

The 5 P's of Block Party Ministry

Intro: Block parties can be an effective, non-threatening way to see souls brought into the kingdom of God. This takes several well-thought-out and strategic plans. Scripture tells us in I Corinthians 14:40, "But everything should be done in a fitting and orderly way."(NIV) and presenting a block party to see souls saved, is no exception. There are five steps to take in order to have a successful block party.

1. **Prayer** - Prayer should be the preface to any event we are to undertake for the gospel. Block parties are no different. While thinking about a block party, prayer is the first essential step. A church/group needs to begin prayer about the event. Things to pray for: Is this the outreach event we need to be using (it may be something else)? Where are we to have this event? Who are we trying to reach? and Why? Several ways this can be done: cottage prayer meetings, church prayer meetings, personal prayer meetings, prayerwalking, and prayerdriving. The key is to saturate this event in prayer. DON'T do a block party without first praying.

2. **Planning**- "Fail to plan, plan to fail". The best message anyone has ever put onto paper. In planning a block party, ask yourself these questions: What area are we trying to evangelize? What are our goals? Are we trying to grow a new church plant? Are we seeking homes for bible study in a nontraditional setting? How many do we think we're going to reach on that particular day? Do we need help? Who are we going to contact? What are our needs? What do we need to provide? All these questions and solutions are necessary when it comes to planning a successful block party. DON'T do a block party without putting forth efforts in planning.

3. **Promotion**- Promotion is just as important as the first 2 P's. There are many ways to promote block parties. The key is to

find a visible area to place promotional materials. Find an empty lot (with permission of course) and set a banner 1 week prior to the event and advertise. Flyers, door to door, business windows, cars (where permissible), church bulletins, church bulletin boards, newsletters, all of these are very successful in promoting the event. "Free" is the key word to all promotional material. Let them know this isn't going to cost them anything to attend. DON'T do a block party without promoting.

4. Presentation- The day has arrived all the pre-work has been taken care of, now what? Make your event look exciting, welcoming (don't use barrier tape to mark off your boundaries, it's just that, a barrier), set times for your block party to reach the most people, be sensitive to your event (know when the time is to share the gospel, after all that's why we are there. Keep plenty of workers. Keeping in mind, if you have a visiting block party team to help, your main responsibility is to begin developing relationships as the host church/group. Be ready to adjust to the unknowns (music types, games, food) all these items are unknowns because you may reach people you never dreamed of reaching, you may need more food than you planned for, or you may need to change your music to meet the listening needs of your ethnic people. Presentation is an important ingredient for people to remember who you are and what you mean to them once the event is over.

5. Pursue- One of the main objectives in a block party is to receive and retain a good follow-up listing. We must pursue those who are lost, un-churched, and those looking for home churches. Get a team within your group, and take time to visit. Cards, letters, e-mails, face book, home visits, the ways of contact are up to you. Too many people are lost in the shuffle, never pursued and we wonder why our events aren't successful. Pursue them; go get those in which God has given you to evangelize.