

SHARING THE EXPERIENCE

When Alpha guests have a positive experience, they tell their friends about it, and invite them to the next Alpha. **In fact 86% of guests come to Alpha because of a personal invitation.**

Things like print and digital advertising and facebook invitations can help, but advertising at its best simply raises awareness and helps set up a personal invitation. The best thing you can do is to inspire and equip your team of volunteers and Alpha guests to invite others.

Here are some ways to make inviting others easier:

1

Share stories

If you have one or two people who have just experienced Alpha for themselves, have them tell their story to your church. If you haven't done Alpha before, use one of the Alpha video stories from our blog - alphausa.org/blog. Stories are the best way to share the heart of what Alpha is all about.

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2

Provide promotional tools

We have a variety of print and digital assets available for free that you can customize with your Alpha details. Get them into the hands of your team and Alpha guests so they have something to give to their friends as an extension of their invitation.

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3

Encourage your team to invite

It takes a bit of courage and risk to share something that's important to you, but it's worth the effort. Alpha could be an experience that someone else is looking for.

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Pray

Pray together as a team that God would bring to mind the people He wants you to invite and will give you the opportunities and the courage you need to extend those invitations.

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