



IGNITE LOVE

EVENT PLANNING MANUAL

WWW.WEIGNITELOVE.ORG

972-510-7389

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I. VISION & PURPOSE

The Role of the Evangelist



Ephesians 4:11-12

11 And He Himself gave some to be apostles, some prophets, some evangelists, and some pastors and teachers, 12 for the equipping of the saints for the work of ministry, for the edifying of the body of Christ,

Over the past twenty years, the term “evangelist” has been used to describe many ministries and leaders in the body of Christ. For some, it means that they travel and preach powerfully. For others, it is someone with a prophetic anointing who operates in the gifts of the Spirit. Some think of an “evangelist” as a minister who only preaches extended revival meetings. But, in Ephesians 4:11-12, Paul says that evangelists were given by God to the church for the “equipping of the saints for the work of ministry”. The role of the Evangelist is to come alongside the pastor and other leaders of the local church to equip the saints to accomplish what God has called that church and those individuals to do in their community. Our mission is to ignite, equip, and mobilize the everyday believer to more effectively communicate the Gospel in their everyday life. This is the heart of our team.

The Vision for Ignite Love Events



The Ignite Love Event is a weekend designed to propel evangelism and outreach efforts in the local church to reach the surrounding community with the Gospel. It was designed to serve local churches in many areas, such as the following:

1. To train and equip every believer with the tools they need to effectively share the gospel and bear fruit;
2. To help people overcome fear and believe that God desires to, and will use them;
3. To help the pastor identify a key person within the church to take on the role of Evangelism Director, so that after the weekend is concluded, evangelism will continue to be part of the church's DNA;
4. To build an evangelism team around the Evangelism Director within local churches to better serve their pastor, church, and community;
5. To serve the church's unique and specific vision; and
6. To serve the church right where they are, and help them get to the next level in evangelism.



II. The Team



Allen Moorman
Founder / Executive Director

As an evangelist based in Dallas, TX, Allen has a heart for serving the body of Christ through equipping believers to win the lost. His passion is to serve the local church by training and mobilizing them to impact their

community. Originally from South Mississippi, at age 19, he moved to Waxahachie, Texas, where he met and married his wife, Mallorie. In 2012, he graduated from Christ For The Nations Institute with an Associate of Practical Theology degree. After graduating, Allen trained and traveled the nation under the leadership of Evangelist Joe Oden. Since pioneering Allen Moorman Ministries and Ignite Love in 2013, Allen has served as Evangelism Coordinator in both the North Texas and West Texas District of the Assemblies of God. At the present time, he's had the privilege to serve over 85 churches spanning 8 states.



Mallorie Moorman
Speaker / Instructor

Mallorie Moorman is a passionate leader and mentor from Dallas, TX. She travels the nation, alongside her husband, speaking into the lives of everyday people to assist them

in fulfilling their potential and God's ultimate plan for their life. Mentored by author and entrepreneur, Michelle Raftery, and with a powerful testimony, she has a passion to see young women find their identity and security in Christ alone. She is currently attending Christ For The Nations Institute, studying Practical Theology. She and her husband have 3 beautiful children and reside in Glenn Heights.



Chris Townsend
Apologist

Chris Townsend spent the first twenty-six years of his life as a purposeless atheist, damaging himself and others through the all-too-common vehicles of sex, drugs, and materialism. But God, Our Redeemer had other plans, setting an

unquenchable fire in Chris' soul and putting Chris through a rapid gauntlet of redemptive kingdom promotion: Baptized in the River Torbeck in January 2011, married to a woman of God(Maranatha) in May 2011, formally educated in ministry beginning in August 2012, and commissioned to minister at colleges and churches beginning in the fall of 2014. Chris now serves as the President of Redeemed Royalty Ministries and develops curriculum as a professor of Marketplace, Evangelism, and New Testament Leadership at Christ for the Nations Institute. Chris has authored four books and is currently beginning work on his fifth book in under two years, *Babylon Falling*.

III. The Event



Overview

The Ignite Love Event begins on Friday evening with a powerful kickoff session where we discuss and teach on The Gospel. This is a time to connect the hearts of individuals with their call to transform the community around them. The training sessions on Saturday focus on basic evangelism foundations, as well as equipping individuals in spirit-led evangelism and basic apologetics. The sessions are followed by an exciting, faith-building outreach that will serve as an opportunity for attendees to put into practice what they have learned. After the outreach, a time of sharing testimonies and stories from the day's event begins. On Sunday morning, the service is specifically designed to reach the unbeliever. There will be an illustrated Gospel presentation and an invitation to follow Jesus. Through this event, our goal is to see every believer in the local church catch a vision for reaching those around them with the Gospel of Jesus Christ.

Suggested Schedule

Friday

7:00 – 8:00pm – Session 1

8:00 – 8:30pm – Prayer

Saturday

9:30 – 10:20am – Session 2

10:20 – 10:30am - Break

10:30 – 11:20am – Session 3

11:20 – 11:30am - Break

11:30 – 12:20pm – Q&A Session

12:20 – 1:20pm – Lunch / Outreach Instructions

1:30 – 3:00pm – Community Outreach

3:00 – 4:00pm – Testimonies / Closing Session

4:00pm – Dismiss

Sunday

Regularly Scheduled Service Times

Pre-Event Initial Sunday

2-3 Months prior to the Ignite Love Event, one of our team members will minister at an initial Sunday service at the host church. This Sunday service is crucial in setting the tone for the upcoming event.

During this service, one of our team members will speak on the believer's role in the Great Commission and the need for believers to share their faith. This is a day to challenge and encourage those in the local church to sign up and get involved in the upcoming event. The initial Sunday service is a great time for the local church to connect with the heart and mission of *Ignite Love*, thus increasing the participation and attendance. This service also acts as a kickoff to begin promoting the event in the coming weeks.

Training Sessions

All training sessions are designed to build confidence and clarity in the believer's efforts to share the Good News.



Session topics include:

The Gospel – Why Good News?

The Effective Testimony

Identity in Christ

Practical Steps to Leading a Person to Christ

Evangelism with C.L.A.S.S.

Prove It

Modern Apologetics

Transformational Thinking

Community Outreach



Door-to-Door

Although a traditional approach, door to door outreaches are still very effective as a vital part of the Ignite Love event. This is the most commonly chosen form of outreach for the weekend. Door to Door Outreaches are fairly simple to plan for and have given us the greatest return on our time in the past. This outreach consists of three pieces: Maps, Flyers, and People. When planning a door to door outreach, the host church will simply need to decide what neighborhoods or community that they would like to target and print maps displaying these streets. After printing the maps, highlight an area that consists of roughly fifty homes. Each of these maps will be given to a team of two people to direct them. With each map, fifty flyers will be needed to leave one with each home that is visited. We have seen churches as much as triple their attendance on a Sunday through this simple approach. The approach look something like this:

“Hello. My name is John Smith. I am from Appleberry Assembly of God, the church off Haltom St. How are you doing? I just wanted to come by today to introduce myself and let you know that we have been praying for and really wanting to meet the needs of our community. We love this city and want to serve in anyway that we can. Is there anything that I could pray with you about today? (Wait for Response and Converse.) It was great meeting you today. I would love for you to be my guest on Sunday Morning at 10:30am. We are having a special service where all of the guests will receive a gift and there will be some other giveaways throughout the day. Would you like to join me for the service? (Wait for Response.) Have a great day! (Handing Out the Flyer)”

Block Party

Another great outreach that can build relationships in the community is a block party. This is an outreach that takes place somewhere in the midst of a neighborhood or multiple neighborhoods that the host church is attempting to reach. Generally, this will be in a neighborhood where a family from the host church already resides. The idea is simple. You throw a party for everyone in the neighborhood in an attempt to meet people in the community and share the love of Jesus with them.

This outreach requires four primary things: A Yard or Park to Host Event In, Sound System for Music, Food and Drinks, and Flyers from the Host Church. The first step to hosting a block party is having invitations mailed or hand delivered directly to each home in the neighborhood 2-3 weeks prior to the party. These can be typed, but hand written invitations are very personable! The morning of the party, a team should disperse throughout the neighborhood reminding potential guests about the party. During the block party, people from the host church should be very intentional about meeting others and beginning to build rapport and relationship with them. Flyers should also be distributed throughout the evening inviting guests to join the host church for Sunday's service. For questions or more information on this option, please contact someone from our team via phone or email.



Good News Sunday

The Ignite Love event ends on Sunday morning with a powerful evangelistic presentation of the Gospel. During this service, our goal is to see many of the guests who have been invited come to salvation in Jesus. In order to see as many guests as possible attend on Sunday morning, we encourage the local church to provide a special gift for each guest who comes. During the outreach on Saturday, we will be able to tell each person in the community that we have a gift for them. These items could be as small as a bag of candy and a pen or even a bag of household goods to use for their family. This is a great way to give back to those who take the time to join us for the service. Secondly, if possible, some special giveaways on Sunday morning are a great way to build anticipation for guests to come to the service and for people to invite friends, family, and coworkers. These giveaway items could be as small as gift cards to local restaurants, gift bags, or even a bike or toy for a child. No matter the size of the giveaway, it will build anticipation for the event. Last of all, be sure that there are plenty of trained altar workers ready to pray with people who are putting their faith in Christ. These altar workers will walk through the first steps of discipleship with guests who decide to follow Jesus. If desired, our team can host a short training class for these individuals on Sunday morning to bring unity to this team. If desired, we can also provide materials for those who decide to follow Jesus.



IV. Preparation Guide



Preparation is vital to the success of any Ignite Love event. Our team is here to assist in the planning, but most of the preparation happens at the local church level. In order to promote the event to those within the church in the most effective way possible, we have provided a schedule of preparation to assist you in sharing the information with your church. These are guidelines that we have seen boost the attendance and participation of those within the church.

2-3 Months in Advance

Initial Sunday Service w/ Team

- Dates will be announced and shared with the church.

Preparation Meeting or Phone Call

- Set up a time for a meeting or phone call with our team to discuss all details and answer any questions regarding the event.

6 Weeks in Advance

Hang Flyers for Ignite Love Event

- Hang flyers in visible, common areas throughout the church.
- Place flyer in church bulletin or online announcements.

30 Second Announcement on Sunday Morning

- Sample announcement can be found on page 11.

Initial Email/Letter to Congregation

- Send out email or letter to invite those who may not have heard announcement or have been absent on Sunday.
- Include dates and schedule of events for the weekend.

4 Weeks in Advance

60 Second Announcement on Sunday Morning

- During announcement, pass out prayer cards and encourage people to sign up.

Prayer Cards

- Hand out prayer cards to everyone. Ask them to write down the names of three lost people they know and will begin to pray for and invite them on Good News Sunday.

Sign Up Sheet

- Have Sign Up Sheet in designated area or posted online.

Order Flyers for Outreach

- During this week, order the flyers that will be used for the outreach during the event. This gives plenty of time for delays or mistakes in printing that may come up.

3 Weeks in Advance

60 Second Announcement on Sunday Morning

- Pass out prayer cards to those who did not get them the previous Sunday, and encourage congregation to pray for the people that they are inviting.
 - Encourage people again to sign up for the training and outreach.
 - Use slide with a flyer if possible.

Follow Up Email/Letter to Congregation

- Send a follow up email or letter to the congregation reminding them about the event and encouraging them to make preparations to attend.

Complete All Preparations for Outreach

- Make sure all preparations are made and supplies are purchased for the outreach.

2 Weeks in Advance

120 Second Announcement on Sunday Morning

- The senior pastor should spend two minutes sharing of the importance of participation in the event and it's part in the vision of the church.
 - Encourage people to sign up on list for training and outreach.
 - Use slide with a flyer if possible.

Lodging Information

- Host church should send our team the lodging information including confirmation numbers via email during this week.

1 Week in Advance

120 Second Announcement on Sunday Morning

- The senior pastor should spend two minutes sharing of the importance of participation in the weekend and it's part in the vision of the church.
 - Encourage people to sign up on list for training and outreach.
 - Use slide with a flyer if possible.

Final Email/Letter Sent to Congregation

- Email/Letter should invite everyone to attend and give all final details regarding place of meetings, times, etc.

Week of Event

Follow Up with Those Who Signed Up

- Be sure each person who has signed up or shown interest in attending the event receives a phone call, text message, or similar to confirm they will be there.

Prepare Facilities for Event

- For the classes, have tables and chairs setup in an area fitting for the number of people who will be attending. A podium or music stand is great as well, when available. 2 6-8ft. tables for product and resources to be displayed in service/training area will be needed.

Confirm Lunch Details

- Take some time to make sure that the food has been ordered or prepared depending on what you choose to serve.

Sample Announcement for Sunday Services

As you may remember, a few weeks ago we had Evangelist Allen Moorman with us. You may remember him speaking about our individual role in the Great Commission. Well, in a few weeks on January 18-20th, he will be partnering with us again for the Ignite Love training and outreach event. This event is going to be a time of being trained to more effectively share the Gospel in our everyday life. Whether you share the Gospel often or have never shared the Gospel, this event is going to help you become a more effective witness. So, join us in this event as we reach into our community. You can sign up at the table in the back, and remember to be praying for those who you are inviting on that Sunday. We are believing for many lives to be changed!



Promotional Materials

For promotional materials, please visit our website.

www.WeIgniteLove.org

V. Budget

The cost and budget of each Ignite Love event varies depending on the budget and financial situation of the host church. As a way to be a blessing to the churches that we partner with, our ministry does not request a specific honorarium to host this event. We only request that the host church cover the travel, lodging, and meal expenses for our ministry and allow an opportunity for those in attendance to give. We have included a sample budget to assist you in your preparation for the event expenses. Aside from these expenses, we ask that there are opportunities given throughout the weekend to share the heart and vision of Ignite Love and create an opportunity for people to give toward that vision. These opportunities are generally on Friday evening, Saturday afternoon, and Sunday morning. If you have any questions regarding the budget for the event or the process of receiving the love offering for the ministry, feel free to contact us via phone or email to speak with someone from our team.

Sample Budget

Training & Outreach

Lunch for Attendees = \$ _____
Church Flyers to Pass Out = \$ _____
Supplies for Outreach = \$ _____
Training Manuals for Attendees (\$2/Each) = \$ _____

Good News Sunday

Gifts for Each Guest = \$ _____
Special Giveaways = \$ _____
Follow Up Material for New Converts = \$ _____

Ignite Love Ministry Team

Mileage Reimbursement = \$ _____
Lodging = \$ _____
Meals = \$ _____

Total of Each Category

Training & Outreach = \$ _____
Good News Sunday = \$ _____
Ignite Love Ministry Team = \$ _____

GRAND TOTAL = \$ _____

VI. Follow Up

Monthly Coaching

Momentum is currently a buzz word in the local church. When momentum is on our side, we have seasons where it seems that everyone is excited about the vision that we are striving toward as a church. As our ministry has served over eighty churches throughout the United States, one of the most common questions that is asked is, “How do I keep this momentum going in my church?” After a successful Ignite Love Event, there will be many people excited and driven to reach their community with the love of Jesus. What we have found over the years is that most Senior Pastors in the local church are juggling many different balls. There are sermons to be prepared, couples to be counseled, administrative issues to be sorted, sick congregants to be visited, and many other demands that pull for the attention of the Senior Pastor at any given day or time. Identifying an individual in the local church to take on the role as an Evangelism Director is vital to seeing the momentum driven for outreach in the local church. We encourage every Senior Pastor to identify and install an Evangelism Director during the Ignite Love event. This individual will serve the vision and mission that God has given the Senior Pastor in the local church. He/She will assist in planning and leading outreaches throughout the year. If desired, our ministry will provide monthly resources and mentorship to the newly established evangelism director. Our calling and role is to serve the church and the long-term vision for evangelism and outreach. Part of this calling is to be available for ongoing support of outreach in the local church. Part of this ongoing support is a monthly coaching call to encourage and assist your evangelism director in the journey. Please contact us for more information on this program.

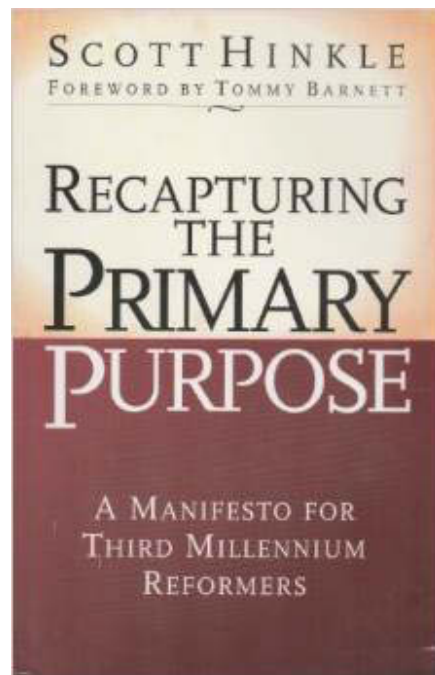
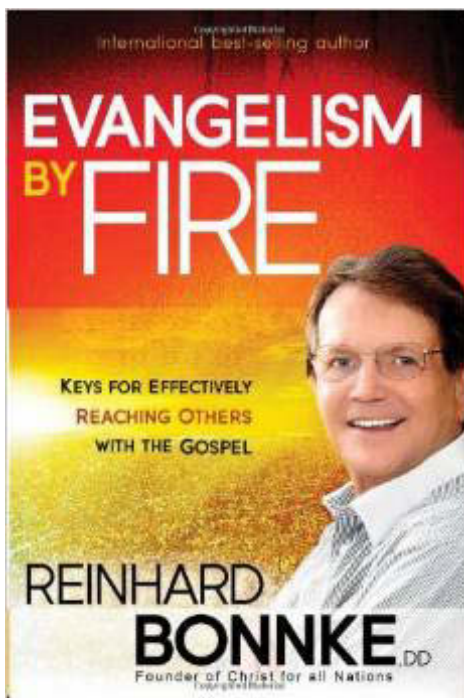
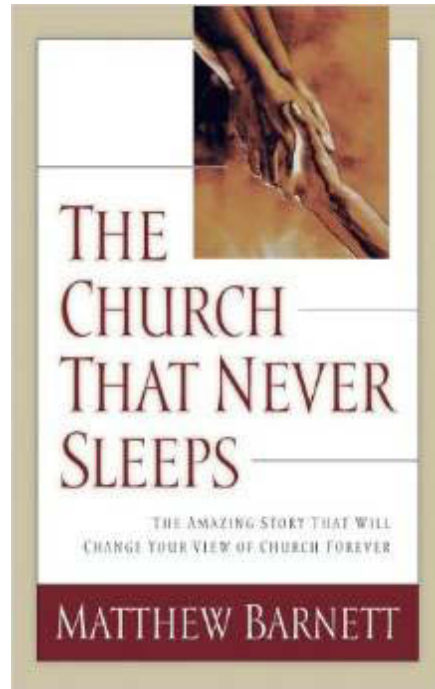
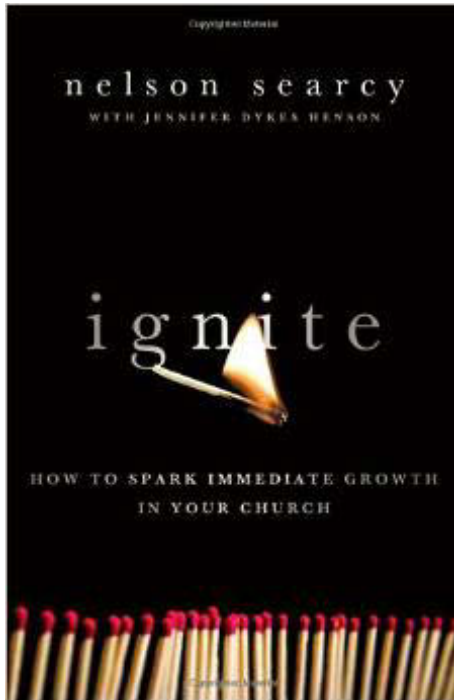
Planning the Next Outreach

After building momentum and seeing many people in the local church develop a heart for reaching into their community with the Gospel, it is beneficial to pre-plan the date for the next outreach that the church will be hosting. The next outreach is generally led by the new evangelism director and scheduled 1-2 months after the Ignite Love event. This event will be announced on Good News Sunday prior to the close of service to share the next opportunity for a corporate time of outreach.



Recommended Reading

The following books are great resources on community outreach in the local church.



VII. Endorsements



Like a breathe of fresh air... that is how I describe the ministry of Allen Moorman and Ignite Love. He uses a nuts and bolts approach combined with an unbridled passion for the Word!

Pastor Brian Lewis
Strong Tower Worship Center
Morton, MS



Allen Moorman is a true five-fold evangelist that I have had the opportunity to personally mentor. He has the ability to train and equip local churches to share their faith and be used by God. He has an anointing on his life to communicate the Gospel with passion and zeal. I would highly recommend that you invite him to partner with your church, as I'm sure you will be blessed and empowered by his ministry.

Evangelist Joe Oden
Evangelism Director - North Texas District Council
Dallas, Texas



Allen Moorman is more than a come and go evangelist. He has a heart to partner with your ministry and will be an asset to your church to help you reach your community. I am very grateful to have him as a partner with our church.

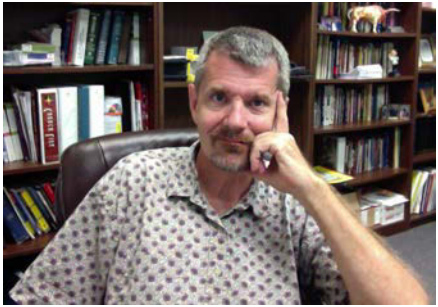
Pastor Dustin Brewer
Solid Rock Assembly of God
Lucedale, Mississippi





Allen Moorman inspired our church to go beyond the norm in reaching out to our community. His clear, easily adopted training gave our folks confidence to meet and impact neighbors with the good news of Christ. Every outreach team found open doors to witness meaningfully and pray for the needs of hurting individuals. They returned energized and filled with new zeal for serving the Lord. As a pastor, I heartily recommend Allen and the Ignite Love Ministry.

Pastor Brennon Robison
Leander Assembly of God
Leander, Texas



If you are looking for the stereotypical "blow in, blow out" evangelist, do not call Allen Moorman. If on the other hand, you are looking for an Ephesians 4:11-12 evangelist — then Allen's your man. He preaches as good of an evangelistic message as a community will ever need to hear, but it is in his, "equipping God's people for evangelistic works of service," that he excels. I have been in pastoral ministry for over 30 years & Allen Moorman is among a handful of evangelists I have ever scheduled who actually 'equipped' the people of the church I pastor.

Pastor Pat Herlitz
First Assembly of God
Giddings, Texas



We had a phenomenal weekend with the Ignite Love team. We had 12 people saved during the event. We also had around 45 guests on Sunday. Our people are excited about leading people to Christ through the training they received. I would encourage any pastor to have Allen and his team to assist in reaching their community!

Pastor Brian Hiatt
Cornerstone Church
Rowlett, Texas



Allen Moorman is a young man who has the privilege of living his passion: souls. His heart beats for the lost and he valiantly trains and equips others to do likewise. Allen's capacity to hear from God is unparalleled for his age. If you choose to have him minister in your church, you will not be disappointed. He has a high regard for spiritual authority and will definitely honor the pastor and those in authority. Your people will be educated, empowered, and blessed!

Pastor John Bates
Freedom Fellowship International
Waxahachie, Texas



Allen and his ministry have simple, special ways of getting people to do the Great Commission. He shows them it is very easy to do. I would recommend this ministry to anyone!

Pastor Gene Russell
Cornerstone Assembly of God
Meridian, Texas



Have a question or need more info?

Contact Us @

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