time allotment. When you receive written confirmation back from each school, send a copy to the MBC Making Disciples Event Planning office: shedger@mobaptist.org.
 - ❑ Enlist 2 men to assist with load-in and load-out at each Assembly.
 - ❑ Prepare the invitation postcards (provided by Real Encounter) with informational labels regarding the Life Outreach event. Enlist volunteers to distribute the postcards at the conclusion of each assembly.

NOTE: 2 weeks prior to the LIFE Outreach, contact each Principle to confirm the upcoming assembly.

Event Team: Responsible for the details of the LIFE Outreach event night.

- ❑ Secure venue site for the Life Outreach harvest night. (Typically, the school with the largest gymnasium seating capacity.)
- ❑ Anticipate a crowd of 1,000 – 3,000 people in attendance. The more school assemblies scheduled, the higher the attendance.
- ❑ Obtain the facility for no later than 3:00 p.m. Wednesday for set-up. This set-up process takes a minimum of 2 hours to complete. Ideally, the final Assembly conducted on Wednesday will be scheduled in the same space, allowing the team to remain on site.
- ❑ Ensure venue meets power requirements needed for production.
- ❑ Organize volunteer or professional security for the event for both indoors and outdoors.
- ❑ Provide barricades for exhibition areas to protect both spectators and performers. Caution tape and barricades are required.
- ❑ Secure 2 industrial gas-powered lighting trees for outside exhibition.

NOTE: 2 weeks prior to the LIFE Outreach, conduct a final site visit to the event location confirming the time, logistics and contact person for set-up.

If Motorcycle Stunting is booked:

- Ensure space of 50' x 150' on pavement or asphalt for the exhibition.
- Provide 2 industrial gas-powered lighting trees for exhibition area.
- Provide barricades around exhibition area to protect both spectators and riders.

If a BMX Team is booked:

- Indoor BMX exhibition will require gym floor space of approx. 100 feet in length. BMX Team will provide a self-contained ramp system and mats to protect the floor.
- Outdoor BMX exhibition will require a minimum of 150 feet in length on pavement. In the event no pavement is available, contact the MBC office for complete instructions.
- Provide barricades to protect both spectators and riders.
- Provide 2 generated industrial lighting trees for exhibition area.

Publicity Team: *Responsible for developing and implementing a comprehensive communication strategy for the Life Outreach Training and Event.*

- Calculate costs of advertising materials. Graphics for social media advertising as well as posters/postcards will be provided. (Posters provided are designed to fit on student's lockers)
- Plan and implement the best form of communicating the event to the community, accessing social media, mail-outs, posters, banners, postcards mailouts, radio, TV and news outlets.
- Invite local newspaper, radio, and television stations to cover the event from preparation to finish.
- Consider purchasing Real Encounter T-shirts for the purpose of advertising and to be worn by volunteers. Please contact Sandee Hedger for ordering.
- Follow the communication schedule:
 - 12 weeks out – begin promotion to all local churches.
 - 4 weeks out – publicity to the community.
 - 2 weeks out - publicity in the schools.

Encourager Team: *Responsible for recruitment of participants in the Sunday evening Life Outreach Training event and the enlistment of participants to serve as Encouragers for the Life Outreach harvest night.*

- Enlist a minimum of 100 adult volunteers to participate as Encouragers for the Life Outreach. The Encouragers will be equipped by the MBC Making Disciples team during the Sunday night training event.

- ❑ Designate a specific location with adequate space for the encourager time during the outreach event. The Encouragers will debrief with those making a decision during the invitation.
- ❑ Formulate a comprehensive follow-up procedure for those making decisions.
- ❑ Evaluate the decision cards at the conclusion of the event. If multiple Churches are involved, distribute the cards with specific church affiliation to that church. If no church affiliation is reflected on the information card, seek information regarding a close friend of the person making a decision for Christ, then pass the contact information to the friend's church leadership. In the event there is no friend or affiliation, give to the nearest participating church by address.
- ❑ Anticipate 20% in attendance coming forward at invitation time. (You will need a minimum of 100 encouragers.)
- ❑ Purchase Bibles & any other disciple-making materials the Lord has directed to be given to each person responding at the invitation time.
- ❑ Develop cards with a listing of local churches, Pastors, Student Ministers and service times to be given to each person responding to the Gospel.
- ❑ Decision Cards are provided by the MBC.
- ❑ Provide pens/pencils/clipboards
- ❑ Provide name badges or other identification source for each Encourager.
- ❑ The MBC Making Disciples team will be training your Encouragers in what conversations are beyond their role and the referral process should a conversation deem necessary to involve mandatory reporting or professional counseling.

NOTE: We follow the Biblical mandate of "women counsel women and men counsel men" and ensure that at no time is an Encourager alone with any person (especially students) in a secluded area.

First Response Team: *Responsible for developing and implementing a strategy for follow-up on each person who has responded to the Gospel during the Life Outreach Event.*

- ❑ Gather and train a large team of volunteers in how to make productive phone calls to each person who completed a Decision Card. The responses on the cards will be varied from prayer requests, re-dedication and repentance of sin. It is vital that each person is encouraged accordingly.
- ❑ Plan for the team to gather immediately following the Event to sort and categorize the Decision Cards according to the decisions recorded.
- ❑ Gather the Team on Thursday to make phone calls to each person, leaving voice messages when necessary. It is vital that each person reflected on the decision cards

receive prompt contact from a disciple-making believer and should be completed on Thursday.

- ❑ Provide note cards and stamps for Team members to write and address a note following each phone conversation for a “second step” follow-up. Mail the cards on Friday.
- ❑ Plan for your team members to meet and host guests from the Life Outreach Event on Sunday morning for worship, meeting them at the door, escorting them to Worship Service and sitting with them. **BUILDING RELATIONSHIPS** will be the key to long-term disciple-making.
- ❑ Host a LIFE Outreach follow-up celebration. Invite all those that made a decision to a celebration gathering. This will be an opportunity for new folks to get to know you and the churches involved in the follow-up process. This would be a good opportunity to talk through next steps. It would be beneficial to hold the celebration possibly on a Sunday night within two weeks of the LIFE Outreach.
- ❑ Schedule New Believer classes and a Baptism Sunday for those who have received Christ.

Life Outreach Check List

6 Months

- ❑ Schedule a vision casting meeting with your community leaders. To get things started in the right direction, Brad Bennett, the MBC Making Disciples Director, will come do an in person meeting with church and community leaders. This might be a good time to meet with school administration for booking the school assemblies.
- ❑ Agree on a date of event. (*Confirm that school and community events do not interfere*)
- ❑ Complete the Ministry Agreement with Real Encounter.
- ❑ Assemble team leaders according to the Pre-Event Planning Guide
- ❑ When partnering with other Great Commission churches, invite them to assist Team Leaders in the planning process.
- ❑ Meet with school Principals to inform them of the Assemblies. Contacting schools early on increases the chances of assemblies being booked.
- ❑ Book venue for the Wednesday night Life Outreach.
- ❑ Ensure adequate space for the motorcycle and/or BMX exhibition area.
- ❑ Develop the budget.

3 Months

- ❑ Publicize to area churches. Include churches that are not involved with the planning process to support the event with their attendance and prayer.
- ❑ Confirm Event Night venue and time. Typically 6:30pm to 8pm.
- ❑ Enlist adults to attend the Life Outreach Training and then serve as encouragers for the outreach event night.
- ❑ Purchase bibles, gospel tracts, pens/pencils and name badges.
- ❑ Order Real Encounter shirts. Sandee Hedger will provide an order form.

- Reserve 2 gas-generated lighting trees for outside exhibition.

1 Month

- Request the grant from the MBC Making Disciples Group.
- Recruit security personnel for outreach event night
- Confirm lighting trees for outside motorcycle exhibition.
- Confirm school assemblies
- Publicize in the schools, using locker posters, postcards and t-shirts.
- Begin mass media blitz.
- Begin community wide prayer strategy with participating churches.

2 Weeks

- Continue with publicity blitz in community.
- Continue publicity in the schools. Use posters, postcards and t-shirts.
- Email name and addresses of all venues to the MDG office.
- Confirm assembly details and times with each school.
- Confirm Outreach Event night location, access time and space.
- Confirm the on-site coordinator who will be overseeing the facility during event.

*If this event is going to be a success, it will only be so because of prayer and priority.
Begin to pray now for the team, the people in your town and the churches who will be involved.*

We are praying that God would bless your efforts and do something so incredible that only He could get the credit for it!