

How to Invite Someone to Alpha



If you want to invite a friend, family member or neighbour to attend Alpha, whether online or in person, you may wonder: how do I get them to actually connect? And on a more personal level, What if they say no? What if they ask questions that I'm not prepared to answer? How will my invitation impact our relationship?

Historically, we know that 80% of Alpha guests have come because someone has invited them. It was a real conversation with a real person that made a real difference. The best invitations are rooted in relationships, but here are five practical tips.

1) Stop before you start. Pause and pray. Ask God who you should invite. We have the opportunity to partner with the Holy Spirit in the conversations that He's already having with the people around us.

2) Customize the Conversation. In the Bible, Jesus interacted with different people differently. There was no "one-size fits all" conversation. Consider what you know about the past experiences, hesitations, frustrations and hopes of the person you are going to invite. By taking the time to understand the individual, you increase the chance they'll say yes to your invitation.

3) Be Specific and Direct. We often invite people to something without them really knowing it's an invitation. Consider how many times plans have been made to

"hang out sometime" with someone, and it's never happened. Asking a yes or no question you will get a yes or no answer. Provide specific details so they can make an informed decision. Rather than having a long, complex conversation that ends in a suggestion, try a series of direct interactions that are clear and concise using the "If I...Would You" framework. "If I sent you the trailer for Alpha, would you watch it and share your thoughts with me?" "If I came to Alpha on Wednesday night at 6:30pm, would you join me?"

4) Don't Get Discouraged! If you get a "no," don't be afraid to gracefully ask, "Why?" No is often used as a protective measure when someone doesn't have all of the information they need to move forward. If you know the Why you can be

a part of the solution. A “No” is not necessarily the end of the opportunity. People may say no for a number of reasons, and most of them will have nothing to do with you as a person! Accept the no with grace and revisit step 2, considering if there is a different way to approach the individual. Maintaining the relationship is key, so demonstrate that you care more about them than getting a yes from them.



5) Think about “Who do I know?”

- Sitting near me in church
- Sitting with me at coffee time
- Someone in my Connect Group
- Someone from another Group in Church
- Someone who is lonely?
- Someone who started Alpha but dropped out
- Someone who has been on my heart for some time
- A neighbour
- Someone at my Book Club, Tennis Club, Fitness Club etc.
- A work colleague
- A family member
- Someone who is a lapsed church attender
- Someone who goes to another church with doesn't offer Alpha (not yet!)
- A friend of a friend who could use some love!
- Someone who wanted to attend Alpha in the past but had a scheduling problem

Sample Invitation Email Template (Modify at will!)

Example 1: Would you be interested in attending an Alpha Course with me? The introduction is on January 24, at 6:30-8:15pm.

Alpha considers many of the big questions of life from a Christian perspective in a relaxed, non-judgmental environment. I have heard many good things about it and thought it would be fun to go through the course together – at least the introduction.

Example 2: Many people are thinking about the big questions of life during this pandemic. The Alpha Course considers many of these questions from a Christian perspective in a relaxed, non-judgmental environment. Would you attend an Alpha Introductory night with me? January 24, at 6:30-8:15pm.

Example 3: The Alpha Course is an opportunity to take a fresh look at Christianity/Jesus without the baggage (politics, judgment, etc.). Would you attend an Alpha Introduction with me? It is on January 24, at 6:30-8:15pm.



Where will it be held?

It will be hosted by St Paul's Bloor Street at 227 Bloor Street East, Toronto M4W 1C8.

Sessions for the Alpha course in Winter 2024 will be hosted in-person.

Another example of possible wording:

Alpha is a course that is for people of all different beliefs and world views to get together and discuss the bigger questions of life, spirituality and the Christian faith. We have dinner (or meet on Zoom), watch a short video and then discuss it. It's a casual, relaxed night and the topics cover a number of things like: Is there more to life than this? What is Faith? Who is Jesus? What is Prayer?

