

LUIS PALAU

ASSOCIATION



A NEW MODEL FOR AREA-WIDE OUTREACH

The Luis Palau Association's model for area-wide evangelism brings powerful evangelistic opportunities to cities around the globe. LPA's outreach model has drawn nearly 8 million people since 1999 in such diverse locations as Ft. Lauderdale, Florida (300,000), Madrid, Spain (85,675), Nashville, Tennessee (90,000), Manchester, England (55,000), Lima, Peru (650,000), Buenos Aires, Argentina (850,000), and Kingston, Jamaica (150,000). (Attendance estimates are for combined two-day attendance.)

These free, family-friendly festival celebrations bring together hundreds of local churches in a strong expression of unity while equipping thousands of believers to share their faith. Through a variety of outreach events, many thousands recommit their lives to Jesus Christ or give their hearts to Him for the first time.

Entire regions have the opportunity to experience God as His people reach out with the Good News of Jesus Christ through words and actions.

IMPACT BY RELATIONSHIP

Stage One: Season of Prayer and Preparation

Throughout this season, prayer groups and networks are identified and activated toward focused prayer for an area-wide evangelistic movement. Local ministers and business people hear the vision and have the opportunity to partner with the Luis Palau Association, culminating in an official invitation being extended to the Luis Palau Association to conduct an area-wide evangelistic effort.

Stage Two: Season of Training and Mobilization

Throughout this season, training is offered in the areas of personal evangelism, counseling those who respond to Christ, and nurturing new believers. The goal is to raise evangelism awareness and confidence in hundreds – sometimes thousands – of believers that will extend well beyond the outreach itself. Training is structured so that a permanent effect will take place in every congregation, and the Church will be enriched in long-lasting ways.

Many cities include a Season of Service, where churches become the primary channel for mobilizing believers to meet the community's pressing needs. Individual believers are asked to demonstrate the love of Christ by



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working on these community projects, and by praying for and inviting their non-Christian friends to serve alongside them in a service project(s). Service opportunities are identified by churches and other charities within the community.

Stage Three: Season of Outreach

The Season of Outreach includes specialized outreach events designed to reach specific groups (women, civic leaders, etc.), along with a series of outreaches in the areas surrounding Inverness. It all culminates with an area-wide festival celebration featuring Luis Palau and partner evangelists proclaiming the Gospel and offering the opportunity for individuals to commit to Jesus Christ.



The festival celebration features great music from top Christian and mainstream artists, an action sports area that includes skateboard and BMX demonstrations, and a Family Fun Zone with games and the Gospel message for children.

Stage Four: Follow Up for Long-term Impact

In cities where an area-wide, united outreach takes place, relationships are established between churches and the community. These relationships allow new opportunities for sharing Christ on an ongoing basis. Believers have gained confidence in sharing their faith and are more aware of the need to nurture new believers and seekers who come to their churches.

FESTIVAL DISTINCTIVES

- **FREE Admission.** It is a standard, in order to ensure the event is accessible for everyone, that there will not be any charge to attend a Luis Palau festival, nor will there be any offering taken.
- **Corporate Sponsors.** Local and national businesses support as much as 20 percent of the budget while also providing secular appeal.



- **Comprehensive Advertising Campaign.** Most advertising is designed to attract the unchurched in the community to the festival. This opens the media to the Christian message, and helps clear the way for believers to invite and bring their non-churched friends to the events.