

# 8 tips on hosting an evangelistic business event



by Drew Crandall

## 1. Catch the vision.

The workplace is one of the most overlooked mission fields! Through an existing or new workplace outreach, you have *great* potential to reach your local community. For example, I was saved in 1985 at a business breakfast!

## 2. Start with prayer.

Before you begin to plan an evangelistic business event, be sure to keep all aspects of this new workplace outreach in prayer. The Lord will reveal His will, His resources, and His timing as you seek Him regularly.

## 3. Plan your “attack.”

Organize your efforts and give yourself enough lead time to do things right. In general, a lead time of 1-3 months is wise. Is the Lord leading you to organize one event, or several throughout the year?

## 4. Pick a “neutral” meeting site.

In my experience, the most fruitful evangelistic business events are held off the church grounds. Call your local Chamber of Commerce or Rotary Club and ask for the names of local restaurants where businesspeople tend to go. Then visit these restaurants, meet with their managers, and ask about costs and logistics. A location with a private dining room is preferable. Since businesspeople are used to paying for meals, you can usually charge them for their meal. Breakfast, lunch, or dinner can work.

## 5. Invite an enthusiastic guest speaker.

Since you're seeking to attract businesspeople, it helps to invite a Christian speaker who is active in business. For example, the speaker at the business breakfast where I was saved was a dynamic Christian business owner. He shared his testimony, had an altar call, and I responded!

## 6. Cast your bread upon the waters!

Once you have the location, date, time, and speaker, it's time to roll up your sleeves and promote your event! Take an inventory of the communications tools available, your time, and your budget...pick the promotions that make the most sense...and go for it! Your communications tools can/should include: *news releases to local newspapers, radio stations, television stations, cable TV community calendars, and online media;*; *posters at high-visibility locations; phone, mail, fax, and email invitations to businesses or contacts.*

## 7. Be professional and hospitable.

When businesspeople go to meal events, they expect a certain degree of professionalism. Make sure you have a friendly greeter, inspirational music in the background, a well-organized registration table, and nametags. Begin your event on-time, and *be enthusiastic!* It will be contagious. No matter how many people come, be faithful with the group the Lord has given you. Remember the parable of the mustard seed!

## 8. Share the Word and the Gospel.

The real Power is in the Word of God...so make sure your speaker includes key Scripture passages in his or her testimony. And don't be timid...preach a simple, concise message on the Gospel, give people an opportunity to respond, and trust God for the increase!

