



A COMEDY OUTREACH EVENT

I'm so excited about bringing this to churches. This is the culmination of the last 10 years of my ministry experience.

The following resource is a blue print to what this event can look like. Use this as you plan and prepare. Together we can put on something incredible and bring a ton of new momentum to your church.

If you have any questions please contact me:

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PURPOSE

The purpose of this event is to promote **CONFESSION** and to show communities why the gospel allows us to boldly go to Christ with our weaknesses.

I'm praying that God will open the hearts of people struggling with

Depression
Suicidal thoughts
Loneliness
Addictions
Eating disorders

Marriages on the brink of divorce
Grief after losing a loved one
Doubts
Anger issues
Abuse

And any other issue we feel like we have to keep secret

It is a 3 night event designed to get your church excited for evangelism, train leaders, and share the gospel with your city.

This outreach is best when the **whole church** participates together but it can be adapted for just the youth, or just the young adult ministry.

SCHEDULE

This event takes place over three sessions. Most churches will schedule it **Wednesday through Friday**, but it can also fit Sunday morning, Sunday afternoon, and Sunday night.

SESSION ONE: Combined Service with Youth & Adults

I'm in service as a guest speaker. I have a chance to introduce myself, show through scripture why the message of confession is so important, explain what the comedy show is going to be like, and get everyone excited about inviting their friends and family to the show.

SESSION TWO: Training

Since the message of the event is confession this night is set aside for training on how to be there for someone opening up.

This session should be open to everyone but I'd specifically encourage pastors, small group leaders, altar workers, and parents to attend. The whole thing should last a little over an hour and include a time for teaching, Q&A, and prayer for the big outreach.

SESSION THREE: Comedy Show!

It's a big fun comedy show! This thing can be HUGE! All you have to worry about is getting people there, introducing me, and having leaders ready for the prayer time at the end. The show is 70 minutes long with all the laughing, the message, and the response time.

The show is mainly meant for **youth age and up**. It would be best to have the children's ministry putting something on just for them the night of the show. This could be a full separate event or just free childcare available in the church.

GETTING PEOPLE EXCITED ABOUT THE SHOW

The more we plan this out the more effective we can be. How many people are you wanting to be there? Dream big. Dream too big. Dream so big only God can make it happen.

Part of the goal in marketing this event is getting your church to see how much you're investing in it. You want them thinking "Wow, they're going all out for this thing! I guess it is going to be awesome."

Don't forget the rule of 7's: **If people hear about an event through 7 different mediums, they'll remember the event and show up!**

Here are some ideas on how to get people excited:

Promo material

I've got you covered here! I'll send you a Dropbox folder with EVERYTHING you need. There are videos for announcements, for Facebook and social media, posters, flyers, graphics, and so much more! You can put it out as is or customize everything to fit the look and style of your church.

Two Truths and a Lie

When making the announcement about the upcoming comedy show have a pastor or leader play a quick game of two truths and a lie and let the church guess.

Dad Joke Battle

Record a video of two pastors going head to head in a dad joke battle like this: <https://youtu.be/kyyzAz469K8>

Try not to laugh challenge

This can be a fun game in youth or a great video. Two contestants fill their mouth with water and face each other. A third person is trying to make both of them laugh. Whoever laughs first and spits their water out (into the other person's face) loses.

Preach evangelism

Plan a sermon series for the 4 weeks leading up to the event all about evangelism as a way to cast vision.

Top 5

This idea comes from Andrew Lawhon, a super buff youth pastor from the Dallas area. Two weeks before the event have every student in the youth fill out a card of 5 friends who don't know Christ they want to see come to church. Collect the cards and the next week at service put out an extra chair for every name that was written down. Have a name on every chair. It's an incredible visual, seeing how packed the youth service would be if all these friends came. Spend time in service having everyone walk around and pray for everyone the chairs represent.

Hand out invite cards

I'll included small, two sided flyers for the event. **Print AT LEAST 250.** Two weeks before the show hand out stacks of 10 so people can get the word out.

Social media contest for youth

If students post about the upcoming comedy show, they're entered in a drawing for VIP seating at the show. This can mean they get front row seats, or a while everyone else is seating in regular chairs, VIPs get their own couch off to the side. It could include popcorn or free food.

Personal invites

We can post about it all day on social media and talk about it from the stage for weeks, but NOTHING is as effective as a personal invite. Have every pastor, leader, and member of your team have a list of 5 people they'll personally reach out and invite through text, phone call, or in person.

HOW DO WE FOLLOW UP AFTER THE SHOW?

We get a lot of people to show up, but then what? We need a game plan for plugging them in to your church community. Any big outreach can help build momentum in your ministry if you're ready for it.

Here are some ideas for follow up.

Response cards

Have everyone who responds to the message fill out a response card so you'll be able to easily connect with them.

Treat the show like an open house event

You'll have a lot of people who are in your church for the first time. Use your lobby / foyer area to let them know what you're all about. Think about how you can't go to the movie theatre without seeing advertisements for upcoming movies.

Have a booth for every ministry with informations about what's happening in the next few weeks. Have volunteers making **intentional connections** with everyone they're meeting. "Oh, you're a young married couple who just moved to town? Let me introduce you to _____, they're also a young married couple."

Launch small groups

Even if you've had small groups going for a while now, you can use this show to make a big push for people to join. The message of the show is "the importance of opening up" and what better place to do that than in a small group?! Get people signed up and connected to different small groups in the foyer after the show.

Offer something Sunday morning

You've got all these people in your church for a comedy show. What can you offer to get them interested in coming back Sunday morning?

Food trucks

Invite local food trucks to set up outside the church Sunday afternoon. Make it a community picnic party. Nothing makes inviting first time visitors out to lunch easier than bringing a food court to the parking lot.

Launch a new sermon series

How cool would it be to announce a new sermon series at the end of the show that will help unpack what we need to do after we confess? Everyone who responds to the message will know they need to come back to continue what God is doing.

Offer something for youth

How can you hook students to get them to come back to your next youth service?

Giveaways

Have students sign up for different giveaways before the show starts but don't announce the winners until the next youth service. It doesn't even have to be something HUGE like a new TV. Give away free Chikfila for a week (a gift card with enough money on it that a person can eat a meal for 5 days).

Free food

Seth Wolverton, youth pastor in Lufkin, TX, told me about how they had a pop tart bar. I don't even know what that means but I want to try it. Offer pizza, ice cream, nachos, etc.

Have a "theme night"

Here's a Youth Specialities list of 50 theme night ideas: <http://youthspecialties.com/blog/50-themed-event-ideas/>



FREE RESOURCES

Sample Deadlines for Comedy Outreach Event: possible schedule that lays out deadlines and what to focus on so that the planning process doesn't become too overwhelming the last few weeks before the show.

How to Lead a Culture of Confession: free video training series that walks through the simple steps we can take let the people in our ministry know they can open up to us. Great for leaders and volunteers.

Event Evaluation Guide: an easy worksheet to fill out when meeting with leaders to unpack an event once it's over.

Church Event Planning Schedule: Template for planning events 90 days out.



I would love to bring this event to your church

I have been traveling with this message to churches and schools for years now. I've seen the impact it has on a community when churches stop everything they're doing to let people know "we know you're hurting and we want to be here for you."

This is a totally unique outreach event. There's nothing else like it.

If you want to bring this to your church, please reach out now. It's best to have at least 3 months to plan and prepare everything the church is going to do leading to the event and follow up after.

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