



Many families in your community that normally do not attend church will consider going to church on a big day. Consider how your church can maximize these big days to reach out to the unchurched in your community.

WHAT ARE YOUR BIG DAYS?

1. Easter
2. Christmas
3. Back-to-School Sunday
4. Other special Sundays at your church



RESOURCES

Visit absc.org/bigday for details:

- Guest card
- Decision card
- Postcard
- Gospel tracts
- Ordering door-hanger bags
- Customizing Big Day invitations
- Getting ready for guests
- Giving an effective invitation
- Follow-up night
- And more

For resources and videos related to Getting Ready for Your Big Day, visit absc.org/bigday or contact the Evangelism and Church Health Team of the Arkansas Baptist State Convention at (800) 838-2272, ext. 5128 or at dray@absc.org.

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GETTING READY FOR YOUR



FIVE ESSENTIAL STEPS TO GET READY FOR YOUR BIG DAY

PRAYER

The first and most important element in getting ready for the Big Day is prayer.

Ways to lead congregation to pray:

- ✓ Members develop a list of unchurched family, friends, and acquaintances.
- ✓ Plan evangelistic prayer meetings and emphases.
- ✓ Prayer walk the community.

INVITING

According to Thom Rainer, 82 percent of the unchurched are at least somewhat likely to attend church if invited.

Ways to invite guests:

- ✓ Social media
- ✓ Mass mailer
- ✓ Personal invitation
- ✓ Door hangers

GUESTS

Nelson Searcy says first-time guests decide in the first seven minutes whether or not they will return.

Elements of a good first impression:

- ✓ Quality online presence
- ✓ Warm greeting
- ✓ Welcoming environment

WORSHIP SERVICE

The focus of the Big Day is the worship service.

Elements of the service that need careful planning:

- ✓ Welcome
- ✓ Offering
- ✓ Clear Gospel presentation
- ✓ Invitation

FOLLOW-UP

Billy Graham says 95 percent of an effective evangelistic campaign is follow-up.

Follow-up considerations:

- ✓ Within 48 hours
- ✓ Personal contact
- ✓ Encouraging, positive, and informative

SUGGESTED TIMELINE

- ✓ 2 months out—Begin praying for unchurched
- ✓ 3–4 weeks out—Order postcards
- ✓ 1–2 weeks out—Distribute postcards and invite guests
- ✓ The Big Day
- ✓ Within 48 hours—Follow up



CONSIDER FORMING A TEAM TO HELP YOU PLAN YOUR BIG DAY.