



super bowl party

Attraction

The Super Bowl is the most watched sporting event in America and a catalyst for in-home fellowship each year.

Bridge

In-home parties create an informal, highly enthusiastic, and relational atmosphere.

Communicating the Gospel

Sports Spectrum (www.sportsspectrum.com/powertowin) produces an evangelistic half-time video filled with highlights and utilizing a top-name NFL star to share the gospel. A clear gospel invitation is given by video. The video is 12 to 13 minutes long, and half-time is about thirty minutes long, leaving ample time for food refills and bathroom breaks.

Remember, a room full of Christians isn't an evangelistic party

Event-Specific Preparation

- This can be one of the most effective events, but is also one of the most misused, in particular because of lack of intentionality. Remember, a room full of Christians isn't an evangelistic party!
- Utilize the detailed "Power to Win" evangelistic plan and process; it is effective.
- The event is best held in a home, where 8 to 20 people (depending on home size) join the hosts to watch the game. Intentionally invite unchurched work or neighborhood friends. If capacity is large enough, try to make sure several Christians are on hand, too, and understand the purpose of the event.
- Clearly advise guests, either in the written, e-mailed or verbal invitation, that a special half-time video will be watched. You want to alert them that half-time won't merely be a break, and that you won't be watching the half-time show.
- If not doing the event in a home, try to do it in a non-church neighborhood facility. It is less threatening to the unchurched and thus much more likely to draw viewers. However, doing a churchwide, large-scale Super Bowl event (large screen required, of course) runs the higher risk of a poor Christian/unchurched ratio. Renting out a restaurant can be effective. If doing a larger (40-plus) event, utilize door prizes as a means to get people registered.
- Utilize a churchwide strategy of having several in-home events in several neighborhoods, setting evangelistic goals and doing advance training just as if having one large on-site event. This builds momentum and empowers the full resources of the church body and staff in follow-up.

Enlist, equip, and mobilize the following ministry teams. Refer to the Ministry Team Preparation section of the manual for instructions on how the teams will function.

- Counseling/Follow-up Team
- Spiritual Preparation Team
- Promotion Team
- Effective Prayerwalking