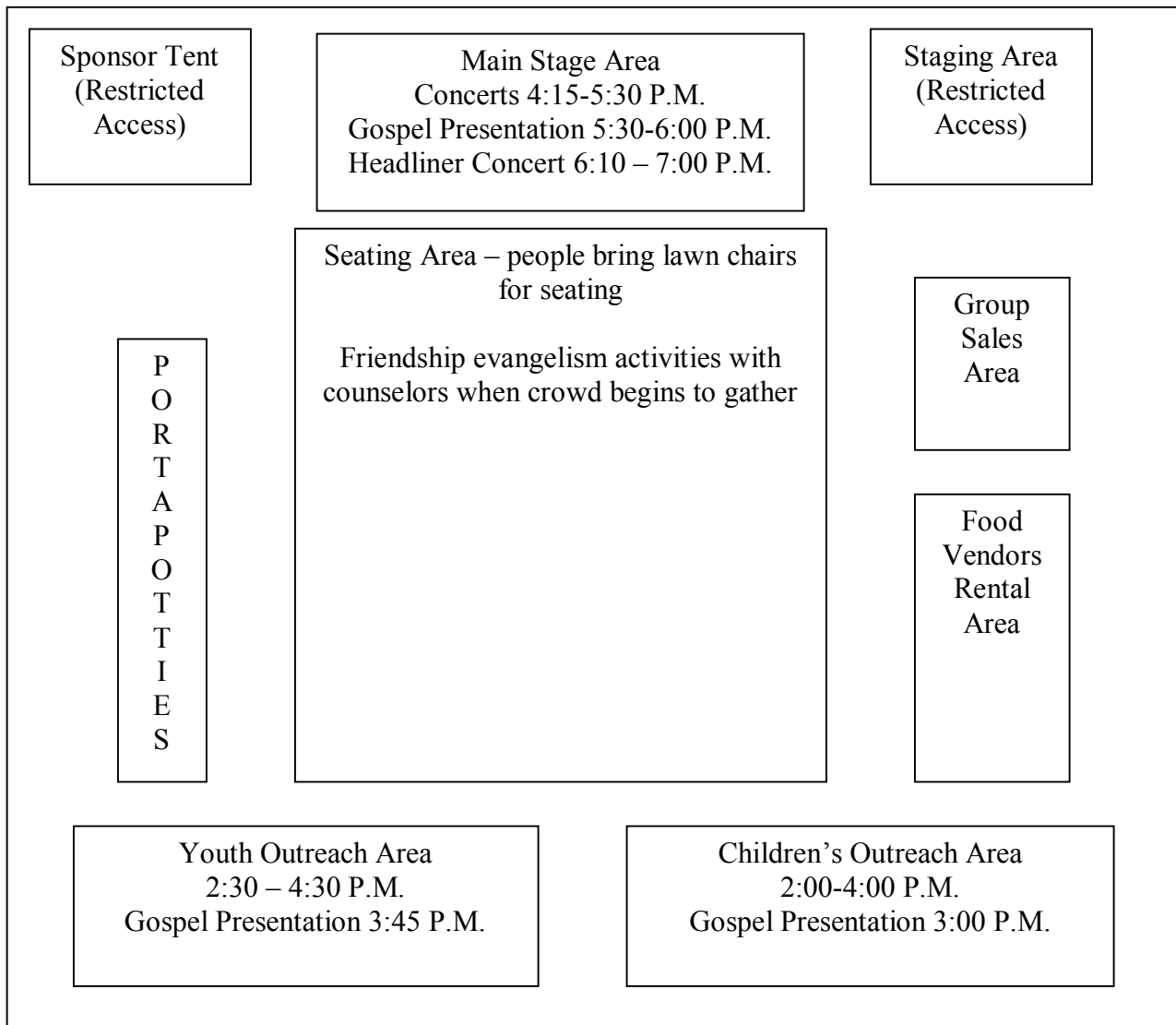


# Festival Evangelism Model

The festival evangelism model is designed to mobilize churches to reach their community with the gospel in a community festival setting. It is a two day event that includes outreach efforts to the entire family. The event is built around a blend of Christian music designed to appeal to a broad range of people with multiple presentations of the gospel, testimonies and preaching.

## Typical Layout of Festival Grounds (No Scale)



Layout may need to be adjusted to fit area. Typically, this event takes place in a public park, open field or sports field.

## **Differences Between Traditional Crusade Model and Festival Model**

1. Open air event in a neutral location rather than inside a church or auditorium.
2. More relaxed atmosphere than traditional crusade model
3. Appeals to the lost – culturally relevant.
4. Built around music yet focused on the gospel. “Great Music, Good News!”
5. Mobilizes churches and community groups as well as businesses.
6. Typically attracts a larger crowd than traditional model and attracts the right kind of crowd.
7. Utilizes affinity group evangelism to reach strategic groups such as business leaders, government leaders, educators through separate events leading up to the festival.
8. Attracts attention of secular media and generates public discussion of the gospel.

## **What are the Primary Goals?**

- To exalt Jesus Christ
- To evangelize the community
- To strengthen the church

## **What are the Prerequisites?**

- A genuine concern for reaching lost humanity in the power of the Holy Spirit
- Adequate personnel support from the involved churches
- Suitable area and facilities to hold meetings

## **What are the Methods Used?**

- Friendship Evangelism Efforts
- Festival Meetings
- Public School Assemblies – Secular Message
- Ladies Tea
- Business Luncheons
- Community Leader Luncheons
- Media Outreach

## **What are the Potential Benefits of an Evangelistic Festival?**

- An increase in prayer mobilization through prayer rallies and Operation Celebration prayer efforts
- Believers are trained in Friendship Evangelism methods and challenged to make a personal commitment to a Great Commission lifestyle
- Renewed unity among community churches as they are laboring together for a common cause
- An increased awareness level of the church and its activities in the community
- Proclamation of the good news to the masses

- Reclamation of inactive church members through promotion and contact efforts
- Growth in membership through local church preservation effort

### **What is the Process?**

- Initial Contact with People in Area
- Vision/Prayer Meetings
- Planning Team Formation and Training
- Prayer Rallies in Churches
- Personal Worker Training with Friendship Evangelism Materials
- Festival Rally
- Operation Celebration
- Affinity Meetings
- Community Compassion Outreach
- **Festival Meetings**
- Follow Up Work

### **Details of the Partnership**

- An invitation to participate in the effort is extended to Christians and Christian churches of all evangelical denominations agreeing with the purposes and goals of the outreach.
- Planning of the Festival effort is through a local planning team, in cooperation with Foundation Ministries, made up of laypersons and pastors from the different participating churches.
- Finances for the crusade effort will be handled locally under the direction of the Festival planning team.
- Funding for the effort comes from individual donors, churches, and local businesses. All funds will be directed to paying for the cost of the Festival.
- The planning team should reimburse all substantiated expenses incurred by our ministry in conjunction with the effort. This includes compensation for a Festival coordinator brought in by Foundation Ministries to help plan the effort and other evangelists used in the children and youth outreach efforts. Guest musicians should also be compensated.
- Funds for the effort should be raised prior to the crusade effort.