

Bridge Events

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Definition: Event held outside of the church building and preferably off church grounds for the sole purpose of building relationships with the un-churched/de-churched in your mission field.

“P-Free Zone”

No preaching

No pressure

No prayers

No pocketbooks

Steps to a Successful Bridge Event

- ◆ Create a prayer team to pray for the event, the people who will attend, and the community.
- ◆ Based on who your community is, begin to plan an event that will meet a need or be an enjoyable activity for your niche demographic. Think quality over quantity.
- ◆ Create a multi-faceted communication and marketing plan based on the niche demographic.
- ◆ Put together a hospitality team for the sole purpose of being the first impression for attendees helping them to feel comfortable and begin conversations and relationship building.
- ◆ Recruit the necessary people to “work” the event making sure they understand the purpose of the event.
- ◆ Create a means to collect names of the attendees (i.e. drawing).
- ◆ Recruit and equip a team to follow-up with attendees. Order postcards. Create the follow-up process and helpful scripts.
- ◆ Plan a hand-off event (next small step in deepening relationships—not worship).
- ◆ Plan a sermon series following the event that is seeker friendly for those who might show up.
- ◆ Prayer team prays the space prior to the event kick-off.
- ◆ Conduct the event with excellence and radical hospitality.
- ◆ Prayer team is praying for the attendees, community and the event during the event.
- ◆ Follow-up team goes into action 24-48 hours after event.
- ◆ Follow-up team continues follow-up for 3-6 months depending on the follow-up process and input from the attendee.

Bridge Event Ideas

- ◆ Kids Back to School
- ◆ Carnival/festival
- ◆ Magician, juggler or clown
- ◆ Comedian
- ◆ Concert in the park
- ◆ Living nativity
- ◆ Egg hunt
- ◆ Trunk or Treat
- ◆ Health clinic
- ◆ Dinner theater
- ◆ Dance (father/daughter, mother/son, square dance, Valentine's dance, grandparents, etc.)
- ◆ Speaker
- ◆ Parents night out
- ◆ Movie night
- ◆ Fourth of July party &/or fireworks
- ◆ Free swim night at the local pool
- ◆ Free sports camp
- ◆ Mother's Day or Father's Day banquet or event
- ◆ Neighborhood block party
- ◆ Free skate night (roller or ice)
- ◆ Car or motorcycle show
- ◆ Family safety event (finger printing, fire safety, bike safety, etc.)
- ◆ Tailgate party (before or after any kind of game)
- ◆ Race or marathon (walking, running, biking)
- ◆ Bike rodeo
- ◆ Veteran's Celebration/Recognition
- ◆ Volleyball tournament (or basketball, baseball, soccer)
- ◆ New Year's Eve party
- ◆ Event to recognize and celebrate community servants (i.e. teachers, principals, city council, mayor, police, fire, etc.)

