

I would be eternally grateful if the entire staff of this church could read this complete document: Thank You. Paul Durocher

Durocher Family Ministry Event Promotion and Preparation

Dear Friends in Christ,

The following suggestion will help you maximize your event to be as spiritually productive as possible. Seek the Lord throughout the process and do as many of these as you feel lead and able (without losing your sanctification!) **THE IMPORTANT THING TO REMEMBER IS TO COMMUNICATE A SENSE OF URGENCY AND IMPORTANCE . ONE HAS TO COMMUNICATE THAT THIS WILL BE AN EVENT OF LIFE CHANGING SIGNIFICANCE AND WILL BE UNLIKE ANY OTHER EVENT! Friends, we are in a great spiritual battle and we need to do all we can to maximize these events and get people here!** *It is critically important that you network with other churches in your community and or district associations to promote this event. Send flyers to churches within a radius of your event. Email them a copy and an invitation. Let them use this event to reach **their family and friends** as well. Allow Yourself to be the CATALIST to promote spiritual growth and progress for your community and these other churches as well. We are all on the same team and if we are going to make the impact we need to in our communities and in our country, we've got to network together and start thinking outside of our four walls.* Post this information to your churches website. Place it on your churches answering machine with a separate link If possible for more information. Network in ministerial associations and Home school support groups. Our family size alone will draw several large families who will travel over an hour to attend this event. Many of these families do not have a church home and with encouragement can become very active and productive in the service to Christ. More about this later.

Pray

We talk so much about it but actually do so little. Sorry, but this is one of my pet peeves. Gather your people several times at impromptu moments to pray for this. Do it now while you hand out posters. Do it each time you talk with someone on staff or event organizers. Doesn't have to be long and drawn out, but helps keep the spiritual focus up rather than just the logistics . This also makes us dependant upon the Holy Spirit, realizing that he does the Work. Pray for the Durocher's health, travel, scheduling issues, and spiritual life. Pray for the people whom the Lord wants present. Pray for the event and the messages and the Lord Jesus to "show up" and do something wonderful. Perhaps designate a prayer person to be in charge of praying for this event daily and to encourage and remind others to do the same. Pray during morning service at least three times before the event. This communicates that this is important and will be a time of great impact.

Promote

Get these posters up all around town. Get a bulletin insert in bulletin two weeks and one week prior. Free ads in religious section or your paper are often available. Durocher's could possibly do a radio interview at you local station. Down load the digital image files for newspapers. WEBSITE IS : **www.durocherfamilyministries.com** **Getting our picture in the paper will increase attendance immensely.** Many newspapers will do press release stuff for free just out of human interest stories. People are fascinated with families and if you can get a big article in your paper you will spark lots of interest as different people will be interested for different reasons as they learn more about us. (I have a press release article available.)

Think of a 50 mile radius. It is not uncommon to see many people travel over an hour to be at our events. We recently ministered in a church with a Sunday attendance of 8. I didn't realize this because we schedule ministry events just about anywhere. They promoted the event and we ministered to around 125 and the church was packed with families, old folks, and lots of children. We had a rousing impromptu basket ball game after and didn't leave the church till nearly 11 pm. The fellowship was unmatched and the relationships built will bring encouragement in the journey for a long time to this little community and all these families!

Get posters in communities neighboring your location. Network with other churches, Get posters in laundry mats, community centers, café's and convenience stores, libraries, dance studio's, coffee shops, little league and recreation centers, and certainly all the churches in your town.

YOU WILL GET OUT OF THIS EVENT WHAT YOU PUT INTO IT. *LET'S NOT JUST HOLD A CONCERT, LET'S MAKE THIS A LIFE CHANGING EVENT WHICH WILL HAVE SPIRITUAL IMPACT ON ENTIRE GENERATIONS AND UPON AN ENTIRE REGIONS, AFFECTING COMMUNITIES AND CHURCHES BY PROVIDING INSPIRAITON, ENCOURAGMENT, AND THE GREAT TRUTHS OF THE GOSPEL FOR OUR GENERATION.*

One of the most effective means of promoting is to have leadership personally speak of this event during the Sunday morning service.

People talk about what is important to them.

As the congregation senses the burden of importance on the part of the leadership, they will get excited *and invitational* about the event. Silence from the leadership will lead to silence from the congregation and posters and bulletin inserts will greatly diminish in their effectiveness. If you cannot create an invitational posture in your people two to four weeks prior to the event your results will be greatly diminished.

Promote this as a Youth Event as well. Get the youth involved! Perhaps you should promote this primarily as a youth event? DON'T THINK "OUR YOUTH ARE NOT INTO BLUEGRASS MUSIC" this thinking will kill your event. The fact is that we are coming with some of the most vibrant, godly, and talented young people you will ever meet. These kids are not only accomplished musicians but who have a proven track record of amazing accomplishments in education, Sports, Music, and service to Christ's kingdom. In terms of impact there is no better youth event you could expose your young people too than experiencing the Durocher youth in concert and then hanging out a little after and visiting or playing volleyball or basketball. Proverbs tells us "as Iron sharpens Iron so one man sharpens another". Youth need real life examples of kids who will encourage them to live extraordinary lives for God. Make sure the youth pastor is plugging this event regularly. As I said, focus on the fact that these kids are excellent musicians and neat kids (because they are) and don't push the musical genre because you will communicate subliminally that this is "irrelevant or oldfashioned". The reason this is generally true is because most adults do not know how to contact with youth multiculturally, multigenerationally, or outside of the normative traditional "youth culture" vocabulary and cultural trends in relevant ways. If as a leader you perceive that "this isn't our thing" you will communicate that even if this is not your intention.

I emphasize this point because I get this a lot from pastors and leaders. "I am not into bluegrass music, but we really loved your program!" People often come away saying "WOW THAT WAS

GREAT! I had no idea it was going to be so much fun! I WISH WE COULD HAVE PROMOTED THIS MORE AND GOT MORE PEOPLE HERE. I DIDN'T REALIZE IT WAS GOING TO BE THIS GOOD AND OUR PEOPLE WOULD ENJOY THIS SO MUCH! **It's just such a shame to hear these types of comments over and over again, in the cookie line, after an event! Let's face it... people are hesitant. They don't want to be embarrassed. They don't want to bore their friends or make them feel uncomfortable or feel apologetic for inviting them to something that was really a drag or poorly done. So they have a 'we'll see' attitude. Then the event is over and it's too late. We will not be back for at least a year and with a whole country to reach next year will may be in different states and we may never be able to come back again. Certainly that event is over and can never be recalled to maximize it's impact.**

Participate

Try to build ownership of the event by involving many people. Involve as many people as possible in any way as possible. Get people to meet after service to hand out posters. Some to contact radio stations or newspapers. Someone to organize a social time after the concert, or a meal before. **One of the great purposes of the event is to draw people closer to Christ and closer to each other.** Having a pie social, or even coffee and cookies after will accentuate this. Get people involved.

Have people ready and trained to greet new faces. Will you have a small token gift or info packet for new visitors? Have people trained / prepared to talk with each other. Discuss with elders and leader types, males and females how you can use this event to draw people into deeper intimacy with Christ through good follow up. For example come up with a list of question for discussion and getting to know people at a more intimate level after the concert, and following the concert in the week or two after. For example:

- What did you think of the Concert? What did you like best about the event?
- Did you have a song that stuck out to you? (What are the felt needs in their lives?)
- Did the Lord speak to you or encourage you about something as a result of this event?
- Was there anything that you found interesting?
- Is there anything I can pray for you about?
- Where are you in your spiritual Journey right now?
- Where is God fitting into the picture of your life right now?
- What problems in your life are you needing the Lord's help with?

The point is that you need to be *expecting* the Lord to work and *have people ready* to harvest some of the seeds sown and do more tilling of the soil and watering as the Holy Spirit is working in people's lives. One of the great results of this ministry event is that your people will minister to each other as they discuss these items amongst themselves. This may not happen without a little coaching. Pull aside 2 to 10 leaders, men and women, and tell them you want them to interact with each other at this level. Tell them that they need to have their Holy Spirit Antennas out to watch for the Lord working in the lives of their family, friends, and greater church family. You want to use this event as a springboard to open up dialogue and relationship building within your fellowship that will continue long after the event.

We live in a very impersonal world where pride, materialism, and the busyness of life keep us from opening up, being vulnerable, and sharing our joys and struggles with each other. After the concert the people will be vulnerable. There will be a window of opportunity to interact at a new level. There may be an increase in counseling for pastoral staff. Use this window of opportunity by praying for it, involving a few people. Perhaps something touched you during a song or testimony. Use this during Sunday school, small group time, or prayer time, to share what the Lord is teaching you and allow others to respond. Often so much is going on 'under the surface' and we rarely get a glimpse of it. Be prepared to see what the Lord is going to speak to you and ride the wave of it by sharing it and invoking the thoughts of others.

Party

People love to be involved in something that is fun and successful. Create a celebrative atmosphere where everyone is going to have a great time and what could be better than drawing near the Lord with great goals of growing in grace with respect to the family and reaching out to others.

Emphasize what a privilege it will be to have the Durocher's here with you. These really are very special and unique people with rich and diverse experiences that can be a blessing to your church. Susan spent a year in Russia working in orphanages, Naomi is a three time state softball champion and won third place in nationals, Jesse and Jeremiah are graduating from high school with their Associates in Engineering. They love talking trade stuff with guys who are engineers and also sports fans as they both love sports. David is graduating from law school in May, and Danny is a premed student. It's not unusual to have doctors and lawyers drop by to ask us about what law school David is at or what Med School or field Daniel is pursuing, etc. We also raise horses and live on a farm so we often end up talking farming with lots of folks. Of course relating with the Lord's people about things we are passionate about is always fascinating when we encourage each other in the Lord. Judy is an incredible inspiration to so many moms with her wealth of experience in home making, cooking, health care, childrearing, and education, among other things. She is in no way condemnatory and really as a whole family we are very 'ordinary' which is refreshing as we are easy to talk to and 'hang out' with. As a builder, carpenter, theologian, and father I can relate to lots of guys and enjoy listening and sharing life with my brothers.

Lets plan a party event where everyone has a great time, all grow in the grace and knowledge of our savior, the Devil takes a few on the chin and loosens his grip a little bit, and Jesus gets the Glory!

If there is anything we can do to assist you further I am available 24/7 on my cell at 218 259-5166. Call me with YOUR Promotional Ideas! With Enthusiasm,

Brother Paul

We recently had an event and several people came up to us unsolicited, and on various times throughout the fellowship time after the service and said'

This is the most people I can ever remember being in this building since it was built!

What an amazing statement and what a privilege and blessing to be a part of helping a local church fill its doors with people who Desperately Need Christ, and then go away feeling more connected with their local church and God's people. By God's Grace let's repeat this story in Your Church!