

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 – REACH out through Acts of Kindness; perform random acts of kindness this week. Give them or leave a card from the church to let them know who cares about them.

Week 2 – REACH out to a friend, 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 3 – REACH in to Absentees, 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 – REACH all through a lavish invitation, 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 – REACH all through food, fun and fellowship, 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.