
How Can I Get *More* Guests To My Alpha?



Alpha USA
alphausa.org

When the initial surge of guests dies down after the first few Alpha courses, this is the question at the top of leaders' minds. All of us struggle with the idea of being rejected, the fear of hearing "no," and the possibility of awkwardness when we make an invitation of any kind. What if, instead of fearing the "no," we consider what could happen with a "yes" and choose to make the invite anyway? This resource offers a variety of invitational approaches we've curated to help you prepare to launch your Alpha.



Why?

Imagine a culture where your community is ready and looking for opportunities to listen, invite, and extend radical hospitality to everyone around them. As you incorporate more of your ministry into the mission and vision of Alpha, more people will come to Alpha which means more people have the opportunity to encounter Jesus. This has a ripple effect on all aspects of your organization. When we see the movement of God in one area, we can't help but want to see that happen everywhere.

It all starts with a personal invitation.

We hope you find the tips inside to be helpful. Do you have other ideas that have worked for you that you'd like to pass along to the Alpha community? Please reach out and let us know at questions@alphausa.org.

To access promotional tools and other invitational resources, register your Alpha in MyAlpha at run.alphausa.org. Our team regularly hosts trainings on this topic, visit our website at alphausa.org/events to find the next "Creating an Invitational Culture" training and register your team; we'd love to see you there!

What the Whole Church Can Do



Action #1 Alpha Sunday



Host an Alpha Sunday three to six weeks before launch.

*Dedicating time to an Alpha Sunday three to six weeks before you launch your Alpha helps communicate the “Why” of Alpha and highlights the difference between Alpha and a typical small group or Bible study experience.



Pro-tip:

Share stories

of invitation and transformation from the front each week leading up to the launch of your Alpha to maintain momentum.



Highlight stories (live or video) to share what running Alpha has done in your church and community. Use this day to launch a time of prayer and fasting for your church attenders using pre-printed prayer cards. Pass out the invitational materials you downloaded or ordered in preparation for this day and encourage your church to think of three people they can pray about inviting to Alpha.

Successful Alphas are driven by volunteers, but often when they are championed from the front through something like an “Alpha Sunday,” it’s easier for the church attenders to capture the vision and be inspired to invite.



Access the following resources on the “Promote” tab of your registered Alpha:

- Video testimonies
- Promotional videos
- Promotional slides for your screens
- Posters and other signage

Register your Alpha or return to your registered course at run.alphausa.org.

To order personalized, printed signage at a low cost, visit outreach.com/alpha.

Be creative, these things can take place during announcements in the lobby or narthex, or as time and space allows.

Sample Four-week Church Invitational Journey

Each week encourage everyone to pray for and invite three people to the next Alpha

First Sunday: Share an Alpha intro video/trailer.

Second Sunday: Share a guest story of someone whose life was changed on Alpha (live or video).

Third Sunday: Share a story of someone who invited a guest to Alpha (live or video).

Remind everyone it’s not too late to invite their three people to Alpha.



Action #2 Equip Your Church



Equip your church with prepared invitational materials.



People equipped with invitational materials—like pre-printed cards in a variety of sizes or digital images—may be more likely to extend an invitation to someone important to them. You can also order personalized invitations at a low cost through our partner, Outreach, Inc., at outreach.com/alpha.



You can access invitations to download, personalize, and print—all for free—when you register your course in MyAlpha at run.alphausa.org. After registering your course, you'll find the materials ready for you to personalize and print on the "Promote" tab.

You can create your own invitations using the Alpha brand guidelines found at brand.alpha.org.



Action #3 Taste of Alpha



Host a 'Taste of Alpha.'



Create an Alpha evening for your church attenders to experience it for themselves. Include as many of the components of a session as you can including hospitality, food, videos, small group tables, and conversation starters. This is a great time for your team to practice listening, hospitality, and reliance on the Holy Spirit as they host guests.

After experiencing an Alpha session of their own, they will better understand what an Alpha is like and how different it truly is from other small group experiences.

Take it one step further and offer a brief question and answer period at the end of the event and send everyone home with physical invitations to begin inviting guests.



Access all of the resources you need to run a 'Taste of Alpha' by registering a course at run.alphausa.org and downloading:

- Run Alpha Handbook
- The first session
- A promotional video
- Personalized invitations
- Host/Helper notes
- And more!



But how do I invite?

An invitation can be as simple and casual as this: "I'm getting ready to do Alpha and thought of you! It's a time to gather, eat a good meal, watch a short video about life and faith, and then there's time to share what you think about the topic. All thoughts are welcome. If I picked you up or met you there, would you come check it out with me?"

What the Alpha Team Can Do



Action #1 Identify People



Help your team and entire church consider the question: *"Who do you invite?"*



First, identify some people—it all starts with us, the leaders in the church. If we don't invite, how do we expect others to do so?

Think through the hidden, marginalized, or new people are in your spheres.

Who is most likely to attend an Alpha?

A helpful tip is to think through people who have recently experienced transition:

- Geographical change
- Family situational change
- Financial shift/career change
- Grief
- Personal life challenges (sound like the last three years?)



Action #2 Share Your Story



Prompt your team to think through their stories asking the question: "How has God made a difference in your life?"



It may sound a little like: I used to be self-serving / people pleasing / in addiction / hopeless, but then I met God and now the fruit of the Spirit in my life looks like ____."

Or

God's presence in my life made a difference when he helped me through _____. Or, I was like this (or would have done this) Then God and now this...

Then keep praying and watch for open doors to share your story!

Resource: Try "Life Shared" or "Life on Purpose" to help your church attenders and students think through sharing their stories. (Links can be found in the resource section on the next page).



Action #3 Pray with Intentionality



Lay a foundation of prayer using the Luke 11:02 initiative.



Before inviting guests to explore faith on Alpha, we pray about who we will invite—prayer precedes the invitation. Luke 11:02 teaches us to pray 'Your kingdom come.' At 11:02 a.m., each day for 21 days before the launch of your Alpha, invite the entire church to pray for their city and for three people they want to know Jesus.

Access all instructions and resources for this initiative in the "promote" section of MyAlpha at run.alphausa.org.



More Resources

Social Media Invitations:

Download free digital assets for your social media accounts and share them with others in your ministry. Find them in MyAlpha at run.alphausa.org.

Life Shared:

This three-week series is designed to help churches create an invitational culture church-wide. Explore the series and download it for free at alphausa.org/preview/life-shared-series.

Life on Purpose:

Similar to Life Shared, but created specifically for teens, this series equips this generation to share life, faith, and Jesus. Explore the series and download it for free at alphausa.org/preview/life-on-purpose.

Kingdom Come Prayer:

Host a prayer gathering within your church, or better yet, with other churches in your community! Get a free guide to hosting dynamic group prayer gatherings and a marketing kit to help you reach out to churches in your community.

Find it all at

alphausa.org/pray/#kcp.

Try Praying:

Get your church praying! Explore the trypraying.org platform and see how it can help your church lay a foundation of prayer in this area.

