

FRIENDSHIP EVANGELISM SEMINAR

A Lab School for Reaching Out to the Unchurched

CRC PROPOSAL

Center for Creative Ministry

May 6, 1999

PROJECT GOALS

- To provide all members an opportunity to learn skills in reaching out to others and sharing Christ through friendships.
- To provide a learning environment using a variety of teaching tools that gives learners an opportunity to connect with the material, understand information on friendship evangelism, try out skills in a lab setting, and personalize the concepts for their own unique setting.
- To update the *Friendship Evangelism Seminar* materials (Leader's Guide and Participant's Guide) to a newer format, including up-to-date content, newer layout and design, and additional media pieces (overhead transparencies, PowerPoint files, new video pieces, promotional materials within the package).

PROJECT DEADLINE

The new resource scheduled release date will be February 1, 2000.

PROJECT PLAN

The Center for Creative Ministry proposes to update and modify the existing materials *Friendship Evangelism Seminar* to help all church members learn skills in sharing their faith through relationships with friends, family, work associates, and others. Special focus in this newer version will be given to:

- New research
- Updated methods for learning relational skills
- Inclusion of a training video with instruction and drama vignettes

The original materials are 12 years old and need not only a new design but an updated format for presenting. Experience in teaching the seminar points to a shorter format (8

hours vs. 12 hours). A primary strength of the materials is in practicing skills of relational witnessing.

PHASE 1: PRINT MATERIAL DEVELOPMENT

The new version of this seminar will incorporate much of the same materials but place them into eight sessions of 1 hour. Each session will follow a similar format of connecting with the main idea, listening to a video presentation, trying out the ideas, and then personalizing the material (making it their own). The resource will have a new name and will be sold in a plastic clamshell kit that contains five pieces: a Leader's Guide, a Participant's Guide, videos, overhead transparency masters, PowerPoint disk, and promotional material masters.

LEADER'S GUIDE: The *Leader's Guide* will be 8 ½ x 11", spiral bound and approximately 200 pages. It will be designed much like the *SafetyZone* format, which provides helpful notes and graphics to guide a facilitator through a positive learning experience. Monte Sahlin is the original author and has taken notes since the first resource was developed. He will update the materials with Curtis Rittenour serving as the project editor. Project manager will be Hannah Henry at the Center for Creative Ministry.

PARTICIPANT'S GUIDE: The *Participant's Guide* will be 5 ½ x 8 ½", approximately 100 pages, and bound in the most cost effective and user-friendly way. All the notes, assessments, exercises, references, and logs for making contacts will be contained in this booklet. Each person will need their own as part of going through the seminar. The original version was in plastic, three-ring binder and was not as user-friendly in design.

PowerPoint™ FILES: Visual aids will be created to enhance the learning experience. PowerPoint™ files on diskette help draw learners through the materials. Research still indicates that visual learners appreciate this addition, including pastors who like using these aids. The visuals will be available by request in transparency masters for overhead projectors as well. Limited overheads were created in the original version.

PROMOTIONAL MATERIALS: Seminar and workshop users have indicated a desire to have promotional materials available to raise awareness and increase attendance when using the resource. These may include bulletin announcement text, bulletin inserts with graphics, posters, and mailing materials. Files will be on a diskette in the kit. The original version did not include these types of material.

PHASE 2: VIDEO DEVELOPMENT

As a part of each session, participants will watch a major part of the teaching by Monte Sahlin on video. For each 1-hour session, there will be approximately 20 minutes of video lecture. At the beginning of this teaching we will also include a 4-minute drama vignette to illustrate the major principle of the session.

Two positive factors come from providing teaching by video. First, this is the most challenging part of conducting a workshop. It takes more time and training on the part of a local person to conduct this segment. Sometimes gifted people may not be available. By providing Monte's primary teaching on video, this increases the usability for local leaders who feel like its "just too much to prepare and do a good job". Also, in Monte's experience of teaching, requests have come in for his teaching on tape so it can be listened to again to reinforce the principles.

Drama vignettes provide a powerful teaching method for driving home principles. Seeing principles in action through short vignettes raises the "aha!" factor for learners. Other resources (such as *SafetyZone* and *Connections*) that use drama pieces have reinforced participants appreciation for real-life scenarios that touch the heart. One of the vignettes that could be used is the updated "Secular Views in NYC".

PHASE 3: MARKETING

AdventSource will cover inventory, shipping, and marketing. A resource release flier will be designed, printed, and mailed to every pastor and church in the North American Division twice over the period of six months. This new resource will also be featured in upcoming Church Growth and Pastor's Catalogs and the new web page of *AdventSource* and the Center for Creative Ministry web page.

PROJECTED BUDGET

PHASE I

Research & Writing	\$ 2,000
Editorial Services	1,200
Project Management	1,100
Package & Content design	3,900
Church promo masters	1,000
Presentation software	600
SUBTOTAL	9,800

PHASE II

8 Drama Vignettes (video)	40,000	
8 Teaching segments (video)	14,000	2 HRS VIDEO
SUBTOTAL	54,000	

TOTAL EXPENSE: \$63,000