



Outreach Resources FRAN Outreach Materials

WHAT & WHY

In our C13 outreach-planning module, we encouraged you to plan on using FRAN outreach as a major component of your Christmas ministry. FRAN stands for *friends, relatives, associates and neighbors*. In FRAN outreach, your members look for unchurched individuals in those four groups. They then take steps to share the Gospel with those people. One simple way your members can do that is by inviting those FRAN contacts to join you at a worship service. Christmas Eve provides the perfect opportunity for this, as many unchurched people plan on attending a service then anyway.

The reason you should make FRAN outreach a big part of your ministry (year round, not just at Christmas) is because it has a high return rate. Studies have shown that on average almost 75% of people will attend a worship service if they receive a personal invitation from someone they know. That is five times higher than the likelihood of someone attending your worship service because they saw it advertised in the newspaper. FRAN outreach is, hands down, the most likely way you are going to get unchurched people in your community to join you for Christmas Eve worship.

SOLDIERS NEED WEAPONS & TRAINING

When you go to war, it is not enough to convince soldiers of the justness of your cause. Nor is it enough to give them some general instructions. You need to arm them and train them.

So it is in the spiritual war we are fighting as Christian soldiers. We know our cause is as just as a cause can be, for the blood of Christ has justified us. And we have some general marching orders, found in the great commission. These drive us! “*Christ’s love compels us, because we are convinced that one died for all*” (2 Corinthians 5:14). Moved by the immeasurable love Christ showed for us when he came down to earth on that first Christmas, we join him in his great mission.

But how will your people carry that great commission out? That is what we are hoping to offer with these C13 recourses – weapons and training. We are providing different types of FRAN invitations you can share with your people. We are also providing a bulletin insert that you can customize. It explains to your people how those FRAN invitations can be used.



You provide the motivation, friends, by holding Christ before the eyes of your people. We will provide some simple way for their New Man to respond, as he so desperately yearns to do.

INVITATION OPTIONS

In the C13 outreach-planning module, we mentioned there were various types of invitations your congregation could use.

- *You could use C13 postcards.* If you ordered postcards for a bulk mailing, you could pull some out and give a couple to every one of your members. Your members could mail them to their FRAN contacts. Remember, they will need to put a stamp on them, even though those postcards may have your non-profit postage permit printed on them. That non-profit permit only works for a bulk mailing.
- *You could use business card sized invitations.* There are a number of reasons this is a great option. First, it makes it *very* easy for your members to carry invitations around with them. They can have a half-dozen in their pocket at all times. Secondly, they are very inexpensive. At Vistaprint.com you can order 2000 full-color business cards for \$30.

We have provided business card templates for both Advent and Christmas Eve. They are 3.62 inches by 2.12 inches, which is Vistaprint's upload specifications. The template really is just an image file you can use on the front of your business card. Then we have provided samples of how you might design the back of your card to look in Vistaprint.

- *You could use quarter-fold invitations that you print yourself.* When you take a letter sized piece of paper (8.5 inches by 11 inches) and fold it in half, then fold it in half again, you end up with a standard sized invitation card. You can buy invitation envelopes at any office supply store.

We have provided a template for quarter-fold invitations. It is in Microsoft Word, a program almost every church has access to. Simple change the wording to reflect your congregation's name and service times.

The upside of this type of FRAN invitation is that you can produce it yourself. And it looks very formal. (But really good paper.) However, it is by far the most expensive type of invitation to produce. Unless your budget has no limits, you will likely end up producing enough of these invitations to give only one or two to each family in your church, whereas with business cards you could give a dozen invitations to every single member.

- *You could produce your own FRAN invitation.* We have obtained an extended use license on the image of Mary and the baby Jesus that is used on all C13 worship materials. You can use that image either in print or electronically. Thus, you can produce your own invites easily. For example, at USPress.com, you could order 2500 six-inch by four-inch cards, full color, for \$169.

So pick whatever option works best for you. Get those FRAN invitations into the hands of your members. Then train them how to use it.

THE BULLETIN INSERT

We have provided a bulletin insert that briefly explains FRAN outreach to your members, as well as shows them how they could use the FRAN invitations in a timely manner. If you print that insert onto both sides of a letter sized piece of paper and then cut that paper in half, it will yield two inserts, 8.5 inches by 5.5 inches.

FRAN OUTREACH
Help the people in your life see Christ in Christmas.

Not too long ago, a Christian research organization did a study in which they asked unchurched people what would make them more likely to try attending a church. Here are the results.

You saw an advertisement in the newspaper. 15% of unchurched people said that would make them more likely to try out a service at that church.

You received information through the mail. 25% said that would make it more likely for them to attend.


A church sponsored a community event. 51% said that would make them more likely to try that church.

Now, here's the big one.

A friend invited you. 74% of unchurched people said they would be more likely to attend that church.

Think about what that means. Three out of four of the unchurched people that you know would be more likely to come and hear the Gospel if you simply invite them.

This is often called "FRAN" outreach. FRAN stands for friends, relatives, associates and neighbors. In other words, it is looking at the people in your life who are not well-connected to Christ, if at all, and sharing the Gospel with them. And one way you can do that simply is by inviting them to join you for a worship service. This holiday season is a natural time to do that, as many unchurched people will be thinking about attending a church on Christmas Eve at the very least.



We have provided the bulletin insert in PDF format and in Microsoft Word. Use the Word file if you want to customize the insert.

For example, we mention that the invitations could be delivered by hand or through the mail. Well, if you go with business card invitations only, you could edit that, as you won't be mailing a business card.

Our suggestion would be to put the bulletin insert into the bulletin on November 24 and repeat it on December 8. Then after worship, briefly summarize the FRAN program. Direct your members to the insert. Have FRAN invitations somewhere your members can easily access them after worship. Invite them to take as many as they need. Or you might have your usher had them out as people leave.

If you would use FRAN invitations for the Advent worship series, you would distribute the bulletin insert and the Advent invitations on November 17 and 24.

HOW TO MEASURE SUCCESS

From a purely statistical standpoint, if even a portion of your members embrace FRAN outreach it is very likely you will have a fair number of visitors join you on Christmas Eve. However, that is not how you measure success. Even if *no one* accepts your members' invitations, your outreach has still been successful.

The reason we encourage our members to do outreach and evangelism is not because that is what is necessary for God to bring his elect home. The elect will be saved with or without us. The reason we do outreach and evangelism is that *we are part of the elect*, and therefore we joyfully do all that Christ asks of us, regardless of whether we see any "results" or not.

Do FRAN outreach this Christmas for the sake of the elect in your church, that their joy in Christ might be complete. *That* is a successful outreach program!