
Outreach Event Process Overview

Mike Lawrence Productions

Document purpose and scope

☒ Purpose

- Review the objectives of the Outreach Event
- Review the parameters and processes that maximize the outreach success for your ministry

☒ Scope

- An overview of relevant topics designed to quickly give the reader an introduction and foundation for understanding the elements and dynamics of a magic show outreach event

☒ Who should read this document?

- Ministry leadership and event staff participants

Mike Lawrence Bio

Mike, a native of New York City, has a background in technology, business and entertainment. He is a graduate of United States Air Force Academy with a degree in Astronautical Engineering.

He started his career in magical entertainment as a hobby while attending the Air Force Academy. In 2001 Mike met Andre Kole and discovered how effective this style of ministry is in sharing the Gospel Message. With Andre's assistance Mike established a similar outreach ministry.

Mission Statement

... to seek and to
save that which is
lost.

Luke 19:10

Romans 10:9-10, 13

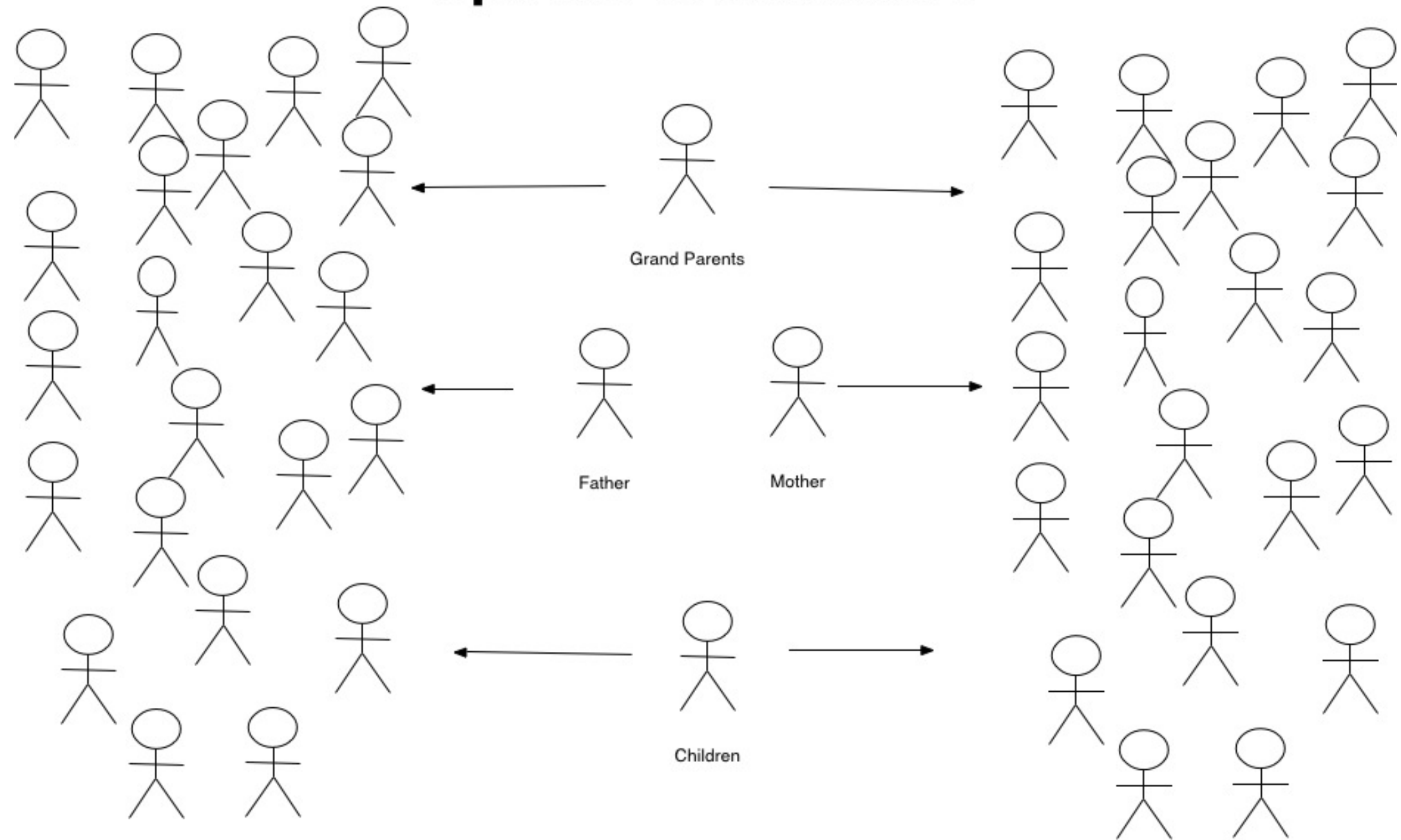
⁹ that if you confess with your mouth the Lord Jesus and believe in your heart that God has raised Him from the dead, you will be saved.

¹⁰ For with the heart one believes unto righteousness, and with the mouth confession is made unto salvation.

¹³ For “whoever calls on the name of the LORD shall be saved.”

Multigenerational Family Outreach

Sphere of Influence



Show Objective

- ❏ The objective of the show is *to lead the unsaved to Christ*. The success of the show relies on each member of the congregation inviting and *bringing* as many unsaved friends, relatives and neighbors to the show as possible.
- ❏ 98% of Christians feel ineffective in sharing the Gospel. This show is designed to make it easy for *everyone* to share the Gospel with their unsaved friends, relatives and neighbors.

Show Objective - *The Comment Card*

The show leads people to Christ by:

1. Sharing a clear presentation of the Gospel Message
2. Leading the unsaved through prayer to invite Jesus Christ into their hearts and lives
3. Collecting their contact information via the **comment card** (*right*) so that your ministry can follow through with them

Mike Lawrence

Mr.
Mrs.
Ms. _____ Age _____

Please Print

Address _____

City _____ State _____ Zip _____

Phone _____ Guest of _____

☐ Adult ☐ College ☐ High School _____

☐ Tonight I prayed for the first time to invite Jesus Christ into my heart and life.

☐ I would like to receive more information on how to have a personal relationship with Jesus Christ.

Questions and/or comments:

Comment Card

Event Positioning to *The Congregation*

- ☒ The event should be positioned to the congregation as:
 - an *outreach* event first and entertainment event second. The congregation should see themselves as *co-laborers not audience members*.
 - Their assignment is to get the unsaved to the event.
- ☒ Each member of the congregation should focus on:
 - *bringing* as many unsaved friends relatives and neighbors to the event as possible.
 - The value proposition for the congregation is that this event is a fun evening where they can effectively share the Gospel.

Event Positioning to *The Guests*

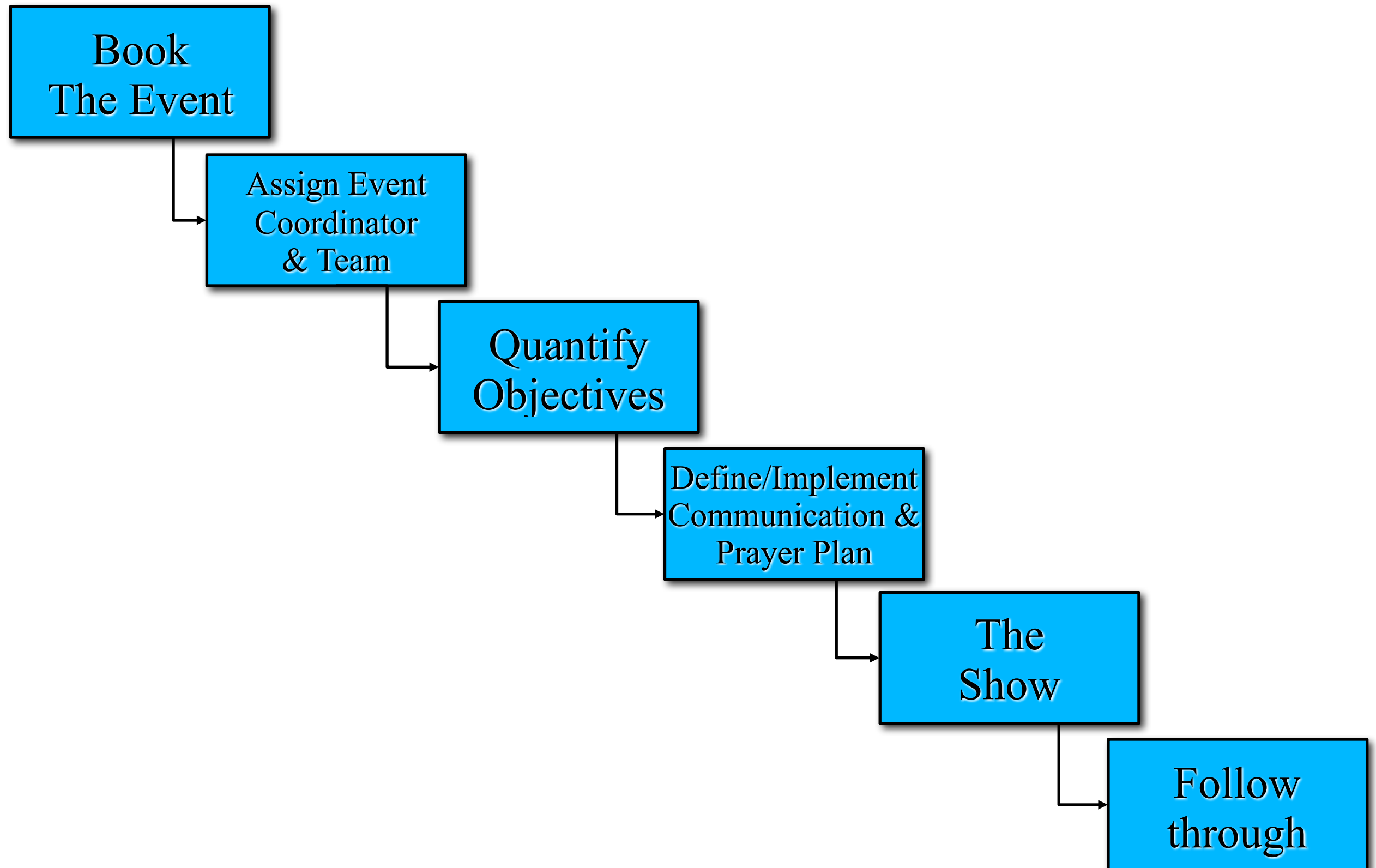
- ❑ The event should be positioned to the guests as:
 - a family entertainment event where they will see a first class magic & illusion show.

Event Positioning to *The Guests* (continued)

- ☒ The event is designed to entertain as well as share the Gospel message, including a call to Christ.
- ☒ So that the unsaved audience members are not offended or feel as though they have been “tricked” into hearing the Gospel message and call to Christ we do the following:

1. At the beginning of the show we inform the audience that
 - a) there is a spiritual element toward the end of the show
 - b) *and* there will be a 1 minute intermission before the spiritual element for anyone who wishes to depart.
2. Deliver a world class magic and illusion show comparable to commercially available entertainment.

Event Process



Book The Event

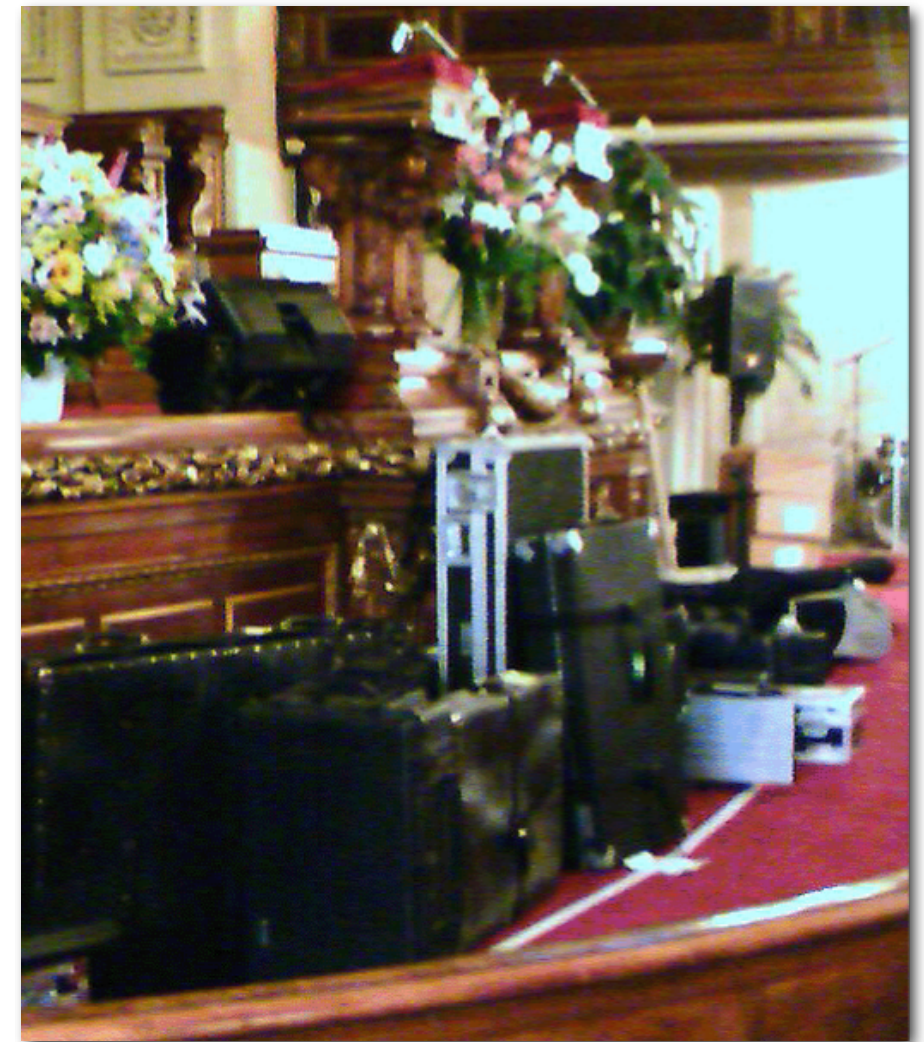
Book
The Event

-
- ☒ Select a date for the event. The show is effective on both weekdays or weekends.
 - ☒ The show is a *stand-alone* event
 - The show must be a stand-alone event for maximum outreach effectiveness. It can not be combined with other activities or events, including praise & worship, for three reasons.
 1. Our unsaved guests, whom we are trying to reach, typically do not relate well to “church activities.” Combining other church activities is usually counterproductive in reaching our unsaved guests.
 2. The amount of equipment and staging requirements for our magic show requires a dedicated show room.
 3. The show is designed as a stand-alone event.

Assign Coordinator & Team

Assign Event
Coordinator
& Team

- ☒ Event Coordinator
 - Single point of contact for your ministry
 - Follows through with respondents
- ☒ Team
 - Prayer Team
 - Event Staff Roles
 - ☒ Load-in (8 men high school age or older)
 - ☒ Load-out (8 men high school age or older)
 - ☒ Sound & Lights (2)
 - ☒ Ushers (4-8)
 - Comment Cards
 - Seating
 - ☒ Security (2 men high school age or older)
 - Stage Security
 - ☒ Comment Card Statistics (1)



Quantify Objectives

Benchmark
Objectives

- ▣ Quantify objectives for the event
 - Establish total attendance objectives
 - Establish unsaved attendance objectives

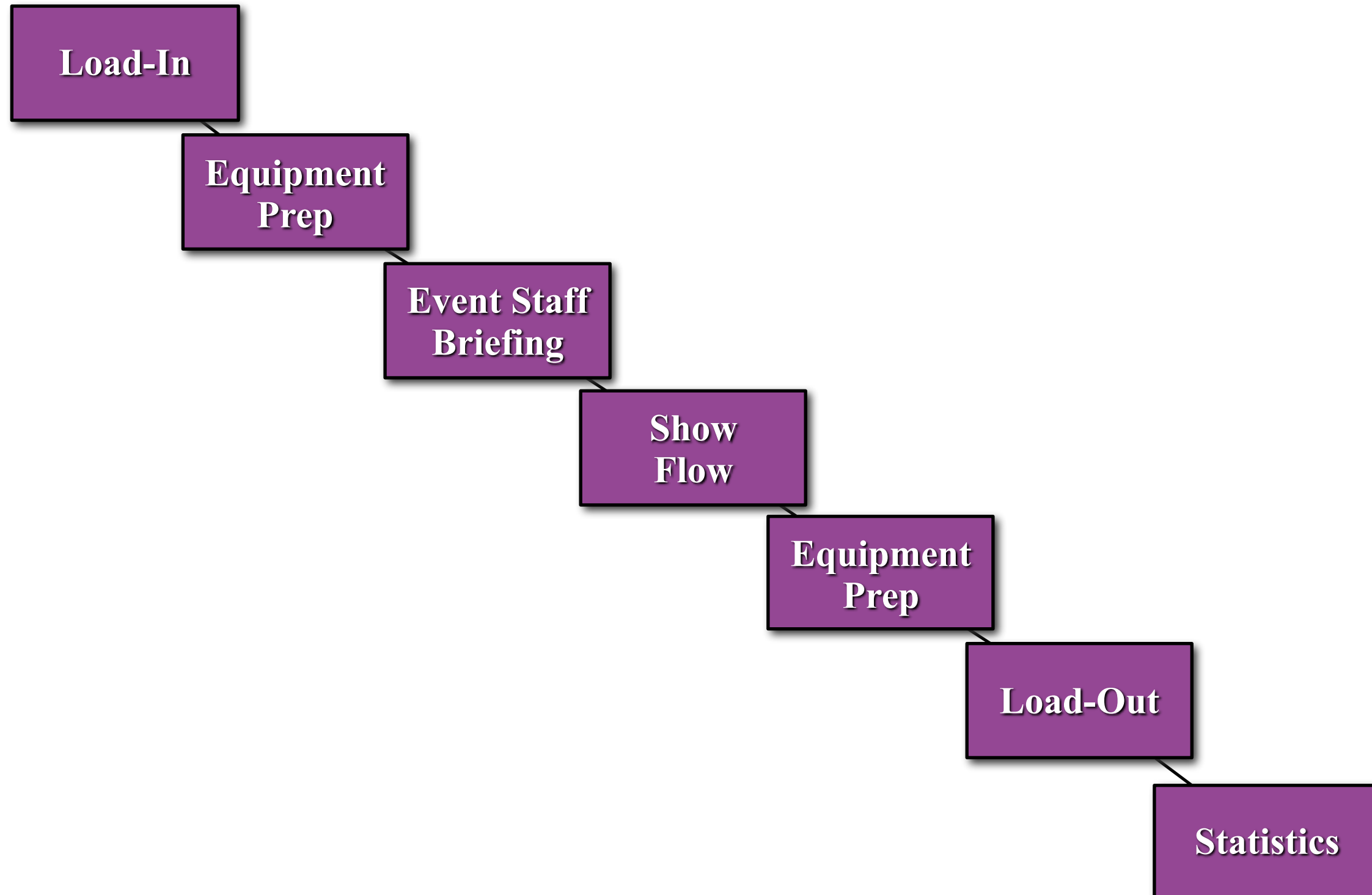
Communications & Prayer Plan

Define/Implement
Communication &
Prayer Plan

- ❑ Effectively communicate the event to generate congregation and ministry staff **Buy-in**
 - Promotional Video for Congregations
 - www.GlobalOutreachEvent.com
- ❑ Effectively communicate the event to generate community attendance
 - Promotional Video for the Public
- ❑ Establish a prayer plan for the event
 - Prayer team praying for the outreach

The Show Process

The
Show



The Show

The
Show

☒ Load-In (1 hour)

- 4.5 hours before doors open
 - ☒ Vehicle parking in front of facility or with direct access to the stage
 - ☒ 8 high school age or older men to assist available for one hour

☒ Equipment Prep (2 hours)

- Stage cleared
- Show room empty except for designated personnel



Load-In

Equipment
Prep

The Show *(continued)*

The
Show

☒ Event Staff Briefing (1 hour)

Event Staff
Briefing

- 90 minutes before doors open

- ☒ Sound & Lights (2)

- ☒ Ushers / Greeters (4-8)

- Room setup

- Greeting & Seating

- Distribution and retrieval of comment cards and pencils

- ☒ Security (2)

- Keeps audience off of stage and away from equipment

- ☒ Comment Card Statistics (1)

- Tally number of responses on the comment cards

- ☒ Received Christ for the first time at event

- ☒ More questions about Christ

- ☒ Rededicated life to Christ

The Show *(continued)*

The
Show

Show Flow (90-120 minutes)

Show
Flow

- ☒ We want to optimize the audience's entire experience at the event. So from our perspective the show starts when the doors open and ends when the last person leaves the show room. The doors open 30 minutes before the entertainment begins.
 - 30 Minute walk-in music CD
 - 5 minutes to '*start of show*' automated announcement
- ☒ Magical Entertainment Begins (*'start of show'*)
 - approximately 40 - 55 minutes of magical entertainment
- ☒ Gospel message and call to Christ (30 minutes)
 - Cards and pencils distributed and retrieved
- ☒ Show Closes
 - Final illusion
 - Walk out music

The Show *(continued)*

The
Show

☒ Equipment Prep (1hour)

Equipment
Prep

- Show room empty except for designated personnel

☒ Load-out (45 minutes)

Load-Out

- Vehicle parking in front of facility or with direct access to the stage
- 8 high school age or older men to assist available for one hour

☒ Statistics Review (15 minutes)

Statistics

- Statistics Tallied
- Follow through materials distributed to your coordinator

Follow Through

Follow
Through

- ❑ Event coordinator mails materials to respondents on the next business day.
- ❑ Event coordinator phones respondents to verify materials received and discuss next steps per pastor's directions.

Follow Through Process

Follow
Through

Comment
cards
completed

Materials and or
letters mailed out
next business day

Follow Through
Phone call from
your ministry

Mike Lawrence

Mr. _____
Mrs. _____
Ms. _____ Please Print Age _____

Address _____

City _____ State _____ Zip _____

Phone _____ Guest of _____

☐ Adult ☐ College ☐ High School _____

☐ Tonight I prayed for the first time to invite Jesus Christ into my heart and life.

☐ I would like to receive more information on how to have a personal relationship with Jesus Christ.

Questions and/or comments:

Comment Card Follow Through

Follow
Through

- Comment Card follow through consists of a mailing (content listed below) followed by a phone call to confirm receipt of the information and to discuss next steps in the respondents discipleship process.

Mike Lawrence

Mr. _____
Mrs. _____
Ms. _____ Please Print Age _____

Address _____

City _____ State _____ Zip _____

Phone _____ Guest of _____

☐ Adult ☐ College ☐ High School _____

☐ Tonight I prayed for the first time to invite Jesus Christ into my heart and life.

☐ I would like to receive more information on how to have a personal relationship with Jesus Christ.

Questions and/or comments:

Comment Card

Comment Card Follow Through

Follow
Through

Response	Deliverable
Received Christ for the first time	Letter and Materials
Would like more information about receiving Christ	Letter
Rededicating life to Christ	Letter
General comments about the event	Usually no deliverable

Additional Documents & Materials

- ☒ Advance Manual
- ☒ Text of Gospel Message and Call to Christ
- ☒ Comment Card artwork (PDF)
- ☒ Event Check List (PDF)
- ☒ Event Staff Badges artwork (PDF)
- ☒ Event Signage artwork (PDF)
- ☒ Event Poster artwork (PDF)
- ☒ Ticket artwork (PDF)
- ☒ Mike Lawrence Bio
- ☒ Promotional Video (Internet)



Magic and The Bible

- ☒ *The dictionary gives two meanings to the word magic.*
 - *The first definition is as follows:*
 - ☒ "The pretended art of producing effects or controlling events by charms, spells, and rituals supposed to govern certain natural or supernatural forces; sorcery; witchcraft." *The practices contained in this definition are all condemned by God in the Bible. Whether these practices are claimed to be used for good or not makes no difference, they are still condemned as an abomination to God.*
 - *The second definition in the dictionary is for theatrical magic:*
 - ☒ "The art of producing baffling effects or illusions by sleight of hand, concealed apparatus" etc. *This definition describes what I do.*

Magic and The Bible

Old Testament

- Ezekiel 21:21-22
- Exodus 7:11
- Daniel 2
- Samuel 28

New Testament

- Acts 8:19-24
- Acts 13:4-12
- Acts 19:19
- Timothy 5:13
- Galatians 5:20
- Timothy 3:13

Magic and The Bible - **Conclusions**

Once a person has done any amount of study of these and other related Scriptures and has any knowledge of the theatrical art of illusion, he would immediately realize that the practices defined by the above English and original Greek and Hebrew words are completely foreign to anything anyone in my profession does today who uses the title "magician."

We do not tell the future, we do not try to communicate with the dead, and we do not accomplish or claim to accomplish our effects by the aid of demons or supernatural powers. In fact, when someone arises on the scene that claims to possess some type of supernatural power, it is usually the professional magicians who are the first to investigate these claims in order to expose those who would benefit at the expense of others by laying claim to these powers.

Everything we do is for the purpose of entertainment and instruction and is accomplished by natural means that usually involve a tremendous amount of work and long hours of practice. As I have said many times, any eight year old child can do the things I do--with fifteen years of practice.



Budget

Program	Budget
Enhanced Theatrical Program	\$3,750
Standard Program	\$1,753

The Process

- ☒ Meet with Senior Pastor – Today
- ☒ Meet with Congregation – Within 2 Weeks
- ☒ Assist with Evangelism Workshop – In 3 weeks
- ☒ Monitor Progress
- ☒ Event – As-Soon-As 5 weeks
- ☒ Follow Through

Responsibilities

- ❑ Implement the requirements in this document including:
 - Staffing
 - Venue preparation
 - Internal and external communication

Statement of Faith

I BELIEVE

- ☒ In the triune God: The Father, the Son and the Holy Spirit
- ☒ Jesus Christ is true God and true man.
- ☒ The Holy Spirit is a divine person.
- ☒ All scripture is given by inspiration of God.
- ☒ All have sinned and come short of the glory of God and are in need of salvation.
- ☒ Salvation has been provided through Jesus Christ for all men.
- ☒ It is the will of God that every Believer be filled with the Holy Spirit.
- ☒ Healing is provided in the redemptive work of Christ and is available to every Believer.
- ☒ The Church consists of all those who have received Jesus Christ as their personal Savior.
- ☒ There shall be a bodily resurrection of the just and of the unjust.
- ☒ In the personal, visible, imminent return of Jesus Christ
- ☒ In water baptism, and observance of the Lord's Supper.