



CHURCH HOW-TOs

SPIRITUAL AWARENESS CAMPAIGN

“Engaging the people of God to have conversations about the person of God in a unified effort.”

What if every Christ-follower prioritized engaging in spiritual conversations with people throughout the city in a unified way? What if these spiritual conversations were taking place during a heightened time of spiritual attention, either coordinated by church leaders or prompted by some other event or circumstance?

BENEFITS

The advertising raises the awareness of the non-Christians in the city and also gives a shot of courage to believers to engage them in conversations.

The start-stop emphasis of a campaign gives people a sense of urgency to take risks (starting conversations, hosting a meet-up group, inviting people to church) that will give them a new experience to change their lives permanently.

If people then engage non-Christians, they will experience the work of the Holy Spirit going ahead of them and in their surprise, gain a larger sense of what God is doing in their city.

The unity of the church working together gives believers a sense of a kingdom vision and the non-Christians a confidence that Jesus is divine (John 17:20-23).

GOAL

To mobilize as many believers as possible to engage in spiritual conversation with non-Christians before, during, and after the campaign.



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HOW? COMMIT, PROMOTE, AND FOLLOW THROUGH.

- 1 Pastors and staff need to lead the way personally. You will preach differently and lead more effectively if you engage in spiritual conversations and host a meet-up group. Share your experiences with the congregation—the good, bad, and the ugly. It will change your church.
- 2 Be willing to change your programming if necessary. Don't use **What's After ATX** to kill all your sacred cows, or people will rebel against the campaign. But, be willing to open up your systems to get the most people involved.
- 3 Think of ways to get the people in your congregation engaged (including high school and college students). Suggestions:
 - Regularly share the vision for reaching the city and tell your congregation you need each one of them to join this movement.
 - Expose people to the website by using the videos in church services—get people going to the website on their own to explore the material and access social media channels.
 - In a service, have your congregation write down the names of at least 5 friends they would love to see engaged in this campaign. You want them thinking of people they will personally reach out to.
 - In a service, have your congregation write down three settings where they could potentially host a meet-up group. You want people to imagine themselves in situations they feel comfortable.
 - Challenge your congregation to commit to go through all the sessions of Group Facilitator Training videos and envision themselves hosting a group. These sessions will answer all their questions and show them the ease of inviting and hosting.
 - Challenge your congregation to go public by using **What's After ATX** tools (signs, stickers, etc.) as the advertising goes up and give them a one sentence answer to the question, "What is **What's After ATX**?" Encourage them to post pictures of themselves on social media sporting **What's After ATX** paraphernalia.
 - Remember, public advertising will get people's attention but a personal invitation will get their attendance.
 - Keep challenging people to take risky steps of faith to see what God will do.



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4 Meet-up groups should kick off before the Sermon Series for maximum attendance. At the end of the discussion each week, the leader can simply say that if anyone is interested in exploring this topic further, they are welcome to attend their church.

5 Existing Church-Based Small Groups and Sunday School Classes:
A group made up of all or mostly Christians will not provide much value. The sermons are designed to deliver the content. The meet-up group experience is designed to get people comfortable exploring. A 50/50 ratio is the largest ratio of Christians to non-Christian we recommend.

FOR SMALL CHURCH-BASED GROUPS, WE RECOMMEND FOUR OPTIONS*:

- **Least radical:** Keep the group together and challenge everyone in the group to bring at least one friend.
- **Radical:** Keep the group together to pray and send out a few who will host a group of their friends.
- **More radical:** Break the group up into pairs and have several discussion groups. Then try to bring them all together including the non-Christians for a party at the end.
- **Most radical:** Disband all small groups during the campaign and challenge everyone to host their own group.

*Realistically, you will probably have some combination of all of the above.

Some have asked if a traditional Sunday morning adult Bible Study is an effective way to engage people. Our experience in Austin has been that non-Christians were not inclined to come to a Sunday morning Bible Study class. They would only come to the worship service. And, the student ministry seemed to be able to get more students out for their weekend large gathering if invited by a friend.