

# Kay Kotan's Steps to Building A Bridge Event

Creating vital congregations that make disciples of Jesus Christ, who make disciples equipped to transform lives, communities and the world.

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

### 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
- Dinner theater
- Dance (father/daughter, mother/son, square dance, Valentine's dance, grandparents, etc.)
- 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
- Event to recognize and celebrate community servants (i.e. teachers, principals, city council, mayor, police, fire, etc.)
- Golf tournament (or basketball, baseball, soccer)
- New Year's Eve party

### Steps to a Successful Bridge Event

1. Create a prayer team to pray for the event, the people who will attend, and the community.
2. 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.
3. Create a multi-faceted communication and marketing plan based on the niche demographic.
4. 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.
5. Recruit the necessary people to "work" the event making sure they understand the purpose of the event.
6. Create a means to collect names of the attendees (i.e. drawing).
7. Recruit and equip a team to follow-up with attendees. Order postcards. Create the follow-up process and helpful scripts.
8. Plan a hand-off event (next small step in deepening relationships—not worship).
9. Plan a sermon series following the event that is seeker friendly for those who might show up.
10. Prayer team prays the space prior to the event kick-off.
11. Conduct the event with excellence and radical hospitality.
12. Prayer team is praying for the attendees, community and the event during the event.
13. Follow-up team goes into action 24-48 hours after event.
14. Follow-up team continues follow-up for 3-6 months depending on the follow-up process and input from the attendee.

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[vitality.arumc.org](http://vitality.arumc.org)

