

Is it Time for an Outreach Event?

How to Use a Soul Venture Concert as a Means of Community Outreach

Because of their modern sound, a Soul Venture concert is a perfect opportunity to build spiritual bridges and plant spiritual seeds with irreligious people!

Ponder these statistics from Gallup and George Barna:

- The number of unchurched Americans has increased by 92% in the last 13 years.
- The majority of American adults (62%) do not attend church in a typical weekend.
- One out of every three adults has not attended church in the last 6 months.
- The average age of unchurched persons is 41 years and growing younger.
- 39% of U.S. adults do not belong to any church or faith community.

When these statistics are projected across the entire adult population, the numbers are staggering! An estimated 73 million adults are presently unchurched. When teens and children are added, the total swells to roughly 100 million Americans!

Let's put that figure in context. If the unchurched population of the United States were a nation of its own, that group would be the twelfth most populated nation on earth!

Christianity no longer has a "home field advantage" in America. The days of operating the church with the philosophy of "build it and they will come" are over. As American society becomes more secular, fewer young adults are looking to the institutional church as the source of their spiritual faith.

Although statistics like the ones above are widely available from many different reputable sources, many churches continue to operate as if this growing proportion of secular, unchurched people will just decide to "show up" at church one day.



Instead of waiting for the unchurched to find their way to church, what would happen if we took Jesus to them?

Musical events are an excellent way to build bridges to the unchurched! Because Soul Venture's musical style appeals to both believers and unbelievers alike, a Soul Venture concert can be used as an effective outreach tool. See the back page for some helpful ideas on how to use music to reach out to your community.

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Ways to Use a Soul Venture Concert as an Outreach Tool

1. **Hot Dogs, Apple Pie, and Ice Cream:** Irreligious people need a reason and an invitation to even consider coming to your church. One way to build bridges with irreligious people is to invite them to a fun, informal, non-threatening event on church property that involves the entire family. Combining a Soul Venture concert with a barbecue before or after the concert is a sure way to attract people to your church.
2. **Community Barbecue or Church Block Party:** On a Saturday, have your church or a group of churches work together to sponsor a barbecue or block party for the neighborhoods surrounding your church. Bring in Kate & Soul Venture for a concert on Saturday night or Sunday morning as a way of culminating the event. Have the churches share the cost.
3. **Antique Car Show, Quilting Festival, or Art Show:** Sponsor an antique car show, an art show, or a quilting festival for your community on a Saturday and Sunday and piggy-back this event with a Sunday morning/evening concert.
4. **Saturday Night Camp Out:** Sponsor a Saturday night camp out on church grounds for local scouting organizations or for families of the church and their unchurched friends. Encourage families to pitch a tent on church grounds on Saturday evening and offer some good food, fun games and recreation that evening. Have the event culminate on Sunday morning with a community-wide concert featuring Soul Venture.
5. **Host a Fun Tournament:** On a Saturday, host fun tournament of some type (e.g., horse shoes, corn hole, table tennis, water melon seed spitting). Piggy back a Soul Venture concert to this event to get people to church on Sunday morning.
6. **Kids Carnival/Family Fun Festival:** Combine Soul Venture concert with a community outreach event such as a Family Fun Festival or a Kid's Carnival with arts, crafts, food, recreation, and inflatable games for kids. Use the concert to build synergy and momentum for this kid-friendly event.
7. **Community Service Project:** Contact your local senior centers and non-profit community agencies to obtain the names and addresses of senior adults and low income folks that need help with basic home repairs, fix it jobs, painting, clean up, and preventive maintenance. As a congregation, spend Saturday serving your community. Have the event culminate on Sunday morning with a community-wide concert featuring Soul Venture. Be sure to invite all those that you served to attend the concert!
8. **Family Movie Weekend:** Build a "high impact" weekend for your church by hosting a family movie night on Saturday night with pizza, popcorn, snacks, and drinks. Build synergy by having a Soul Venture concert the next morning.
9. **American Idol Style Talent Fest:** Have your church sponsor a local Christian version of the American Idol musical talent contest for area youth. Advertise the talent contest in the local schools. Hold the event at a neutral community site. Have the members of Soul Venture serve as judges. Give nice prizes to the top 3 vocalists. Have the event culminate with a Soul Venture concert. Winners get to sing on stage with us!
10. **Christian Music Stage:** Bring in several musical artists with different musical styles and host a community concert at a neutral site that is less intimidating than a church to unchurched people (e.g., school auditorium, city festival, county fair, outdoor amphitheater, or a public park). While you are at it, have some folks from the church cook up some good food and concessions to serve to people while they listen to the good music.
11. **Friend Day:** Plan a "Friend Day" worship service on a Sunday morning at a neutral community site. The nearby school auditorium would be perfect! Ask your members to bring at least 3 unchurched friends with them to the service. Design a "seeker friendly" service featuring Kate & Soul Venture. Host a free lunch afterwards with opportunities for people to mix and mingle.
12. **Friday/Saturday Night Festival Series:** Partner with several other churches to start a Friday or Saturday night festival series on church grounds or at a neutral site. Find some space with parking and feature a Christian movie, concessions, games, displays of various types and a music stage. Bring in various local and regional artists. A wonderful attraction for families who are looking for somewhere to have dinner, hang out on a warm starry night, listen to music, and watch a wholesome movie.