

THE ALPHA INVITATION

“...go and make disciples of all nations...” Matthew 28:19

Alpha’s Vision

- Lead more people to a personal commitment to become disciples of Jesus Christ.
- The Alpha course presents the Gospel in a conversational or relational way that is relevant for today’s culture.

“My prayer for all of them is that they will be one, just as you & I are one, Father---that just as you are in me & I am in you, so they will be in us, & the world will believe you sent me.”

John 17:21

Purpose of the Alpha Invitation

- To help local churches mobilize local Christians to invite people to hear the Gospel. It starts with local churches agreeing to work together with other churches to pray, prepare, plan and promote the Alpha course.

Who should get involved?

- Every person who has a heart for the ‘Lost’ and would like to see our community transformed through the power of the Gospel.

BENEFITS:

- ✓ **MORE CHURCHES** run the course communicating the Good News to more people.
- ✓ **INCREASED UNITY** as local churches work together on the Invitation - John 17: 20-23.
- ✓ **BRAND RECOGNITION** leading to more response to invitations from local Christians to the ‘Introductory Dinner’.
(Research indicates a 100% increase in response rate through the Alpha Invitation.)
- ✓ **MORE SEEKERS** and ‘back sliders’ attend Alpha leading to more disciples for Christ.
- ✓ **MOTIVATES CHURCH PEOPLE** to invite others to Alpha

*50% of seekers receive Christ on course (29% first time, 21% recommitments)
Reignites the passion & revives the purpose of many believers
99% of course participants would recommend Alpha to a friend
91% indicated that after Alpha they wanted to pursue a greater commitment to Christ*

- *Statistics from Barna Research Group*

What is the fruit?

Results of the Alpha Invitation in Lake County (Fall 2007):

- ❖ 21 Churches in Lake County participated in the Alpha Invitation from many denominations
- ❖ 28 Alpha Courses were offered including several new venues:
 - Lake County Jail (Waukegan) – men, women and staff courses
 - Great Lakes Naval Base (55,000 young people pass through the base every year).
- ❖ Total number of guests at the Alpha courses more than doubled with an increase of 133%.
- ❖ 170 people from 38 Churches were trained to reach out through Alpha
- ❖ 241 people involved in ministry on related Alpha Courses.

Increasing Alpha's Visibility

Southwest Michigan Alpha will arrange advertising for the Battle Creek and Kalamazoo areas during August and September, 2009:



MOVIE THEATERS

- Flash or 60 sec advert at local theaters (using 'Mountain Man' advert)
- Dioramas / Posters
- Potential venues: Kalamazoo 10, Celebration Cinema, The Rave, West Columbia 7, GKC Lakeview Square Cinema, Town Cinema Theaters



BUS ADVERTISEMENTS

- Both Battle Creek and Kalamazoo City Transits.



HIGH VISIBILITY BILLBOARDS

- Highway (1-94 & US-131) and local billboards in Battle Creek and Kalamazoo

Alpha encourages the participating churches to purchase the following items to promote the course and invite guests to their Introductory Alpha dinners:



INVITATIONS
50/\$7.99



8.5x11 POSTERS, 1/\$0.99



YARD SIGNS
5/\$24.99



**11x17 POSTERS
W/LISTED COURSES**
1/\$1.29



CAR MAGNETS, 1/\$1.50

What is the financial cost of running an ALPHA course?

Alpha course materials www.alpharesources.org

- **Just beginning Kit-\$499**

(Includes: 1 Alpha course DVD w/ Alpha Express, 25 Manuals, 1 Leader's Training DVD, 4 Leader's Guides, 1 Director's Handbook, 50 Why Jesus, 4 Questions of Life, 2 Searching Issues, 1 Telling Others, 3 of each Searching Issues booklets, 4 posters, 2 Multiple Face Invitations/Pack of 50, 2 Explore the Questions of Life Invitations, and 1 Alpha cookbook.)

- **Talks on DVD Alpha course DVD w/Alpha Express - \$179.99**
- **How to Run the Alpha Course Directors Handbook - \$19.99**
- **Guest Manuals - \$3.99 each**
- **Why Jesus - \$0.99 each**
- **Food – Costs vary**
- **Save on costs through sharing resources & scholarships**

