

Bridge

Events

Definition

AN EVENT HELD OUTSIDE OF THE CHURCH BUILDING AND PREFERABLY OFF CHURCH GROUNDS FOR THE SOLE PURPOSE OF BUILDING RELATIONSHIPS WITH THE UNCHURCHED AND DE-CHURCHED IN YOUR MISSION FIELD. A BRIDGE EVENT IS CONSIDERED A “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 event or activity for your niche demographic. Think quality relationship experience over quantity of people attending.
- ◆ 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 attenders 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. (i.e. within 3 days send a hand-written note thanking them for attending, send another note two weeks later wishing them a blessed fall season, 30 days later a phone to check-in, 60 days later an invitation to another Bridge Event or hand-off event).
- ◆ Plan a hand-off event (next small step in deepening relationships—not worship).
- ◆ Plan a sermon series following the event that is contextual and seeker friendly (i.e., relationships or parenting) for those who might be ready to engage at that level.
- ◆ Prayer team prays over 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. This might include walking silent prayers amongst the event or praying inside the church while the event is happening in the parking lots or city park.
- ◆ 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

- ◆ Carnival/festival
- ◆ Magician, juggler or clown
- ◆ Comedian
- ◆ Concert in the park
- ◆ Live Nativity
- ◆ Egg hunt
- ◆ Trunk or Treat
- ◆ Health Clinic
- ◆ Dinner theater
- ◆ Dance (i.e., father/daughter, mother/son, Valentine's dance, grandparents)
- ◆ 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 (fingerprinting, fire safety, bike safety, etc.)
- ◆ Tailgate party (before or after any kind of game – local sports or professional)
- ◆ Race or marathon (walking, running, biking)
- ◆ Bike rodeo
- ◆ Veterans Celebration/Recognition
- ◆ Volleyball Tournament (or basketball, baseball, soccer)
- ◆ New Year's Eve party
- ◆ Recycling Event
- ◆ Event to recognize and celebrate community servants (i.e. teachers, principals, city council, mayor, police, fire, etc.)

