

EVANGELISTIC OUTREACH EVENT PLANNING CHECKLIST

Use this guide to help you plan an evangelistic outreach event for your church,

There are three things required to make an event evangelistic:

- 1. Lost people need to be present.**
- 2. Proclaim the gospel.**
- 3. Extend a clear invitation to accept Jesus Christ.**

- Meet with your church leaders, staff, team and stakeholders to share your desire to reach the lost in your community with the gospel.
- Encourage everyone to prayerfully seek the Lord's guidance in deciding the type of event to host and for His favor as you engage your community with the gospel.
- Hold and guard the date on your church calendar.
- Meet again with your leaders, team and stakeholders to decide the event type. For event ideas, check out the resource [30 Evangelistic Ideas for Your Community](#).
- Meet with the finance team to budget the cost for the event. Track your expenses, so you don't go over.
- Cast the vision to the church during your Sunday morning worship. Leverage your church's internal communication channels—church bulletin, email, text—so everyone is aware.
- Recruit a team to plan and execute the event. Select innovative and administratively gifted people and let them run with it. Schedule periodic meetings to check in on their progress.
- Launch a churchwide prayer initiative. Challenge your church to pray for the lost in the community and the people they know.
- Kick-start your promotional strategy. Send out mailers, post on social media, email people who have visited your church, create signage, distribute flyers, hang door-hangers, etc. Saturate your community with promotional information so that everyone is aware of your church's outreach event.
- Jump-start the invite challenge. Challenge your church members to invite the people they have prayed for and those they meet from the community. Remind them of the urgency of the gospel.
- Get ready for guests! Clean the interior and exterior of your facilities, train your greeters, put up directional signage so guests know where to go and what to do, equip your church to have gospel conversations, etc. Be intentional about the guest experience.

- Plan and practice your gospel presentation. The goal of the gospel presentation is to explain the gospel in a straightforward way for guests to understand.
- Plan the gospel invitation. The goal of the invitation is to provide clear instructions to accept Christ. Do they walk forward to meet you? Do they go to a designated area (e.g., a booth)? Do they pray with you to receive Christ from their seats and then either raise their hand or come forward to make their decision public, or do they pray with you as they stay seated and send a text response to a designated phone number? Settle on a method in advance and provide simple and clear instructions for those who want to respond.
- As your evangelistic outreach event draws closer hold a final meeting or two to check-in on your team's progress. Address any questions or concerns you may have before the event.
- Execute the event. Trust God and enjoy it!
- Follow up promptly with guests and provide the next steps, such as baptism for new believers. Invite guests to Sunday worship and small group, etc.
- Evaluate the event. What went well and what didn't? Review the evaluation before hosting a future outreach to know where to improve.
- Celebrate what God did! Find a unique way to celebrate with the church all the Lord accomplished through your collective efforts.