

**UP-TO-DATE**  
**an analysis & help**

**can evangelism  
be successful?**

**by**

**L. La Rivière**

TRANSLATION: INGE CASSIDY

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## INTRODUCTION

A recurring problem in evangelism is short-sighted enthusiasm. People like to 'do something for the Lord'; however, they use traditional methods such as brochure distribution, special services, or setting up a coffee bar.

The result may be an occasional short-lived success after which everything collapses. It will finally result in being a disappointing experience. This will make it difficult for other activities to be started up because "well, it wasn't much good the last time. . .".

One aspect may be a collapse of local work. We could ask ourselves: how do I/we keep motivated? In other words how do I/we remain enthusiastic in the long run? This problem will be dealt with in a paragraph called "choosing the right workers". Another aspect is the problem of second-best. Intentions and activities are often good, but our first external contact may be bad, because of sloppy tracts, bad choice of colours, bad lay-out, illegibility, or a lack of grace in personal witnessing. More details in a paragraph called "choosing the right materials". Another big problem appears to be the choice of facilities. Where must the event take place? Unfortunately, the church building itself often seems to form a great psychological barrier. Some people may stay at home. This is further discussed in a paragraph called "choosing the right facilities". The final aspect that will repeatedly crop up is the problem of incrowd. Despite many attempts to attract outsiders, you always seem to have the same audience. At some stage workers will realize this. If, therefore, we always see the same faces, our work can hardly be called evangelism. Evangelism is primarily directed to non-believers. Events are then being degraded to some form of entertainment. We call this the problem of "choosing the right methods". We have encountered this who-what-where-how problems in many, many places.

May the following facts and analyses be a help to you in winning people to the Lord.

Leen la Rivière



## CHAPTER 1. CHOOSING THE RIGHT WORKERS

Organisers will find it very disappointing, if workers they are counting on do not perform their tasks. Even though everything was worked through properly there will be panic all around because other related areas also get tied up. In our own work the following methods have proved very effective.

### A. Workers

Workers will not fail to show up if they are motivated. It is advisable to set up a group of reliable people who are willing to commit themselves for a longer period. For this purpose you may want to form a small so-called Go-group (a stable nucleus) of about 5 to 10 people. This Go-group will be motivated by holding prayer meetings/Biblestudies together on a weekly basis. This is not to be a substitute for regular Sunday services attended by people individually! In fact, it should help them develop an attitude of serving. A few elementary subjects to be dealt with are assurance of salvation (to know you are a child of God), to be born again, conversion, and the Lord's guidance in your life (please do not get mixed up with futile discussions about feminist theology, liberation theology, politics).

These Biblestudies/prayer meetings are to help us become disciples (on a basis of Biblical principles and motivation). Apart from this Go-group you will need an occasional group of enthusiastic people, both young and old, who, in response to a pulpit appeal, will help in the preparation of one event. This group is called on for one event at a time. They are only asked for another task after the current task/activity is fully completed! In the Bible St Paul emphasized the need to train ourselves for the battle. A runner needs to do so for the race. The fighter for the fight. So, let us be careful not to act thoughtlessly. Extensive preparations and spiritual training are better than a short-lived 'flash'.

Sign Up  
for



DON'T MISS  
THIS!

### B. Clear instructions

Verbal instructions are soon forgotten. The following methods are to be recommended.

— Before the start of your event and its preparations you must hold a meeting for all workers to be attended. Each individual shall receive details of what is expected of him/her in order of date and time. Moreover, each person will receive additional information stating people's tasks, and including their phone numbers.

— After instructions have been given, the entire action plan will be discussed in detail. This will give everyone an understanding of co-workers' duties: who does what and where. This will also help to make sure that each person will actually do his job. This method is a form of programmed instruction. Should a person drop out due to circumstances (sickness), he/she can easily and quickly be substituted.

(Note to co-ordinator: make sure everything is running smoothly. Phone workers regularly).

### C. Briefing

Nothing can be more stimulating than hearing about blessings and results after the event is over. Criticism, as well, can be honest and open. It can serve as an inspiration for the next event. It is essential to render a listening ear to practical experiences. Never think you are as wise as Solomon. Once you shut yourself off, you are playing a losing game. Don't be too touchy.

During a time of evaluation, criticism is never directed to one particular person but to the entire event. Learning from it, you will be bound together and be brought closer to God. Always try and face your mistakes. As a co-ordinator you have your faults. Recognising them will only help you.

"It is easier to take a city than to take oneself".

Resolutions

a memo

Prayer  
REMINDER

Thank You!  
Report

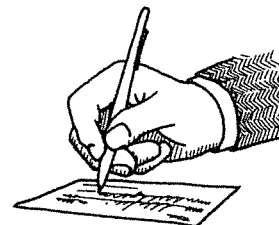
# GROUND BREAKING



## CHAPTER 2. CHOOSING THE RIGHT MATERIALS

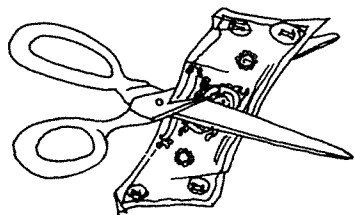
All materials cost money. Whether the material is good or bad, it is not free. It is surprising to find that the purchase of materials must usually be done with the smallest budget. Often one does not realise that the initial contact with the public is usually made through materials they receive. Do you really think that a second choice quality would challenge people to respond? Second best will turn people off! Nothing is more fatal for workers than having to work with rubbish. Our materials by themselves are a testimony or anti-advertising. As was said before, the initial contacts established through the materials used. If they are bad you will be counter-productive. First class materials are a necessity. Therefore, use good print work, posters, brochures and copy. A well timed advertising campaign is extremely important: the right information given to the right people in the right manner at the right time (More about this subject in the organisational book 'Evangelistic concerts' as well written by Leen la Rivière). Please be aware that, when these things are in order, there will be no human barriers. The materials will not form a barrier but have regained their promotional function. Whether we make use of these proposals is a matter of prayer and openness to the Holy Spirit. Only too often we want the Holy Spirit to clear up the mess we create.

Many times second best also refers to people. Materials are being made, designed, and written by people. It once occurred that a second-rate secular writer became a believer. He was welcomed into the church with great splendor and immediately pitchforked into a christian writer. He could write anything, but without success. But in the country of the blind, the one-eyed man is king. The writer remained a second-rate writer. No-one noticed. This appears to happen all the time. Enthusiastic but ignorant people begin to duplicate cassette tapes, make music, films, take up printing, or designing. This is foolish. A second-best quality will keep outsiders away from the gospel. Christians will easily appreciate anything, but outsiders see through this all. They may think christians "again not up to much". Unfortunately they will associate the products made by christians with Christ.



SOMETHING  
FOR  
EVERYONE!



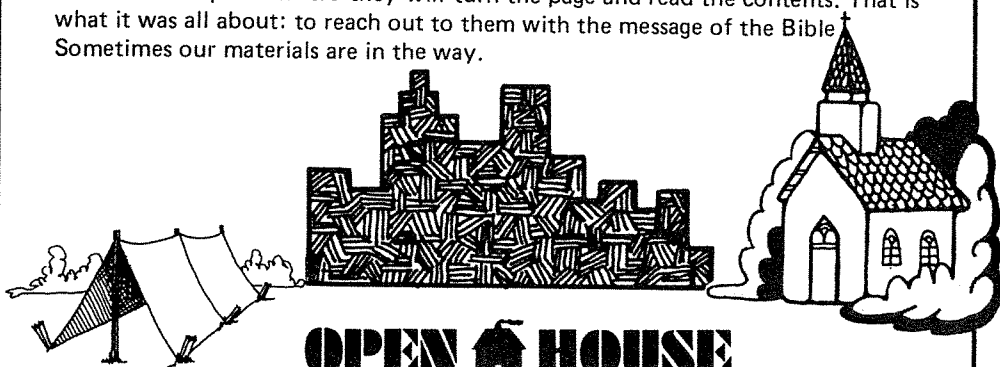


## Stewardship

Some of those things in christian work have to be left to experts. They are not always to be found in christian circles. In that case consult secular experts. If there are talented christians around you help them to develop and train their talents. Stimulate them. It will produce work of quality and the church will be glorified by it. Be critical with yourself. Do not be easily satisfied. Have the various ideas examined or worked out by experts. Fellow brothers are often very quick to give well-meant criticism but they are not the experts.

Even though the following might sound rather revolutionary, it is really based on biblical truths. Did you know that the leading architect of Solomon's temple was a foreign worker of King Hiram from Tyre? Therefore, give quality its due place. You could call on some christian specialists, for instance those working with Continental Sound, Campus Crusade, Christian Artists and the like. High quality material will motivate your own people even more. It is enjoyable to work with fine material. Consequently this will start off mouth-to-mouth advertising: something good to talk about. With good material it is also easier to bring people along. Quality is noticed!

If the first presentation is good, you can be assured that it will bring non-believers to a point where they will turn the page and read the contents. That is what it was all about: to reach out to them with the message of the Bible. Sometimes our materials are in the way.



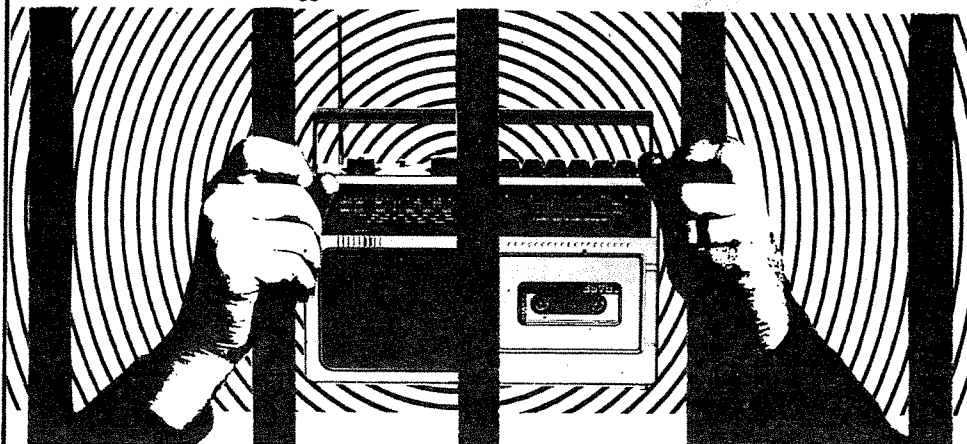
## OPEN HOUSE

### CHAPTER 3. CHOOSING THE RIGHT FACILITIES

a) After having removed the barriers formed by materials (first contact with the outside world), the next problem is where must the event take place? Almost everyone will immediately say their own church. But just hold the event there a couple of times and it will bring disappointment. The audience never changes and there are hardly any outsiders.

"How is it possible", people ask. "We had a thorough preparation, the programme was lifted up in prayer, and we used the best materials".

Yes, that may be so, but people did not realise that the place itself may have been the main psychological barrier. People wanted to come, but the church building was the stumbling block. It is sad that the public often have negative feelings about churches, and axiomatically everything organised in these places are taboo and unapproachable. In this way we may learn from St Paul. He spoke in city halls whenever it seemed inappropriate to use the local church (synagogue) for the purpose of communication. St Paul always tried to come as close to the people as possible. In our work we have learned the clever move of hiring a local theatre or cultural centre. The public will be more willing to come. Just another useful suggestion.



b) Another aspect most people overlook is the problem of sound. The few times I remember non-believers coming to church to see a special group, they would leave during the interval because the group was simply inaudible. Due to harsh sounding and acoustics (multiple echo's), nothing would come across.

Churches are one of the greatest evils in the field of sound quality especially with regard to speech or modern (rhythmic) music. Among the problems are:

- strong transformation of speakers voice due to bad or incorrect adjustment of loud speakers. This causes warm and natural voices to be converted into a monotonous train station intercom voice.
- incorrect use of microphone.
- incorrect positioning of loud speakers with all sorts of feed-back symptoms
- bad acoustics due to building structure.

Not all kinds of groups are appropriate for performance in churches. If there is too much reverberation or echo the sound becomes absolutely inaudible. It is no use listening. If you insist on having this magnificent group, it would be worthwhile to rent a hall! Many modern churches produce bad acoustics as a result of bouncing concrete. Remedy: discuss with the group whether your church can be used. Ask them to test it, if possible. A good presentation can be entirely spoiled by your choice of facilities. Sometimes you can create 'a run' to your building by consistently holding a popular activity there a few times a year. Do not overfeed the local market.



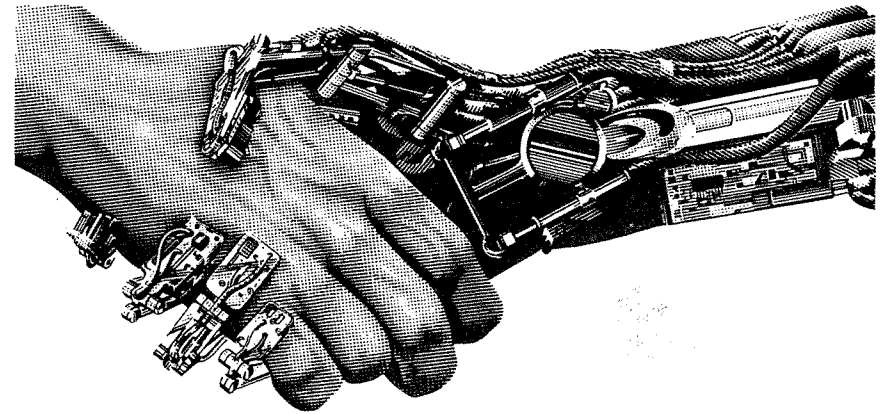
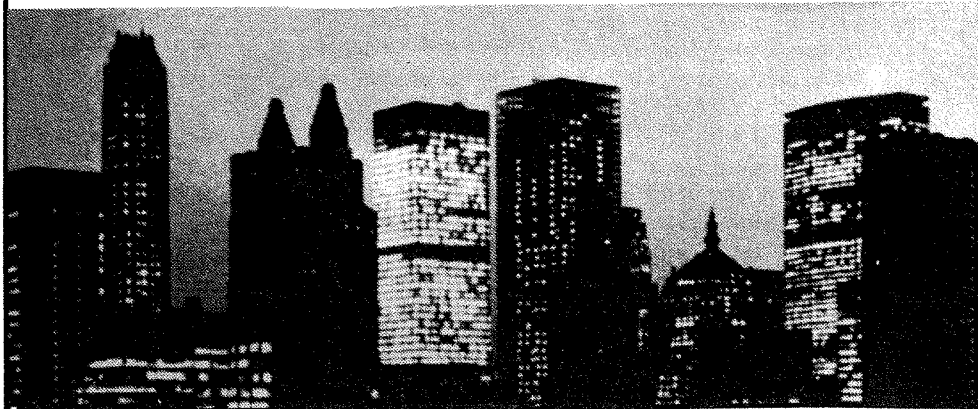
The following continuity seems to work best:

- One event each month (if possible fixed date) (minor act)
- Every other month special feature
- Once every three months special attraction (major act).

Keep this system up for some time and book top speaker, groups, or films well in advance. They are usually booked up 6 to 12 months in advance.

Once again we would like to emphasize the importance of using secular halls more frequently. By taking advantage of discounts and subsidies, prices will be quite reasonable.

In general, sound will be much better.  
Seek for sinners where they are.



#### CHAPTER 4. CHOOSING THE RIGHT METHODS

Trying to do the impossible is what is behind all methods used. For all methods should aim at assurance of salvation and conversion. St Paul puts it very clearly in 1 Cor. 2: an unspiritual man can not understand (receive) a spiritual message. Each time we want to proclaim (communicate) the gospel we come to this impossibility: death cannot 'understand' life. The only possible means of contact is the Holy Spirit.

Whatever method we prefer, it is essential that God's Word about deliverance and salvation is brought undiluted. A person may be an excellent communicator, an excellent christian artist, or a gifted speaker, but his message is not necessarily a proclamation. The outside may look good, without the inside being genuine. This means that one performs a kind of entertainment, through which the listener's heart can not really be touched. The basic truths of God's Word can be wrapped in almost any form (method). We should never think that that particular form of presentation (speaker, music, film, brochure, or book) is the one and only true proclamation of God's Word. Unfortunately there are a number of people that are biased towards some methods that are different from their own.

– Our first lesson is to give up any kind of narrow-mindedness. Anything that is edifying and will bring people to Christ is useful. Try changing your methods regularly!

– Our next lesson is our prejudice against the usefulness of some things that need to be done. Increasingly it is said that people can no longer be reached. Jesus, however, says that there is a great harvest but there are only a few labourers. In other words, 'there is nothing wrong with the harvest'. There is something wrong with the labourers.



missions



God's Spirit is not limited. People are the limit of how we do what. Our approach, for instance, may be wrong. For our listeners, this approach is a point of contact with the gospel which makes these methods a very determining factor. We can learn some valuable lessons from secular advertising campaigns. If we think that a conventional approach is the only right one, we are on a dead end street. St Paul said, "the Jews a Jew and the Greek a Greek". Let us be honest and admit that this chameleonic approach was successful.

There are two basic forms of evangelism.

1. I am here and you must come to me; youth meetings, evangelistic services, meetings, or speakers. In short, everything organised in churches or places used for christian purposes only.
2. Seek for sinners where they are; street evangelism, prison work, hospital work, door-to-door visiting, or work in youth clubs. In short, activities in the secular world.

Compromise: evangelistic concert in a secular hall, or a christian café.

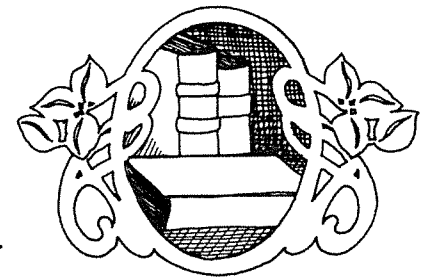
One can also distinguish between methods used:

- a) personal. E.g. conversation, door-to-door visiting, or a small Biblestudy group. Dialogue must be possible. It is always important to be able to listen to each other.
- b) monologue/one way traffic. Something happens from the pulpit or the stage and listeners/audience are present as consumers.

It is important for churches to keep the form of evangelistic ministry in their own town varied. And as everybody is different, it is important to present the gospel in many diverse ways.

Back to the first part of this chapter. It was said 'to do the impossible'. This is how many local workers tend to feel. Intentions are good but nothing much is being done. Continental Sound and their work of evangelism have always been able to remain in the front lines. Every activity is analysed by our workers with the aid of questionnaires. These analyses have brought many mistakes to the surface, and every following time the mistakes could be beneficially reprogrammed. We have attempted to remodel our system so that each evangelistic ministry can make a cross-section of their own local activities. The results will give you an insight into why people came, what spoke to them, and also into facts on change in policies and methods.

**ANNOUNCING!**  
**Ministry**  
**Revival services**  
**BARBEQUE**  
**BAZAAR**  
**BANQUET**



## CHAPTER 5. ANALYSING MANUAL

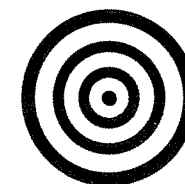
Before introducing you to the organisational outline on page 14 we feel it is important to make a few observations. The analysis itself can be deadly as it shows all flaws, mistakes and blind spots. If you cannot get beyond the stage of disappointment, the final results will be worse than the start. This is not what we are looking for. What are we looking for? We would like to point out that this system of evaluation is a gradual process! With the aid of each single analysis it is possible to improve material, spiritual and organisational quality. This is absolutely biblical (Hebr. 12: 1,2). We may aspire what is good, pleasing, and perfect. This outline was used and tested many times.

### A. Motivation, aim and analysis

Before you will be able to make all kinds of practical investigations and before putting this outline into practice you will need to stay where you are and take some time for introspection. The results have to be processed into a basis for B: action plan.

1. Try and word your motivation. Why are you doing this project? For yourself to keep busy? To serve? To love your neighbour? To convert people? To equip others? What are your motives? Set some time apart to think about this, pray for it, and put it on paper in lucid words.
2. Aim. With your motivation (that which brings you to action), you must make an aim. What do you want to achieve with your activity? To convert people? Righteousness? Self-realization? To equip the church? It is important to word this point clearly as well.
3. Analysis. To investigate your motivation and purposes is an important form of analysis of motives your work is directed to.

This small-scale personal analysis will teach you a lot about yourself. You will also learn a lot about the activity in question. The analysis must also extend to your activity. Ask yourself "what are we doing and what are we doing it for"? The results of A 1, 2, 3, must be processed into the point you will find in B, i.e. the action plan.



**DON'T MISS THIS!**



## B. Action plan

First of all you must put into words what you are doing and how you are doing it. Your event can be divided into 3 stages:

1. preparations. All the things you do to make the event take place.
2. the event itself, e.g. a youth meeting, coffee bar evening, or concert.
3. afterwards. What happens afterwards, e.g. coffee served, evaluation, reports, discussion, etc.

In these three stages the following information must be included:

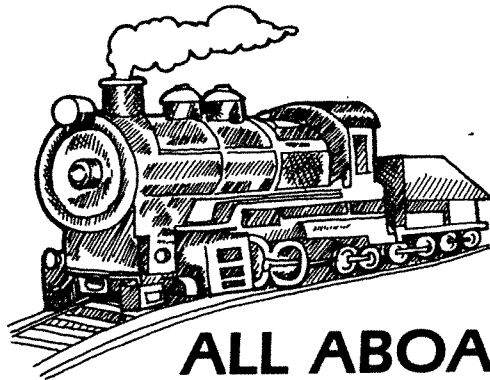
- publicity (how and what)
- workers (who, what, how)
- facilities (things to be arranged in hall/church)
- catering (e.g. coffee on arrival, snack or meal for speakers, glass of water ready)
- finances (make up table of income and expenses with a prognosis, a budget and how to cover deficit, collections, funds and subsidies)
- performers (what appointments were made with which group, speaker)

Put all that on paper. This will be your action plan. This is how you will carry out your event. You must keep this action plan well in mind and carry it out as such. This will bring you to C.

## C. The event

With the event we mean the entire execution of the action plan. In other words: up to and including those things that must be done afterwards. All three stages mentioned under B together form the event.

Note: During the event you need to fill out two questionnaires (see D1 and D3): one among the public and one among the performers.



**ALL ABOARD**  
**The Ministry Express!**

## D. This will bring you to information

In order to analyse the event, you need to do a number of things to get the information desired. You must interview three different kinds of groups that played a part in your event.

### 1. The public

The public are those people present during the performance, service, or coffee-bar program. They heard what was going on through whatever means of communication.

### 2. The workers

The workers are those that carried out the action plan.

### 3. The performers

Those people that are in the limelight themselves during the event. For instance: the pastor, gospelgroup or film operator.

Elsewhere, page 16,17,18, you will find an entire questionnaire for each individual group. The form in which you will take the interview may vary.

We distinguish:

- a. written questionnaire. This is the most honest way. Any outside influence is being avoided as much as possible.
- b. conversation, i.e. you talk about the questions listed and you fill in the answers. (A-select system).
- c. interview. Questionnaire in hand you ask a person for his or her opinion on all questions listed. In order to get dignitaries to express their opinion, this may be the only right way.

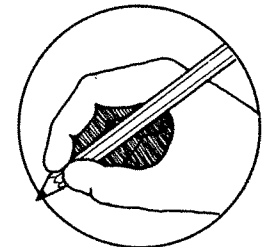
Continental Sound usually use written questionnaires among the public, workers and performers. Because of the large amount of response the picture you get will be quite faithful. The advantage is that people will not mince their words.

If you choose b or c people sometimes will be found to be less open and honest. However, it is helpful to be aware of a second and third possibility, in case you find any high-flyers among the questionnaires returned. In those cases it may be useful to go into further.

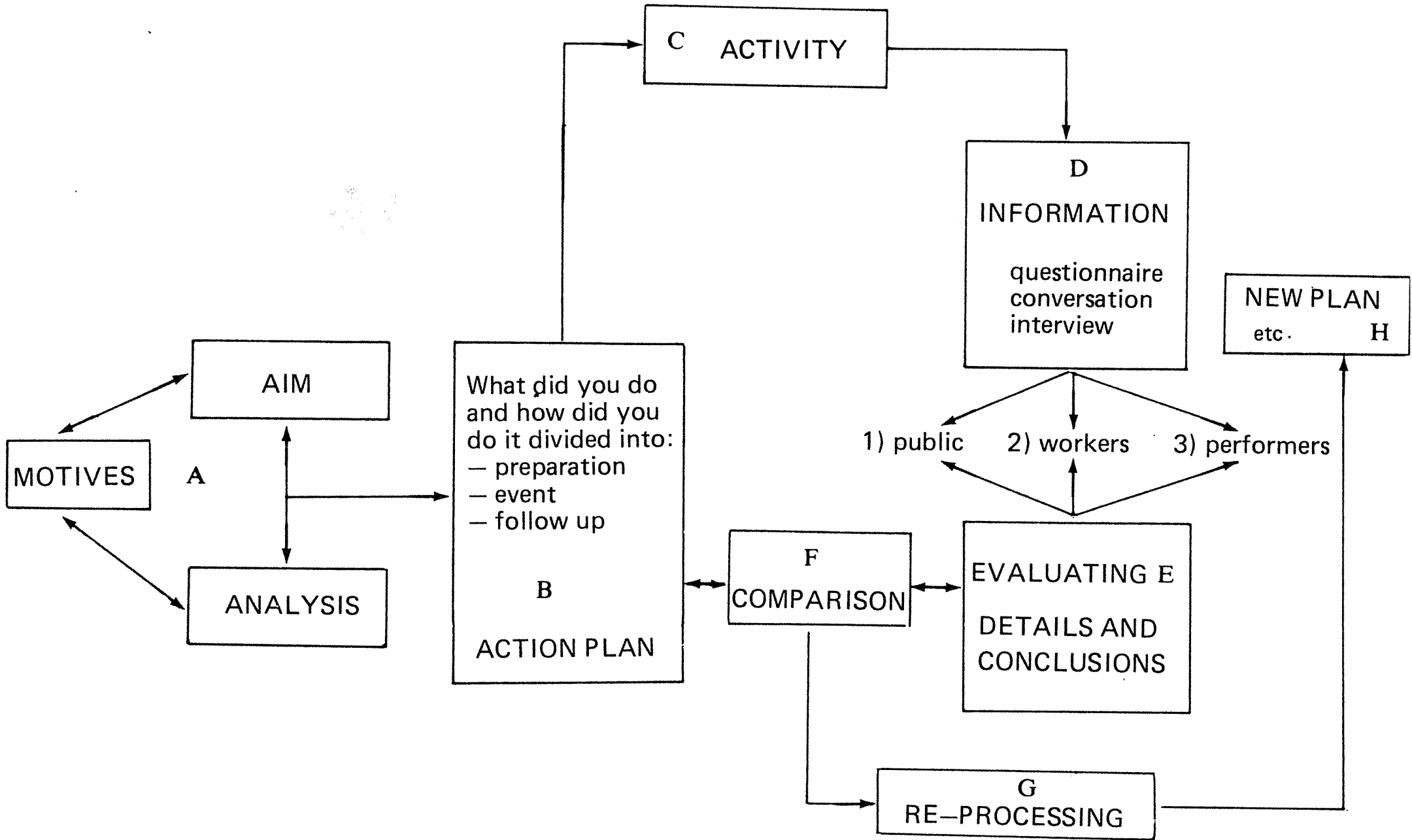
Note: The questionnaire for the public can also be used for house-to-house visiting after the information has been processed.



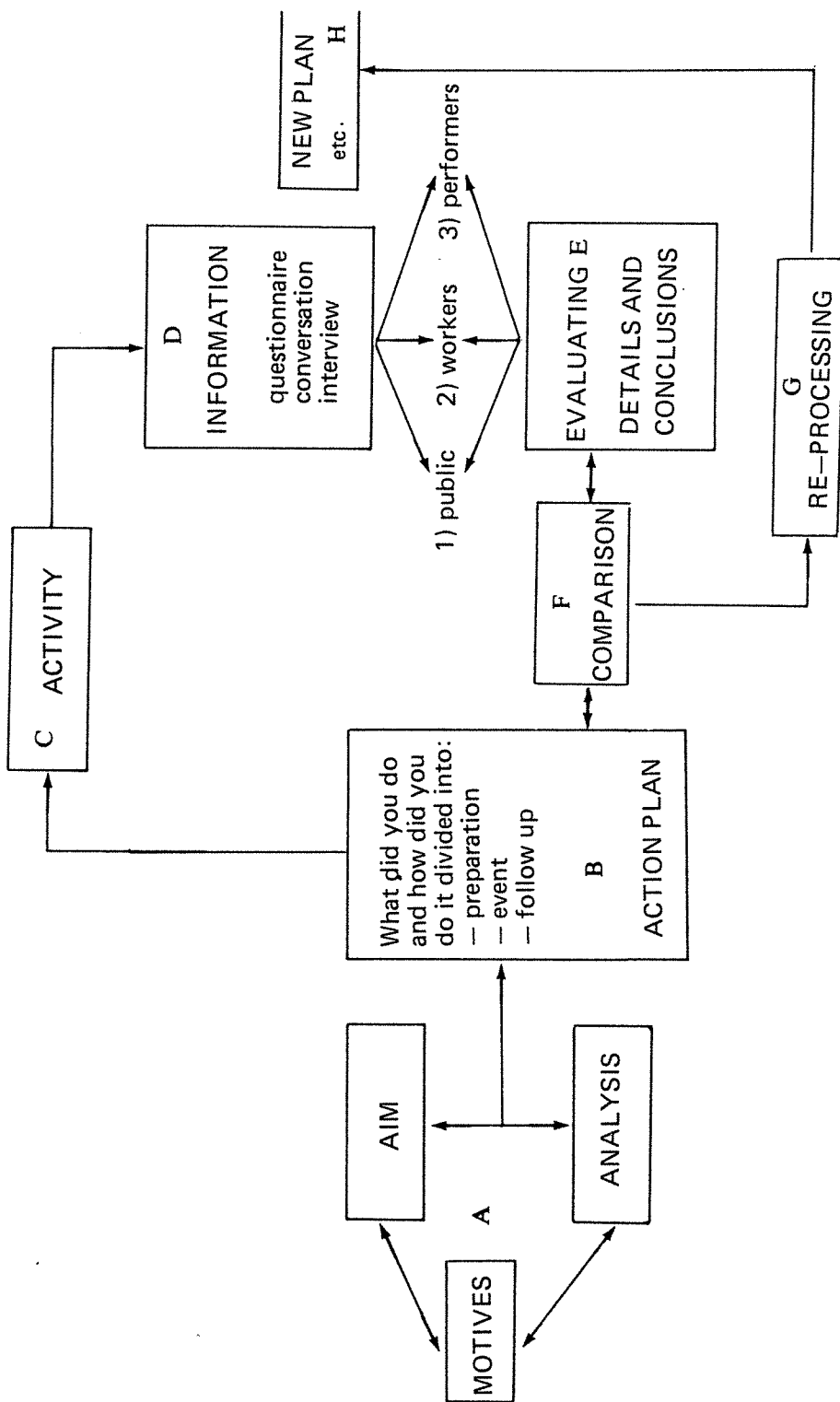
**from**



# ORGANISATIONAL OUTLINE







**E. Evaluation of information and conclusions**

Questionnaires filled out by D 1,2,3 must be statistically processed in order to give a clear outline of facts. From these facts conclusions can be drawn, such as  
 - what brought people there  
 - what spoke to them  
 - whether they were church-goers, outsiders or other.

**F. Comparison**

Details of point E. are to be compared with the original action plan. You will then be able to see where facts differ with your original plans and expectations. Do not try to prove your pattern of expectations. Be objective. These comparisons will automatically show any differences, or mistakes made. It will bring to the surface all things that need to be improved.

**G. Re-processing**

The outcome of these comparisons must be processed into the original plan. As a result, the plan will be entirely changed according to the truth. In other words it is made the way it is and not the way one thinks it is (which is usually a problem in evangelistic work). Let us keep our eyes open to see the hard facts. If, for instance, you think that christian jargon will impress people most but in reality an evangelical singer/ventriloquist appeals to them more, you should choose the latter, although it may not quite be what you are used to.

Or, maybe you think that it is primarily in response to brochures that people come (you are going through thousands of them) but in reality, it is posters that attract them. Therefore, you should concentrate on the latter.

**H. New plan**

This renewed plan becomes the basis of your next event. This way you will be able to remodel activities with facts 'until eternity'! This whole outline will help you to up-date your entire system of communication.

Times are changing. We must always be alert to necessary changes in the way we present things. There is nothing wrong with that sort of change but we must never change the substance. The message of salvation and redemption will never change. The methods of evangelism used are not always appropriate. Sometimes our expectations do not always fit the system we follow. A good analysis will help us open our eyes to these basic truths. It will help us solve various problems such as the problem of in-crowd. Let us put our hands to the plough. The harvest is ripe.

WELCOME  
NEW MEMBERS





### D3. Questionnaire for performers

(i.e. for speaker, each individual member of gospel group, etcetera)

Name

1. Age

- up to 18     18-25     26-30     31-40     41-50     51-60  
 61 and older

2. What did you think of the public?

3. Was it strenuous for you?

4. Do you think you/ your message came across to the public?

5. Which age group did you reach?

- teenagers     people in their twenties     the elderly  
 all ages  
 .....

6. Did you talk to the public afterwards? Your comment.

Names & addresses to visit for counseling?.....

7. Do you think an event like this will produce effects?

8. Your opinion about the hall/church hall.

9. Your opinion about the facilities: size of stage, power system, food, drinks, dressing-room, piano, equipment, lighting, etc.

10. Your opinion about local organisation.

11. Your most positive experience within the entire event.

12. A negative experience was .....

13. Suggestions. What could be susceptible of improvement?

# JOIN THE PARADE



## CHAPTER 6. ORGANISATIONAL SUGGESTIONS

To help you set up a local ministry we continue with a short organisational manual. This organisational outline can also be used for other occasions. Continental Sound's evangelistic activities are accompanied by extensive scripts but that is another matter.

### ORGANISATION

Many people who want to be active in services or other activities stumble on the problem of what to do and how or when to do it? These three aspects are described in a detailed book called "Evangelistic Concerts" – a complete manual for preparation, promotion and organisation (a Continental Sound publication). We would like to help you by sharing some of the basic ideas described in that book.

#### A. What to do

Several things must be arranged. The following is a kind of checklist. Read alongside with B and C.

1. Hall/church hall at date in question.
2. Is group and/or speaker available at given date?
3. Promotion, i.e. Provide all information through all channels possible. a. Inform editors; b. inform the public by means of posters, brochures, stickers; c. church/fellowship; d. inform schools, youth-clubs; e. recording van.
4. Arrange facilities.
5. Make sure that group/speaker is well catered for.
6. Financial plan.
7. Form a crew/working-group.



## B. How to do it

In order to arrange everything properly, a few guidelines should be kept:



1. Hall/church hall. Phone rental department of hall or warden of the church. Check if facilities are available on the date proposed. Take date into option (free of charge). Continue by finding out if group and/or speaker is available. Change option into final rental agreement. If the group or speaker is not available, take another date into option and contact group again.

2. Groups and speakers: Always remember the more popular the group or speaker, the longer in advance bookings must be made. Groups such as Continental Singers or Wings of Light should be booked in about 8 to twelve months in advance, otherwise you will be put on a waiting-list. With national groups four months in advance would be sufficient. However, if things can be arranged sooner, do so. You can obtain information about foreign groups with Continental Sound, Christian Artists Europe, Christian Record Companies, Youth for Christ.

3. How to promote your work will be explained by subject.

a. Editors: newspapers can be divided into quarterly, monthly, biweekly, weekly and daily papers. Naturally editors must be informed in time. Try to be aware of this. Editors can also be divided into secular and christian ones. This will determine the style of the announcement. Secular editors will be more likely to publish an article if it holds information on form and facts. A church paper will be willing to publish if it holds spiritual background information. The same basic information is given, but from different angles. Where to obtain the addresses? All addresses of editors are named in the "Press Manual" of your country. Phone a specialized shop or marketing agency for the address you need. Look in the index of towns for the address and then in the alphabetical index. An inexpensive solution is to use the Yellow Pages or a telephone directory and to inquire about local/regional papers in wide circles. What information to send to the editor?

1. An article about the event.

2. A letter requesting to publish the article.

3. If possible a photo of the group (article and photo in a paper are very remunerative). Note: make sure everything looks neat. Rubbish is never published.

b. Posters, brochures and stickers are a very important means of announcement. If groups have their own posters, or brochures, always use them as it will give the best recognition. If they do not have their own material and if you want to do your own printing, you must realize that colour, size, lay-out and copy are a determining factor. Make sure that everything will look professional.

Another aspect to note about brochures: mail-box distribution is generally futile. Distribution of brochures is only useful if done on a person-to-person basis. Hand out to people personally and say something to them.

c. To inform and mobilize church/fellowship.

I.e. inform churches in time of your planned activity. Ask for it to be announced from the pulpit and on the notice-board. Mobilize the church through an appeal: 'Come and bring others'. This kind of mobilizing can even be done at Bible-studies and prayer meetings. All this is worth considering and putting into practice. Whole-hearted enthusiasm can move mountains. Naturally you cannot do without the help of church members for distribution of posters, brochures, stickers and, if necessary, for ticket sale. Therefore, tell them you need their full support. Contact several committees for evangelism, church leaders, pastors, coffee-bars and youth leaders. For addresses see telephone directory, evangelical address book, or ask your pastor or church leader.

d. Try and supply all secondary schools and youth clubs with information for their notice-boards, brochures and announcements for school papers. Give more detailed information for religious or social classes. The addresses needed can also be found in your telephone directory. For special activities at schools contact YFC, Teen Challenge, Youth with a Mission, etc.

e. A recording van can be a useful aid. Only use for music and announcement (no stories, long speeches or sermons!).

*N.b. Promotion is like a fishing-net in which the threads determine the meshes of the net. The threads are formed by several means of publicity. The more carefully planned, the finer the meshes, the greater the response. The power of the net is determined by the expertise with which all outlines are followed and executed.*

4. Facilities must be arranged with church wardens or rental department. Important are size of stage (or floor), lighting, dressing-rooms, piano (tuned!), power system sufficiently fused (spare fuses?), tables for book/record sale, ushers (if needed), collectors.

5. Find out from choir/group if meals need to be provided. It will give a good impression if coffee is served on arrival. Also make sure there is something to drink during interval or after the program is over.

6. Financial plans. Find out how much you owe group or speaker and how much costs are involved for printing, piano, hall/church. Will you be able to cover this with your funds, collections, gifts, guarantees or through ticket sale? Do all this beforehand so that everyone can be paid and everything be paid for in time. It is important for group (and speaker) to receive payment immediately after the performance, not having to wait for it for months!

7. Form a working-group well in advance. Give each person a task. Divide tasks as much as possible and delegate responsibilities. With a minimum of four people a number of things can be done without any difficulties. There will have to be one person to coordinate everything and give a final check.

## News and Views

### C. When?

In order to arrange everything properly one of the most important tips is to do everything well in advance.

1. Choose your hall or church at least 4 months in advance. Otherwise you will be too late and will have some unpleasant surprises.
2. Book groups, speakers at least 4 months in advance. Do so in time to save yourself disappointments. The more popular the group, the longer ahead you need to book them.
3. Promotion.
  - a. Editors. Quarterly papers: 5 months before date;  
Monthly papers: 2 months before date;  
Biweekly papers: 4 weeks before date;  
Weeklies: 13 days before date;  
Daily papers: 3 days before date;
  - b. Posters, brochures, stickers. Timing of distribution is of great importance. Remember the following criteria:  
Posters: at most 14 days in advance with a minimum of 10 days  
Brochures: at most 5 days in advance  
Stickers: about 1 month in advance  
All printing must be done 6 weeks in advance!! (or even longer).
  - c. Church/fellowship. Arrange for pulpit announcements one week in advance. Ask for cooperation in distribution of brochures, posters etc. one month in advance. Prayer meetings etc. about 4 weeks in advance.
  - d. Schools and youth-clubs must be approached about information supply (hanging posters) about ten days in advance. Ask for headmaster's permission about three weeks in advance.
4. Facilities must be arranged about 3 weeks in advance with respect to cost of rent. Also give the group a call. Any particular needs or requirements (very important).
5. Set out drinks (soft drinks e.g.) the day before. Contact group in time about meals.
6. Make up a budget after receiving details about two months in advance in order to arrange for payments.
7. Working-group to be formed at the very beginning. They must be hard working enthusiasts (go-team).

# We're Excited!



What to do	How to do it	When
1. Hall/church hall:	contact agent of hall or church warden	advance notice about four months
2. Book group and/or speaker	call them and send written confirmation (have them to reconfirm)	advance notice at least four months
3. Promotion:	<ol style="list-style-type: none"> <li>a. press on spiritual and secular editors with an abundance of information</li> <li>b. go straight for the public with folders, brochures, stickers (billing and brochure distribution crew)</li> <li>c. mobilize church/fellowship write or phone</li> <li>d. phone or write to schools and youth clubs</li> <li>e. recording van advance</li> </ol>	<ol style="list-style-type: none"> <li>a. quarterly papers - 4 months monthly papers - 3 months biweekly papers - 3-4 weeks weekly papers - 13 days daily papers - 3 days stickers - 1 month posters - 14 days brochures - 5 days printing - 6 weeks</li> <li>c. all these arrangements to be made about four weeks in advance</li> <li>d. ask for permission about three weeks in advance</li> <li>e. arrange rental four weeks in advance</li> </ol>
4. Facilities:	contact choir/group and church warden or agent	about three weeks in advance
5. Catering:	put everything out and contact group	long in advance
6. Finances:	make sure budget is made and all cost are covered payments as early as possible	about two months in advance set up ticket sale
7. Form working-group	look for hard-working and enthusiastic people	from the very start

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*NOTES*



Prayer Requests