

Reach Up Tour Strategy Booklet



2011-12

NC Youth Ministry

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God did this so that men would seek Him and perhaps reach out for Him and find Him, though He is not far from each one of us. Acts 17:27

Knowing that this is the largest generation of teenagers that the United States has ever had and that baptisms have not kept up with the population growth, we must be more intentional about reaching this generation for Christ. The Student Evangelism and Ministry office wants to partner with churches and associations in hosting a Reach Up Tour in their area.

This booklet outlines everything that you need to know before hosting a Reach Up Tour. The following pages are filled with information on the various meetings involved before the event, information on prayer, as well as individual information for each ministry team needed for the event.



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THREE PARTS TO THE REACH UP TOUR STRATEGY

❖ **First Meeting – BSCNC BeDoTell Youth Ministry Team**

How to Pray Your Friends to Christ– We will teach your students how to pray evangelistically for their friends who do not have a personal relationship with Jesus Christ. We ask that you would gather all of the students and leaders from all the area churches for one hour. This should take place at least three weeks before the Reach Up Tour Rally.

❖ **Second Meeting – BSCNC BeDoTell Youth Ministry Team**

How to Share the Gospel– We will train all students and leaders in how to share the gospel using the *Share Jesus Without Fear* curriculum.

- Two hour training event with the BDT Worship Band, BDT Drama Team and trainer. The fee for this training event is \$300.00 to assist with expenses of the BDT Team.

This should take place after the first meeting and at least two weeks before the Reach Up Tour Rally.

❖ **Third Meeting – Local Churches and Association**

This is the actual Reach Up Rally that your churches and associations prepared for in the previous two meetings. This final rally will be local church- and association-led. During the planning of the first two events, the BSCNC Youth Ministry Team will be a resource for the planning, but this event will be the total responsibility of the local team. The goal is for the local youth ministry to 1) take ownership of this third event and 2) be able to schedule it around their calendars without encountering scheduling conflicts with the BSCNC Team.

Suggested format:

- Two hour evangelistic rally featuring personal testimonies, worship, drama, and a message with a gospel presentation.
- Local Team: Neutral facility rental plus speaker honorarium.

The rally should preferably be held in a neutral arena so all churches and non-Christians feel welcomed.

LOCAL CHURCH'S FINANCIAL COMMITMENT

1. Local publicity
2. \$300.00 for the *Share Jesus Without Fear* team
3. All expenses of the Rally, the third event. Some expenses will include rental of a neutral (non-church) facility to seat a minimum of 600 people, a band and a speaker honorarium.

PRAYER IS THE KEY TO SUCCESS

Prayer is a key element of the Reach Up Tour. It is important for everyone to not only know how to share the gospel with others, but to be able to pray for those friends conversion as well. The following are some ideas to encourage prayer within your churches.

- **Use prayer guides to motivate church members to form prayer teams and focus on specific unsaved people.**
- **Schedule prayer huddles. Enlist members to open their homes for prayer meetings. Assign a host or hostess who will lead and enlist 10 people to attend each huddle. Keep them focused on the purpose of the huddle. Huddles can also be held at the church, schools, offices, breakfast groups, or right after school.**
- **Schedule a round-the-clock prayer vigil. Schedule a 12- to 24-hour prayer emphasis. Enlist prayer partners to pray at the church in 30-minute intervals. Make a large clock face to post the schedule.**
- **Hold a prayer breakfast one morning a week for four weeks. Have someone speak briefly on prayer for revival in our land and then pray.**
- **Hold weekly Youth prayer rallies almost anywhere. They should be informal and large in attendance. Have someone bring a guitar and lead a few choruses. Have someone speak briefly on prayer and the importance of reaching unsaved friends for Christ. Then pray.**
- **Encourage prayer for all three meetings/events in every service, committee meetings, and other church events.**

Creative Praying

In 1 Thessalonians 5:17, the apostle Paul commanded Christians to “pray continually.” This is the opportunity to live out the Word. Preach a sermon or teach Sunday School class about the importance of prayer. Then offer some creative ways which members of your congregation can pray for the rally. The following examples will spread prayer into every facet of the lives of those who follow them.

- **Pray in the car.** While sitting at a traffic light, offer up a prayer that God will bring the unchurched to Him during the rally.
- **Pray during television commercials.** How many times have you fretted over the commercials you have to endure between station breaks or during a show you are watching? Redeem that time for God, transforming it into several 60-second prayers for the rally. You may discover you are in prayer up to ten minutes an hour for every show you watch. The time spent in prayer will amaze you.
- **Pray while waiting in line.** Do you have to go to the bank to make a deposit? How long will you stand in line at lunch to order your meal? Use these and other opportunities throughout your day to whisper a prayer to God, thanking Him for His abundant goodness and for the miracles He can work in your life and the lives of those who will be attending the rally.
- **Pray while mowing your yard.** Take the drudgery out of yard work by transforming it into quality time with God.
- **Pray while doing housework.** Repetitious chores, whether inside or outside the house, provide opportunities to pray. When you have your mind on God, the work goes faster. Try it.
- **Pray via the Internet.** As you form prayer teams in your church, be sure to build a database of everyone who has an e-mail address. Once a week, or as the opportunity dictates, send an e-mail with the latest updates to those on the list. Ask the recipients to take some time during their day to pray for each of the requests so God will be glorified through the Reach Up Tour.
- **Create a prayer wall.** On a wall in the church place all the names of the prospects which have been given to the church office in advance of the Reach Up Tour. As people walk by, ask them to adopt a specific name and to intercede for that individual or family. If you prefer, you can write the name of each prospect on a piece of paper, place them all in a basket, and have church members choose a name and pray for that prospect.
- **Go prayer walking.** This evangelism strategy, which was virtually unknown just ten years ago, has proven remarkably effective in breaking down strongholds in communities throughout North America. The concept is simple. Designate an area around which you want to pray for a hedge of protection—such as a school or community—and encourage your members to walk the perimeter as they intercede for those who live or work nearby.

REACH UP TOUR LOCAL TEAMS

Needed to make the event most effective

Your church or association will recruit a chairperson for each specific team. There are guides for each chairperson in order to better equip them as they prepare for the event. The ministry teams are as follows:

- **Publicity Ministry Team – Publicize all three dates to the area churches, association, etc.**
- **Attendance Ministry Team – Calls churches to see if they are going to attend. Find out projected attendance for all three events.**
- **Hospitality Ministry Team – If planning for meal or snacks around the events. Greenroom for all personnel on the Rally Date.**
- **Ushers Ministry Team – Organize volunteers for the Reach Up Rally.**
- **Decision Counselor Ministry Team**
- **Sound Committee**
- **Parking & Security Committee**
- **Intercessory Prayer and Prayer Walking Committee – Prayer walk the locations of each event prior to the event. Set up prayer groups to pray during the event from all over the area.**

The following page can be used to record the information of the chairperson for each team.

Chairperson Contact Information Listing

❖ *Publicity Ministry Team*

Chairperson _____

Address _____

Telephone _____

E-mail _____

❖ *Attendance Ministry Team*

Chairperson _____

Address _____

Telephone _____

E-mail _____

❖ *Hospitality Ministry Team*

Chairperson _____

Address _____

Telephone _____

E-mail _____

❖ *Ushers Ministry Team*

Chairperson _____

Address _____

Telephone _____

E-mail _____

❖ *Decision Counselor Ministry Team*

Chairperson _____

Address _____

Telephone _____

E-mail _____

Training for Ministry Team Members

Your planning team will need to establish a training for helpers. A person should always be trained in whatever their role, in order to ensure that they are fully equipped to perform the role as your church or association desires.

❖ *Training Meeting*

Date _____

Time _____

Place _____

❖ *Before the Event*

Publicity- list the names of those responsible for securing these items.

Fliers _____

Newspaper ads _____

Radio ads _____

Signs _____

Billboards _____

Other type's _____

❖ *After the Event*

Follow-up method _____

People involved _____

Training for follow-up personnel

Date _____

Time _____

Place _____

❖ Publicity Team

- **Brainstorm ways to publicize the meeting using radio, television, newspapers, posters, banner, handbills, bumper stickers, lapel buttons, bulletin inserts, billboards, doorknob hangers, sidewalk chalk writing, bulletin boards, and poster contests for children and youth. Use your imagination.**
- **Plan a budget for publicity.**
- **Provide articles and/or block ads for the weekly newsletter. Coordinate your plan with the associational office.**

Other Resources

- **Adhesive nametags - Are to be worn by people involved in the decision counseling as well as ushers for the event.**
- **Billboard print art - This should be a simple design that can be used in the community to support the rally.**
- **Bulletin inserts - All church members need to know about this evangelistic outreach planned in your community. Make sure there is an insert about the event and all the details in the bulletin.**
- **Inside banner - A 3'x16' banner can be displayed in the church worship center, family ministry center, or other places where groups meet.**
- **Church yard sign - Have 4' x 8' all-weather signs that give the time, date, and theme of the Rally.**

Each One Reach One - This is a complicated math equation, but it works every time. If each person will simply bring one other person, the attendance will double! Encourage every member to bring a friend to the rally. Get commitments from as many people as possible- have them name the person they intend to bring. Use a graphic display such as a chain link

“GO OUT TO THE ROADS AND COUNTRY LANES AND MAKE THEM COME IN, SO THAT MY HOUSE WILL BE FULL.”

—LUKE 14:23, NIV

❖ Publicity Time Line

Five weeks before the Reach Up Tour Rally

Date _____

- Enlist team members.
- Determine what types of publicity your ministry team will use. Suggest places where the team can obtain publicity helps.
- Check with radio and television stations about free interview time or free spot announcements.
- Schedule paid spot announcements for two or three days preceding and during the Reach Up Tour Rally.

Four weeks before the Reach Up Tour Rally

Date _____

- Plan outdoor sign advertising. These can be highway or yard signs. Prepare one or two street banners of approximately 25' to 30' in length. Be sure to check with the city government to see if a permit is needed. If the city does not allow a banner, place it on the church grounds.
- Prepare bulletin inserts for weekly bulletin or block ads for the newsletter.

Three weeks before the Reach Up Tour Rally

Date _____

- Posters, window cards, or fliers should be placed in locations where people gather—such as bus stations, lobbies, schools, barber shops, businesses, or factory bulletin boards. Make sure they are removed from public display after the event.

One week before the Reach Up Tour Rally

Date _____

- Ads should be placed in the newspaper the week before and the week of the Reach Up Tour Rally.
- Street banners should be hung during the week preceding the rally. Many times the fire department will help in putting up banners. Place them high enough to discourage vandalism.
- Special notices should also be placed in the bulletin.

During the week of the Reach Up Tour Rally

Date _____

- Remind the pastors to promote the Reach Up Tour Rally for the following weekend.
- Check to see that ads and news releases are in the newspapers.

❖ Hospitality Team

Your Team - Your team includes a chairperson and four members.

Your Purpose - Your purpose is to serve as host for the BDT Team during the first and second events and to help with hospitality needs for the rally as well.

Your Task - The following suggestions will help your team plan its work. You may have additional ideas that will prove effective.

General Instructions:

- Provide for the needs of the teams.
- Arrange overnight accommodations for the teams. If it is necessary for the teams to stay in homes, arrange accommodations in homes where privacy is ensured.
- Plan a meal schedule. Check with the teams to determine their preferences regarding where and when they want to eat.

“HOLD THEM IN THE HIGHEST REGARD IN LOVE BECAUSE OF THEIR WORK.”

—1 THESSALONIANS. 5:13, NIV

❖ Hospitality Time Line

Three weeks before the Rally

Date _____

- Enlist church members to assist in preparing meals.
- Make hotel reservations.

One week before the Rally

Date _____

- Finalize the meal schedule.

During the Rally

Date _____

- Check in the Green Room to make sure there are enough bottles of water and/or other snacks for the team.

❖ Ushers Team

Your Team - Your team includes one chairperson and one member for each 25 to 50 people expected in attendance.

Your Purpose - Your team is to create a friendly and comfortable atmosphere for those who attend, facilitate distribution of materials, and receive the offering if one is being taken.

Your Task - The following suggestions will help your team plan its work. You may have additional ideas that may prove effective.

Instructions for Ushers - In most cases, the first contact people will have with anyone at the crusade site will be the parking attendants and ushers. You not only play a great part in contributing to their physical comfort, but you will be a major factor in creating an atmosphere of worship. Greet the people cordially, be sincere, smile, and welcome them heartily. Your friendliness and attitude will be contagious. You are tremendously important to the crusade and its outcome for the glory of Christ.

General Instructions:

- Dress neatly and conservatively.
- Always have (and use) breath mints.
- Smile to create a friendly atmosphere and to put people at ease.
- Speak softly but clearly.
- Usher with respect and dignity, as if you were in your own church.
- Do not permit unauthorized literature to be distributed.
- Help keep the audience quiet.
- Know the location of telephones, rest rooms, reserved sections, and other areas of importance so you can give directions.
- Be prepared in case any person becomes ill or is injured.
- Turn in lost articles at the ushers check-in.
- Do not seat latecomers during the prayer.
- Report to the usher check-in 45 minutes before the service to receive your assignment.
- Your usher badge should be displayed prominently.

❖ Usher Time Line

One week before the rally

Date _____

- Train all ushers. Make them comfortable with procedures and places.

During the week of the revival meeting

Date _____

- Be present at least 45 minutes before the rally begins.

❖ Decision Counseling Team

Your Team - Each member should have a consistent Christian walk and a zeal for prayer and evangelism.

Your Purpose - Your purpose is to provide and train decision counselors to lead people to Jesus Christ, document each decision for Christ, and secure the information needed for follow-up.

General Instructions:

- **Enlist Decision Counselors**
 - ◆ Enlisting decision counselors is an act of faith. Be expectant and think big as you plan the number of counselors you will enlist.
 - ◆ Individuals trained in witnessing make excellent decision counselors. Other Christians who have a valid testimony of conversion and a consistent Christian walk are excellent prospects for decision counselors, as well.
 - ◆ All counselors must be trained. Even those who are experienced witnesses need some orientation on the materials you will be using to counsel respondents. Also, they need to be informed of how the invitation will be conducted, how respondents to the invitation will be counseled, and how to record each decision for Christ.
- **Train Decision Counselors**
 - ◆ After enlisting decision counselors, provide a date (or dates) for the training that most closely fit the schedules of those enlisted.
 - ◆ Secure a classroom at a church to hold the training.
 - ◆ Secure a trainer. The pastor of one of the churches is usually the best one to do this. Make sure that the enlistees know the basics of decision counseling.
- **Conduct Decision Counseling**
 - ◆ Communicate with those planning the services about exactly how and when the invitation and decision counseling will take place.
 - ◆ Secure a room for decision counseling. Place enough chairs facing each other for all of those making decisions and those doing the counseling.
 - ◆ Secure enough materials—Personal Commitment Guides, pencils, badges, etc.—for each service.
 - ◆ During the service, provide help with seating, pair respondents with counselors, and have more experienced counselors available to help with special situations.

Additional Information

- **During the decision counselor training, share the gospel and give an opportunity for those attending to pray and receive Christ—just in case there are some who need to be saved.**
- **Inform decision counselors that the term counselor is an internal term to refer to those helping others to begin a relationship with Jesus Christ. We are not to portray ourselves as being experienced or professional therapists. In fact, during the services encourager is a much better term to use.**
- **Many of your counselors will lead people to Christ for the first time in their lives. This is an excellent first exposure to evangelism for some.**
- **Remember to emphasize neatness and spelling when filling out response cards. It is vital for follow-up to document the respondent's complete contact information.**
- **Encourage decision counselors to pray for the rally and for respondents during the invitation.**

“WHOEVER ACKNOWLEDGES ME BEFORE MEN, I WILL ALSO ACKNOWLEDGE HIM BEFORE MY FATHER IN HEAVEN.”

—MATT. 10:32, NIV

❖ Decision Counselors Time Line

Four weeks before the Reach Up Tour rally

Date _____

- **Order materials Personal Commitment Guides, pencils, badges, etc.**

Two weeks before the Rally

Date _____

- **Decision counselor training.**

One week before the Rally

Date _____

- **Conduct pre-service prayer meetings.**

Prepare for the Invitation

The invitation is the most important part of the service. Those desiring to make decisions for Christ are always invited to do so publicly. Several mature Christians should be prepared to counsel with those making decisions. This should be done in the service or a counseling room. Have witnessing booklets, decision cards, and pens ready for use. Often the number of trained counselors will affect the number and quality of decisions made. In most revivals, more people respond than can effectively be dealt with by the pastor. As a general rule, when the line starts forming, the people stop coming.

Decision I made

_____ Accept Jesus Christ as my Lord and Savior and surrender my life to follow Him

_____ Assurance of saving relationship with Jesus Christ

_____ Rededication to grow deeper in relationship with Jesus Christ

_____ Calling into full-time Christian service

Name _____ Age _____
(First) (Last)

Mailing Address _____

(City) (State) (Zip Code)

Parent/Guardian _____ Email _____

Church attending *or* church you came with _____
