



CHURCH COMMUNICATION NETWORK
PRESENTS

Creating Innovative Outreach Events

Featuring

Lee Strobel

Writer, editor, and columnist

Author, The Case for Christ and

Inside the Mind of Unchurched Harry and Mary

Coauthor, Becoming a Contagious Christian curriculum

Mark Mittelberg

Strategist and consultant in outreach and evangelism

*Author, Building a Contagious Church: Revolutionizing the Way We View
and Do Evangelism*

Coauthor, Becoming a Contagious Christian curriculum

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I. Introduction

II. Team evangelism

Team evangelism: individual Christians doing personal evangelism team up with a church, where gifted speakers and artists produce services and events intended to supplement their efforts

III. Categories of outreach events

1. _____ - _____ church services

2. _____ -based ministry

3. Outreach _____

IV. Six questions to ask before staging an outreach event

1. _____ are you trying to _____?

2. What's your _____?

3. How will you promote your event _____ and _____?

4. How can this event fit into a larger _____?

5. Can you pull off this event with _____?

6. How will you _____ the results?

V. Other issues

- A. The single biggest obstacle to a successful outreach event?

- B. Seeker services: are they Christianity Lite?

- C. Emerging churches: the model doesn't *have* to look like Willow Creek

- D. What can pastors do right now?

Resources

Building a Contagious Church:

by Mark Mittelberg
(Zondervan Publishing House)

***Inside the Mind of Unchurched
Harry and Mary***

by Lee Strobel
(Zondervan Publishing House)

Seeker Small Groups

by Garry Poole
(Zondervan Publishing House)

Outreach Magazine

www.Outreachmagazine.com

“Outreach”

Online resources for outreach
www.Outreach.com

www.LeeStrobel.com

Online outreach resources include
video on demand

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