

Alpha Sunday Service Guide

This guide is a 3 part invitation plan for your Sunday services leading up to your Alpha launch. It's a way to involve your whole congregation in the invitation, to inspire and equip them to invite people they know to Alpha, and to promote Alpha to guests at your services and events.

Go to alpha.org.au/christmas to download all of the resources mentioned in this guide.



WHAT IS ALPHA?

Introduce Alpha to your community

Videos

- 'What is Alpha?' or 'Alpha Film Series Trailer'.

Screens

- 'What is Alpha?' Screens.

Talking Points

- Alpha is a place to explore the Christian faith with others. Each session has time for connection, a talk, and a space to ask questions.
- It is designed for any person who wouldn't call themselves a Christian or are new to church.
- It's an open, honest environment with space to say and ask anything.
- Alpha is an opportunity to invite your loved ones to hear the gospel and explore a relationship with Jesus. You can even attend with them!
- Share the date & time of your upcoming Alpha.

How To Get Involved

Invite

- Start praying about who God may be calling you to invite.

Volunteer

- Share how your church can join the Alpha team as a volunteer (if needed).

Wild Idea!

- Why not turn one of your Sunday services into an Alpha? Give your congregation a taste of what Alpha is.

Continue the Conversation

- Post 'What is Alpha' social graphics on your channels.
- Send an email to your congregation with some videos and talking points, reminding them of the date & time of your upcoming Alpha.

What is Alpha?



What is Alpha?

Everyone is welcome at Alpha, no matter their background or beliefs. There's no cost, and no pressure! Just lots of great conversation and space to think.



**Alpha is a
one-of-a-kind
open-ended
open-minded
open-hearted
pressure free
conversation**



CREATING A CULTURE OF INVITATION

Encouraging people to invite & pray

Videos

- 'Who Will You Invite?' or 'Alpha Film Series Trailer'.

Screens

- 'Simple Invitation' Screens and/or 'Share the Hope' Screens.
- Prayer Card Screen.

Talking Points - Why Alpha? Reiteration

- Highlight the shared mission of the whole church - to share the gospel. (Let's make Jesus' last command our first priority).
- Remind them of the unique opportunity to share a message of hope.
- Emphasise that in this season, many people will be looking for hope and ways to grow. They may be open to trying new things and an invitation to try Alpha.
- Alpha creates a space where everyone is welcome to join a conversation about life, faith & Jesus.

How To Get Involved

Invite

- Share this powerful statistic: 80% of guests who come to Alpha attend because of a personal invitation.
- Suggest ways to invite: Ask in person with a personalised invitation, share on social media, or send a simple text.
- Imagine what it would be like if each of us invited one person we already share life with to explore a relationship with Jesus through Alpha. Emphasise that guests can come check out Alpha the first week and are under no obligation to return.

Volunteer

- Share how your church can join the Alpha team as a volunteer (if needed).

Pray

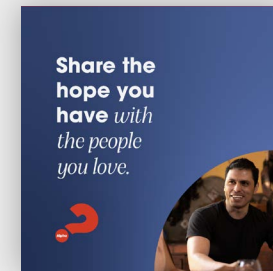
- Encourage your congregation to write the names of five loved ones that they are praying for.
He said to them, "When you pray, say: 'Father, hallowed be your name, your kingdom come.'" Luke 11:2

Wild Idea!

- Invitation is so simple, but sometimes we can complicate things. Why not ask your congregation to practice a simple invitation during your service, asking each other, "Would you like to come to Alpha with me?"

Continue the Conversation

- Post 'Simple Invitation' or 'Share the Hope' social graphics on your channels.
- Send an email to your congregation with some videos and talking points, reminding them of the date & time of your upcoming Alpha.



INVITATION TO ALPHA

Share the invitation to Alpha at your Christmas services & events

Videos

- 'Try Alpha' or use one 'Alpha Christmas Invitation' videos

Screens

- 'Alpha Christmas Invitation' Screens.

Talking Points

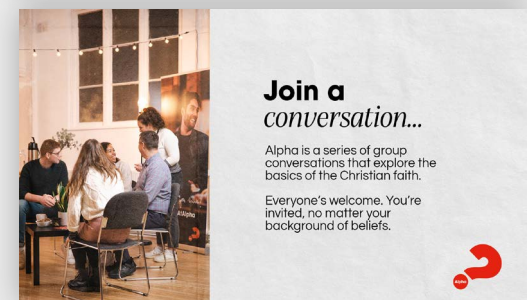
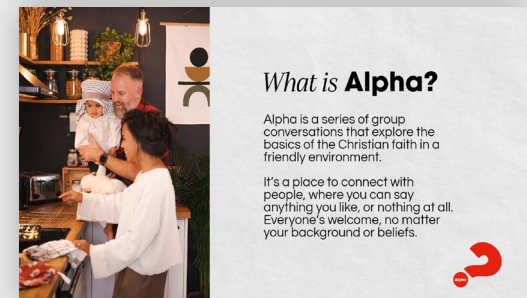
- Alpha is a series of small group conversations that explore the basics of the Christian faith in a friendly environment.
- It's a safe place to connect with people, where you can say & ask anything or nothing at all.
- Everyone's welcome, no matter your background or beliefs.
- Share the date & time of your upcoming Alpha with information about how to register.
- Emphasise that guests can come to check out Alpha the first week, with no obligation to return.

How to Get Involved

- Be ready with a clear call-to-action (swap for 'next-steps' or process for people interested in Alpha, to help them find out more information and register for your Alpha. Think: How can you remove barriers for interested guests?
- Here are some examples of what churches & parishes in Australia are doing:
 - [CityLife Church](#)
 - [Lifepointe Church](#)
 - [NewLife Church](#)
 - [St Benedict's Catholic Community](#)
 - [Hope Centre](#)

Continue the Conversation

- Keep lines of communication open even after people have registered, especially if your next Alpha isn't starting for a few weeks or until next year. A great way to stay in touch with your registered guests is to send an email introducing yourself so they have a familiar face, to explain venue parking or where to go when they arrive, and/or share a 'sneak peak' of Alpha.



Go, therefore, and make
disciples of all the nations,
baptising them in the name of
the Father and the Son and
the Holy Spirit

Matthew 28:19



Alpha Australia

info@alpha.org.au
alpha.org.au