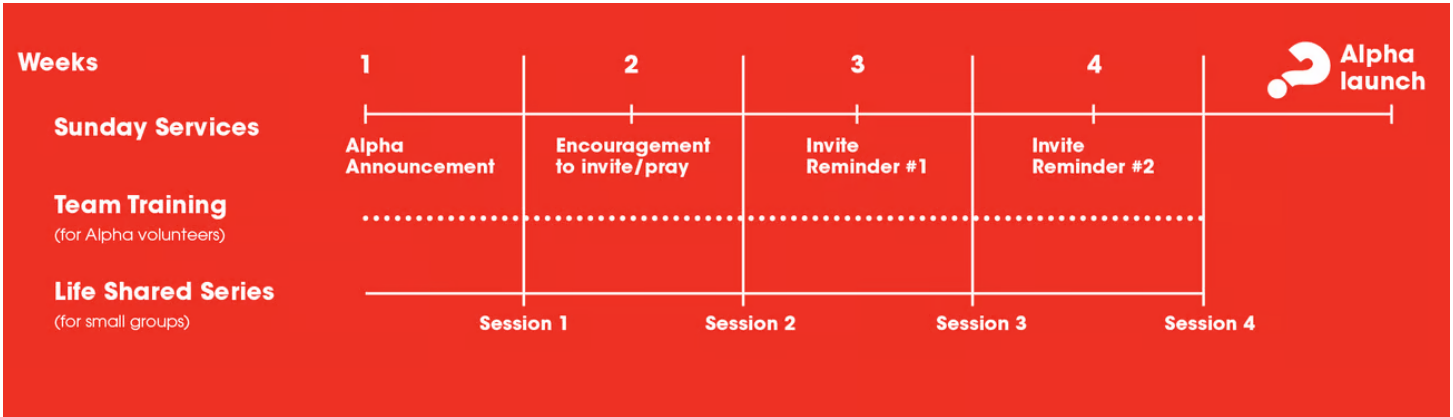


# Sunday Services

This guide is a 4 part invitation plan for your Sunday services leading up to your Alpha launch. It is a way to involve the whole church in the invitation and inspire and equip them to invite people they know to Alpha.



## Alpha Launch Announcement

### Week 1

Introduce what Alpha is, the details of your course and how your church can get involved.

**Suggested Videos** - Guest Invite Video (2024) or What is Alpha? (2023)

### Slides

Utilize MyAlpha Promote resources and customize with your course details

### Talking Points

- Alpha is a place to explore the Christian faith with others. Each session has time for connection, a talk, and space to discuss and ask questions.
- It is designed for people without a church background or who wouldn't call themselves a Christian.
- It's an opportunity to invite your friends to hear the gospel and explore a relationship with Jesus. You can even attend with them!
- Share the date/time of your Alpha (including the dates of your Alpha Weekend/Day if applicable).

### \*Promoting Alpha Online

- Explain how the online platform is an effective space for people to encounter Jesus.
- Share Key Metric: Thousands of Alphas have run online and God has met people in a virtual environment.



# Sunday Services

## How to get involved

### Invite

- Start praying about who God may be calling you to invite

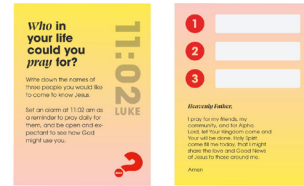
### Volunteer

- Share how your church can join the Alpha team as a volunteer (if needed)

### Pray

- Participate in **11:02 Prayer** where you are invited to set your alarms for 11:02 everyday and pray for three friends you would like to invite to Alpha or to church. [Find out more at alphacanada.org/pray](http://alphacanada.org/pray)

### 11:02 Prayer Campaign



- 1. WRITE DOWN THE NAMES OF THE THREE PEOPLE YOU WOULD LIKE TO PRAY FOR AND INVITE TO EXPLORE FAITH ON ALPHA.
- 2. SET AN ALARM AS A REMINDER TO PRAY DAILY FOR THEM.
- 3. BE OPEN AND EXPECTANT TO SEE HOW GOD MIGHT USE YOU.

### Life Shared Small Group Series: Video Trailer and Slide (if applicable)

Consider running the Life Shared Small Group Series. A four part series designed to encourage and equip your church to share life and faith with their friends. [Find out more and access the Life Shared Small Group Series resources at lifesharedseries.com.](http://lifesharedseries.com)

## Encouragement to Invite & Pray

### Week 2

Encourage your church community to pray for and invite people in their life to explore the Christian faith on Alpha.

### Suggested Video - Who will you invite? (2019)

### Slides

**Option to repeat slides with Alpha start date, registration info, Alpha Weekend/Day if applicable, etc.**

### 11:02 Prayer card slide

### Talking Points

#### Why Alpha? Reiteration

- Highlight the shared mission of the whole church – to share the gospel.
- Remind them of the unique opportunity to share a message of hope.
- Emphasize that in this season, many people will be looking for hope and ways to grow. They may be open to trying new things, and may be more open to an invitation to Alpha.
- Alpha helps create a space where everyone is welcome for conversations about life, faith, and Jesus.

## How to get involved

### Invite

- **Share Key Metric:** 80% of guests who come to Alpha attend because of a personal invitation.
- **Suggest ways to invite:** Ask in person with personalized invitation card, share on social media, send a simple text.
- **Highlight the promotional materials** (digital and print) your church has made to help people invite their friends.

# Sunday Services

## Volunteer

- Share how your church can join the Alpha team as a volunteer (if still needed)

## Pray

- Continue to encourage the 11:02 Prayer Initiative
- Print and hand out an 11:02 Prayer card to everyone in your congregation (optional)

## Invite Reminders

### Weeks 3 and 4

Share the Alpha Film Series trailer and an inspiring story of invitation to encourage and remind your church to invite.

### Suggested Videos – Alpha Film Series Trailer and an Alpha Story

### Talking Points

#### Why Alpha?

Imagine what it would look like if each one of us invited one person that we already share life with to explore a relationship with Jesus through Alpha and find new hope this year.

- Emphasize that guests can come check out Alpha the first week and are under no obligation to return.

### How to get involved

#### Invite

- Share a video story of invitation provided by Alpha on the MyAlpha digital platform or have people within the church share their stories of invitation (e.g. a short interview with both the person who was invited and the person who invited them, or have a previous Alpha guest share a bit of their testimony).
- Highlight the promotional materials (digital and print) your church has made to help people invite their friends.

#### Volunteer

- Share how your church can join the Alpha team as a volunteer (if still needed)

#### Pray

- Continue to encourage the 11:02 Prayer Initiative and the congregation to pray throughout the time Alpha is running for people to come to know Jesus.

