



DAVID WILLIAMS SPEAKING MINISTRY

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**“Where do you find satisfaction?”
Evangelistic Event
Preparation Manual**

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“Where do you find satisfaction?” Event Description

Most people spend all of their lives chasing after things that can not bring them long lasting satisfaction or enjoyment. David openly shares his story of the things that he looked to for fulfillment and satisfaction in life (family, friends, alcohol, athletics, sex, relationships, education, career) as well as the devastation (broken relationships, abortion, adultery and divorce) and emptiness his pursuit brought to him and others. The message then focuses on the essence of true satisfaction which can only be attained by entering into a personal relationship with the One who you were created by and for – Jesus Christ. David talks about how at age 26, Jesus Christ radically changed his life. There is an invitation for those in attendance to find true satisfaction in a relationship with Jesus and a challenge to Christians to take Christ to the unfulfilled and unsatisfied in their world.

“Where do you find satisfaction?” Student Comments

- Thank you for this word. Your testimony has touched my heart and I actually find myself in this conflicting situation at times. I’ve recently come to realize that only God can fulfill this emptiness/void in my life, so this word came at a perfect time. **(This student prayed to receive Christ)**
- Powerful story & very well presented. Thank you!!!
- Wow! I honestly didn’t think a talk on this would be so good because I already knew all this. But it was great! I feel so encouraged to share my faith with everyone! Pray that I will!
- I just wanted to say thank you so much for coming. The message was wonderful to hear. You have such a beautiful passion and I pray your message spreads far and wide.
- Thank you so much for coming and speaking here to us. Your talk was truly inspiring and renewing. It made me realize how important it is to share God’s glory with others. Thank you!
- God has given you an AMAZING gift and talent...you have a special way of teaching people and making the Bible (Jesus) relevant to our lives today. AMEN brother!!
- Awesome! I know a lot of people that I wish could’ve heard this. KEEP IT UP!
- Amazing amazing message...Thank you!

PRAYER STRATEGY



Once you've decided to bring David in to speak, prayer is by far the most important ingredient in preparing for your event(s). We should not expect God to do great things if we do not call upon HIM and let HIM direct our steps.

"...the effective prayer of a righteous man can accomplish much."
James 5:16

"For our struggle is not against flesh and blood...with all prayer and petition, pray at all times in the Spirit..."
Ephesians 6:12, 18

During the weeks that precede the event(s), **take time to organize a prayer strategy.**

- Select a **PRAYER COORDINATOR** and **PRAYER TEAM.**
- Ask God to give your team a vision for what He wants to accomplish in your ministry through this event and pray according to that vision.
- Brainstorm about specific prayer requests. Some prayer suggestions are:
 - Have *each* person pray for 5 of their non-Christian friends (by name), and then *invite them to the event/outreach.*
 - For God to draw people (specifically unbelievers) out to the event
 - That God will open hearts to the message of Christ
 - David: message, travel, health, family, personal walk with the Lord etc.
 - Details in preparation
 - For effective follow-up after the event/outreach

BE SPECIFIC IN YOUR REQUESTS

Include others in your **PRAYER STRATEGY.** Try to do *at least* two of the following:

- Have a daily or weekly prayer meeting.
- Have a prayer party.
- Establish a 24-hour prayer chain.
- Ask area churches, local Christian groups, family and friends to pray for your ministry and the event/outreach

After the event, it may be good to follow up with a praise letter to let others know how God answered prayer.

Publicity and Promotion Strategy

1. APPOINT A PUBLICITY/PROMOTIONS COORDINATOR.

This person would be responsible for:

- Coordinating distribution of any flyers, handbills and posters
- Personally notifying campus organizations to announce event in their meetings
- Heading up any strategies for getting people out to the event
- Encouraging members of your group to invite their non-Christian friends & acquaintances.

2. GETTING THE WORD OUT

- **Get your entire group involved!** Promotion of an event/outreach can be fun and challenging. The more your people get involved in planning and promotion, the more excited they will be about the event!
- **Personal Invite - The most effective way to get people to your event is by personal invitation.** Everyone on your team should plan to invite dozens of people and personally bring as many as possible! Have each person make a list of those they will invite.
- **Posters- LOTS of posters and fliers on every section of campus.** Although personal invitations are the #1 reason people come to events, the publicity materials are a resource to reinforce the personal invitations. Remember, **putting up posters and passing out flyers alone will not result in the audience you desire.**

3. IDEAS:

- Put publicity in Campus newspaper
- Check into the possibility of Public Service Announcements on a local/campus radio station.
- Publicity tables in high traffic areas of campus.
- Blackboard campaigns in classrooms (start two weeks ahead of time with teaser messages and change the message at least once or twice a week)
- Chalking on sidewalks
- Fliers in odd but frequented places such as bathroom stalls and bus stops.
- Send Mass E-mails and advertise and do an event invite on Facebook.
- Encourage people to go door to door in dorms to invite people
- Pass out fliers with a small Snickers bars with the words "Come find out what really satisfies"

4. Ideal ways to maximize attendance for people to come to hear David speak:

- Bring David as part of a larger, perhaps preexisting, event.
- An entertaining MC or music group is always a help.
- Offer free food, drink and giveaways.
- Have the event location in a high traffic area.
- Contacting other Christian groups on campus and solicit their involvement.

Sponsorship

It is important that the issue of sponsorship of the event always be clear. The information on the posters, fliers, press releases, etc. should always include who is sponsoring the outreach.

PHYSICAL ARRANGEMENTS

SELECT A PHYSICAL ARRANGEMENTS COORDINATOR.

This person would be responsible for things such as:

- Reserving an appropriate facility for you event
- Technical equipment needed: Lavalier or hand held microphone; Podium; laptop and VPU (optional). Check with David to see if he will need the laptop and VPU.
- Resource table for materials
- Ushers (letting people in at proper time; distributing and collecting comment cards; having small golf pencils available and bundled up enough for each row; buckets to collect comment cards and pencils)

FOLLOW-UP STRATEGY

What happens after the event is really the most exciting part. **Whether someone indicates that they trust Christ or if they simply ask questions about God, they will need immediate follow-up.**

During the weeks that precede the event(s), **take time to organize a follow-up strategy:**

- Select someone as a **FOLLOW-UP COORDINATOR.**
- Establish a **FOLLOW-UP TEAM**
- Conduct **FOLLOW-UP TRAINING**
(If you have any questions about follow-up please email David at david.williams@uscm.org)

FOLLOW-UP PROCESS

1. Have everyone in attendance fill out a comment card (David will have them e-mailed to you) and make sure they are collected. (Make sure you have pencils and buckets to collect the cards)
2. The cards should be sorted immediately after the outreach. (SECURE A PRIVATE ROOM TO DO THIS IN)
3. **It is extremely important that you contact every person who indicated a decision for Christ within 48 hours and if possible meet with them within 72 hours.**
4. All those who desire more information should be called or visited within a week.
5. Email David the results summary sheet (on page 10) within a week after the event.

Some suggestions for the first follow-up visit:

- **Review the Four Spiritual Laws or similar Gospel Presentation** (information on how to effectively share the Four Spiritual Laws can be found at <http://www.godsquad.com/squadroom/discipleship/1.5PageStudies/sharing.htm>. You can order the Four Spiritual Law booklets at <http://www.campuscrusade.com/>)
- Invite them to your regular meetings
- Schedule a second follow-up appointment and/or encourage them to become involved in a small group bible study.

Suggested Follow-up Curriculum: A suggested follow-up curriculum can be found at <http://www.godsquad.com/squadroom/discipleship/lifeconcepts.htm>