



Many families in your community that normally do not attend church will consider going to church on a big day. Consider how your church can maximize these big days to reach out to the unchurched in your community.

## WHAT ARE YOUR BIG DAYS?

1. Easter
2. Christmas
3. Back-to-School Sunday
4. Other special Sundays at your church



## RESOURCES

Visit [absc.org/bigday](http://absc.org/bigday) for details:

- Guest card
- Decision card
- Postcard
- Gospel tracts
- Ordering door-hanger bags
- Customizing Big Day invitations
- Getting ready for guests
- Giving an effective invitation
- Follow-up night
- And more

For resources and videos related to Getting Ready for Your Big Day, visit [absc.org/bigday](http://absc.org/bigday) or contact the Evangelism and Church Health Team of the Arkansas Baptist State Convention at (800) 838-2272, ext. 5128 or at [dray@absc.org](mailto:dray@absc.org).

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# GETTING READY FOR YOUR



# FIVE ESSENTIAL STEPS TO GET READY FOR YOUR BIG DAY

## PRAYER

The first and most important element in getting ready for the Big Day is prayer.

Ways to lead congregation to pray:

- ✓ Members develop a list of unchurched family, friends, and acquaintances.
- ✓ Plan evangelistic prayer meetings and emphases.
- ✓ Prayer walk the community.

## INVITING

According to Thom Rainer, 82 percent of the unchurched are at least somewhat likely to attend church if invited.

Ways to invite guests:

- ✓ Social media
- ✓ Mass mailer
- ✓ Personal invitation
- ✓ Door hangers

## GUESTS

Nelson Searcy says first-time guests decide in the first seven minutes whether or not they will return.

Elements of a good first impression:

- ✓ Quality online presence
- ✓ Warm greeting
- ✓ Welcoming environment

## WORSHIP SERVICE

The focus of the Big Day is the worship service.

Elements of the service that need careful planning:

- ✓ Welcome
- ✓ Offering
- ✓ Clear Gospel presentation
- ✓ Invitation

## FOLLOW-UP

Billy Graham says 95 percent of an effective evangelistic campaign is follow-up.

Follow-up considerations:

- ✓ Within 48 hours
- ✓ Personal contact
- ✓ Encouraging, positive, and informative

## SUGGESTED TIMELINE

- ✓ 2 months out—Begin praying for unchurched
- ✓ 3–4 weeks out—Order postcards
- ✓ 1–2 weeks out—Distribute postcards and invite guests
- ✓ The Big Day
- ✓ Within 48 hours—Follow up



**CONSIDER FORMING A TEAM TO HELP YOU PLAN YOUR BIG DAY.**