

FOOTBALL SUNDAY

POWERED BY  THE INCREASE

7 WAYS TO MAXIMIZE THE BIG WEEKEND PLAYBOOK 2019



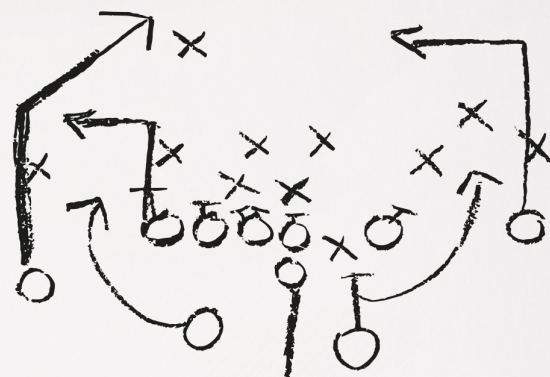
7 WAYS TO MAXIMIZE THE BIG WEEKEND

What if you could take advantage of the biggest international event of the year to introduce people to Jesus? Now you can! The big game is a cultural phenomenon and the most watched single sporting event in the world. We are going to help you reach people in your community that probably would never attend church, but will come and explore faith on a weekend that connects to football!

PLAY 1 - CALLING THE RIGHT PLAY / MARKETING

You are going to create a fantastic weekend, and it is vital that you leverage all of your energy into letting people know what you are doing! Here are some great ways to market Football Sunday to your church and community:

Option A - Create cards. Design them like footballs, football cards, play call sheets, or something else that involves the big weekend. Make sure you include your service times, web address, social handles, and make a clear Call To Action - something like "We can't wait to see you on Sunday." Encourage your congregation to invite someone and to meet them that Sunday at church. There is a big difference between asking someone and bringing them with you!



Option B - Run Facebook and Instagram advertising. For very little money you can run social ads that target the people you want to bring to church? One of the best ways is to go to the Facebook Ad Manager, upload a CSV file (from excel) of all the email addresses of anyone who has visited your church in the past six months. You can find these people by asking your guest experience team, looking at new logins in the kid's ministry, or seeing new giving records. A simple social ad campaign is a powerful way to show your community something is happening that they may not know about, like Football Sunday at your church!

Option C - Use Your Free Tools. Make sure you email, post on social networks, have slides in your services, put stickers on kids in kids ministry, and invite the youth group. Get the word out for free. Even email your volunteer leaders and staff members and ask them to share pre-written social posts with images you provide. Always answer the question, if I don't know anything about this, do I know enough to respond to the call to action?

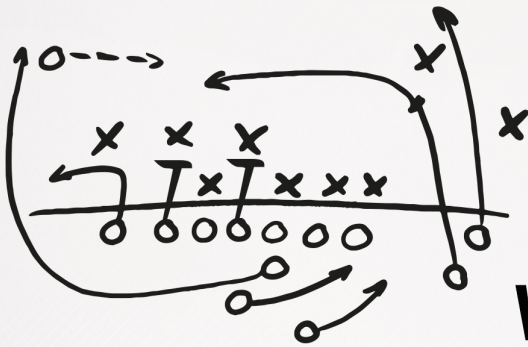
Option D - Signage. Hang posters around your church and your town. Put a banner out in front of your church. Create a street team to spread the word at coffee shops, restaurants, libraries and, especially for this opportunity, in areas where kids play sports like football!

Option E - Pastoral Invitation. Make sure your pastor talks about this from the stage, that your hosts reinforce it, that your volunteers speak about it in huddles, and that you promote Football Sunday for at least three weeks. One great way for your pastor to talk about it, is to remind people at the beginning of the service and include these two relevant facts: **What this is** - an outreach to families to leverage football for Jesus. **Who is this for** - anyone who you know that likes football, the big game, or has family that is looking for a great, free, and fun morning before the game happens. The reason we suggest three weeks is that the average Christian in America attends church 1.3 times each month. To make sure everyone hears about it once, you have to talk about it at least three times.

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PLAY 2 - PRE-GAME / BEFORE GUESTS GET INSIDE

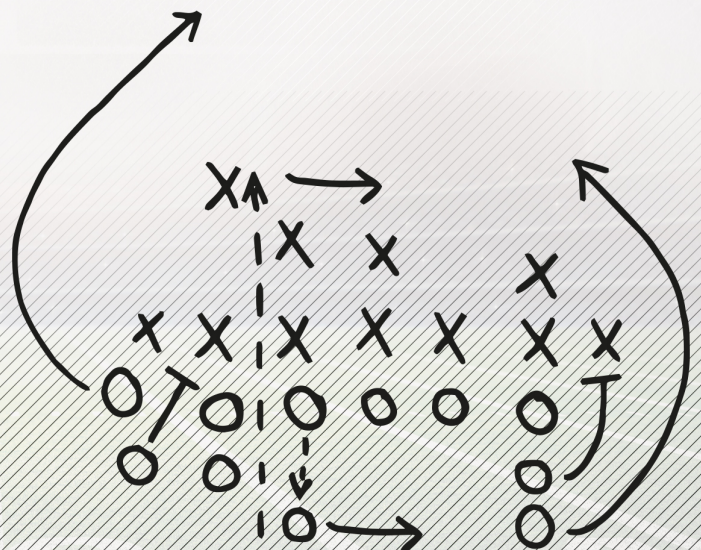
As people arrive at your services, there are some critical things that need to be done to create a fantastic environment to set the tone. Consider planning for games in the parking lot. Football throws, pass, punt and kick contests, team face painting, races, several tents, especially one for first-time guests where we can get information, walk them through the day, and help them feel connected. Also, everyone loves food, so make sure you have free food for people, sports drinks, hot chocolate, breakfast foods, burgers, and dogs! Invite a local mascot for photobooth opportunities in front of your church signage so your logo starts to appear on attendees social networks. Add props like pop poms, helmets, footballs what all make for great photos people love to share. Finish your pre-game tailgating off with kegs of root beer and chips, to get people in the mood for a fantastic day they are about to experience.



PLAY 3 - IT'S A ROAD GAME FOR VISITORS / PREPARING FOR GUESTS

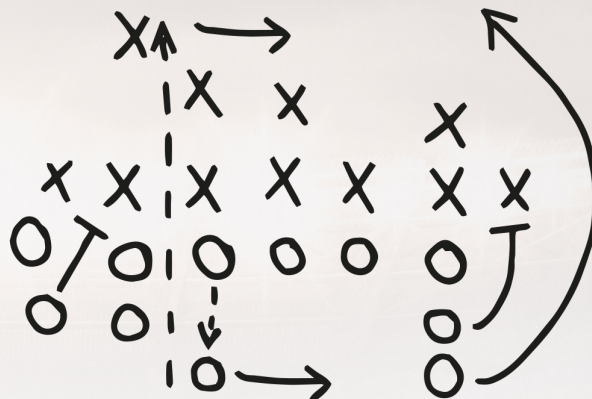
As your guests show up, let's let them know you are ready for them. Your volunteer teams and staff should all be encouraged to wear jerseys. Have the parking team in referee outfits. Some churches even make jerseys for this day as a way of identifying for guests someone who can answer their questions. Check Craigslist or Facebook Marketplace, you may be able to find some old lockers to make your lobby look a little more lockerroom. Hang some banners, photos, or other fun game themed decor in your lobby and hallways. All of your TV's on this day should be showing football-related content.

NOTES:



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PLAY 4 - PRACTICE YOUR BLOCKING AND TACKLING / PROGRAMMING



While you work to program your services for Football Sunday, there are some easy and fun ways to make the day feel exciting. Your Football Sunday program should reflect what is happening that day. Use a highlight reel in your countdown to include football right from the beginning. During worship, your backgrounds for our lyrics can be sports themed. Your hosts can treat the announcements like sportscasters. Limit the number of messages you have on this day with so many guests in attendance. An interactive moment asking guests to participate breaks the barrier between the audience and the stage. Make sure you practice all of this, you want your transitions and elements to be flawless so you remove every hurdle that could keep someone from connecting to God.

PLAY 5 - THE BIG PLAY / MESSAGE

The message matters. On this day, you want to make sure you give people a chance to hear about the hope and grace granted to us through Christ. We can help you with this big play. At Football Sunday we have created three different messages for you to use. All versions have current NFL Players Damario Davis, Kurt Cousins, and Case Keenum sharing their stories of faith. These are powerful stories that will connect with football fans and non-fans alike. There is something special when we hear the testimony of other believers, and these men and their families share about the importance of God and faith in their lives. We have created a 30-minute version to use in place of a message, a 12-minute version you can use to and still have your pastor preach, and three different 7-minute mini-messages that you can incorporate in your service if you choose to run that play. Regardless of your choice, these professional videos deliver the gospel in a way that is relevant to the day, and filled with grace for those that need hope, even during football. Over the past few years, over 20,000 people have identified themselves as committing their lives to Christ on a Football Sunday.



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PLAY 6 - RUN THE OPTION / ADDITIONAL IDEAS TO TAKE YOUR DAY OVER THE TOP

There are always variances in plays depending on the players. Here are a few of our favorite concepts for enhancing the day even more.

- Contact a local football coach and have them run a short, 30-minute football camp after each service. A football camp is a great way to bring families in, and allow kids to have fun. You can capture information about new families.

- Invite a high school band or cheer squad to perform pre or post service. Getting into the community is a huge win and families will come to watch their kids perform. Also, it creates a great moment and some momentum on your big day.

- Throwing a contest is a fun way to include people. Maybe you can give away a TV, tickets to a local sporting event, most fanatical fan, or even a chicken wing eating contest. People love games, and when you can include them in your day, it gives attendees another handle to use when they are inviting their friends to come and sit with them at church.

- Create a "game day" environment outside as people are walking into church. There is a reason everyone loves the pre-game shows. Include announcers, interviews, information about the game, the community, what is happening that day, and make it FUN!

- Challenge your volunteers to take it over the top. When you permit people to own things, they will blow you away with that they come up with for the big day.



PLAY 7 - THE POST GAME / TAKEAWAYS + FOLLOW UP

This day can be one of the biggest outreaches of your year, so be sure to capitalize on all the momentum and not allow people to leave right away. Giving guests a takeaway is a great way of inviting them back. We have created an amazing magazine through our partners at Sports Spectrum which is filled with stories about players, including those on the Football Sunday videos, stats about the game, and amazing information that football fans will adore. You can also make sure something is going home with each person that reminds them how awesome Football Sunday has been and why they need to come back to our church again soon. Follow up matters as well. Make sure you reach out to every guest, especially those who made a commitment to Christ and help them take their next step in their faith journey.



Now you are ready. We can't wait to hear your stories and celebrate all the victories on the big day. Make sure you follow us on Facebook & Instagram, share your stories, and use the hashtag #FootballSunday so we can see your play by play!

