

CHEPSTOW ALPHA INVITATION LAUNCH

1. **'Churches Together' Alpha launch at Wetherspoons**
2. **'Methodist Church' Morning Alpha launch at Rumble Tums, Methodist coffee shop**

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1. Please describe your events

- This was the second year we ran an evening introduction to the Alpha course at Wetherspoons pub.
- The pub was very accommodating; providing a curry meal and a drink for 86 people with great efficiency.
- The evening was paid for by the local Alpha fund.
- The team decided to use the DVD talks at launch events rather than pick a speaker from a church. Churches from different denominations were involved and we knew this worked very well before.
- Although Wetherspoons isn't able to permit live entertainment, we found the staff to be incredibly helpful and they made it very easy for us to put on the event, compared to other venues where we have used 'in-house' catering.
- We held the daytime launch at 'Rumble Tums,' the Chepstow Methodist church coffee shop. We started this initiative in 2007 and have found the coffee shop to be a very welcoming place for guests.
- Around twenty four people enjoyed coffee & cake and an Alpha group of about twelve emerged.
- Childcare was provided for parents with toddlers.



2. Why did you decide to run these Alpha launch events?

We wanted to promote the courses and launch events are an opportunity for potential guests to dip their toe in the water and see if the Alpha course is for them.

3. How did you get a team together?

We have an Alpha team, built up through ten years of working together with people from different local churches, to put on Alpha events.

4. How did you manage the finances for your event?

We have a local Alpha fund which underwrites Alpha events. This is funded by donations from people who want to bless the work of Alpha locally. In previous years we collected donations at the events but decided not to ask for donations in this way and amazingly we have found that the Lord provides and the costs have been covered.

Also, at our September Prayer & Praise evening to pray for the Alpha courses, we invite people to make a donation toward the cost of the Invitation event and this, together with individual donations and Alpha weekend donations, supports the work of Alpha in our community.

5. How did you promote your event?



We covered the town with our Alpha event flyers, posters and banners. Around 2700 invitations were handed out for the Wetherspoons event (with prior consent) to parents via all Primary Schools, Playgroups & Toddlers Groups in Chepstow & District.

The Invitation event also attracted some internet and local TV coverage when the team went out and about to meet the local community and tell them about the event.

6. What were the main hurdles?

Encouraging local churches and individuals to make personal invites.

7. How did you overcome these hurdles?

By constantly encouraging, talking, emailing again and again about the importance of the personal invitation.

8. What was your main highlight?

We were once again privileged to see people coming to faith in Jesus Christ or being renewed in their faith.

9. Is there anything you would do differently?

Being prepared to learn from every event you put on is a huge help for next time.

10. What was the impact of your event?

It really has been a time of blessing and great encouragement. Different churches ran courses with six Alpha groups and between 45-50 guests in total.

Brian & Vera's top tips

- Consider childcare to make it easier for parents to attend a daytime Alpha course.
- Talk to local venues such as a Wetherspoons about catering for large numbers.
- Repeat again & again the importance of the personal invitation to everyone involved.
- Take time after the event to share what can be learned for next time.
- Use the people and gifts God provides in your team.
- Delegate jobs, don't try to do it all yourself.