



sunday morning service

Attraction

The Sunday morning service and message is geared toward helping unchurched people answer or deal with life's issues. A website, bill boards, posters, or flyers should be distributed to advertise the Sunday main event.

The service is a nonthreatening event

Bridge

The Sunday service and website could be used to offer biblical answers to felt needs and life's issues. The service is a nonthreatening event because people are being invited to hear a speaker who will deal with life issues. This speaker may or may not be your pastor; a Christian personality, politician or author/speaker with cultural relevance can attract the lost.

Communicating the Gospel

During the Sunday morning event the guest speaker or pastor will present the gospel. Also, church members should reach out to lost and unchurched people in follow-up with their guests.

Event-Specific Preparation

- Don't overlook this idea—many churches do a “big event” each Sunday. The key in this instance is gearing it toward the unchurched, whereas on most Sundays it is geared to the body.
- Preparation key is educating and motivating the church body to invite unchurched guests for this particular Sunday or series. Give them the “hook” and rationale and help them understand how to conversationally communicate it to the lost. This coaching must come from the pulpit in the weeks leading up to the event.
- Do at least some level of media campaign in the community that focuses on the felt need this event will address. You are giving the community a fresh reason to consider attending.
- Your follow-up and counseling procedures must be enhanced. Particular effort to register guests must be made, whether by normal means with increased emphasis from the pulpit, or creating a guest registration card if one is not regularly used.
- Consider preparing a high quality (in appearance and text) take-away piece that communicates a summary of the message or additional, complementary points and helps. Of course, have church ministry information in this piece or readily available in others.
- Carefully read the Introduction and Spiritual Preparation sections of this manual.
- Utilize the Budget Work Sheet.

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
- Logistics Team
- Spiritual Preparation Team
- Promotion Team
- Creative/Worship Team

Invite unchurched guests