

## REACH Campaign

In Advance, each class needs to plan to host a REACH event/fellowship (may want to call it something else) during week 5. As they reach out during the first 4 weeks, they should always extend an invitation to the event. It may be wise to host the event in conjunction with Sunday School and Worship on Week 5, though it could be planned for the Saturday before.

Week 1 - Relationship Building week, challenge all class members to identify at list one friend, neighbor, co-worker, etc. that is a prospect and perform an act of kindness (deliver a gift, wash their car, buy their lunch, etc.) for them this week. Report the name to the class for prospect and prayer list.

Week 2 - Evangelism/Encouragement Week, challenge each class member to share the Gospel with someone, engage in an evangelism event with the class or church, or send a note of encouragement to a class member.

Week 3 - Absentee Ministry, contact all absentees this week and extend a verbal invitation to the REACH event. Offer to pick them up and go together. Assignments should be made during class.

Week 4 - Connection Week, make some type of contact with member, absentee, and prospect that you want to see at the REACH event. Be creative in your contacts.

Week 5 - Host an event, conduct the event with a special focus on those you are trying to reach. Have fun, follow-up, and follow-through with those in attendance. What you do after the event will be even more important than the actions prior to it.