



WALKING ON WATER

OUTREACH HANDBOOK

version 2009.1



CONTENTS

1. Introduction from the founder
2. Getting started
3. Choose an outreach level
4. Outreach guidelines
5. Timeline
6. Outreach night
7. Checklist
8. Online resources
9. Movie license agreement



Dear friend of Walking On Water,

First of all, I would like to thank you for your willingness to partner with Walking On Water by hosting an outreach in your community! I have been so encouraged by the incredible people that God has connected us with around the world. The mission of Walking On Water is to reach this generation with the life-changing message of Jesus Christ, and we look forward to working with you to impact your city for HIS glory.

Over the past thirteen years of ministry, the Lord has taught our team several effective principles that help guide our outreaches. We'll discuss these in depth in this handbook, but I wanted to take a moment to share them with you. We have found that if we are diligent to do these four simple things, the outreaches are very effective:

1. Pray fervently – The key to an effective outreach is prayer. The success or failure of an outreach will be directly related to how much we've prayed. Outreach is spiritual warfare and the battle is won on our knees.
2. Dream BIG – The Lord tends to meet us at the level of our faith. Have faith, dream big, and always expect God to do great things.
3. Plan thoroughly – Plan the work, and work the plan. Develop a detailed plan for the event, coordinate a team to help delegate out the different responsibilities, and then faithfully execute the plan.
4. Promote, promote, promote – People respond to events that are highly promoted and promoted well. Do everything you can to spread the word on the event, taking advantage of all the outlets and resources we have available today in this generation.

The outreach handbook is a simple tool to help you coordinate your event. We encourage you to take time to review it. In it you will find helpful guidelines, timelines and more. We have seen through past experiences that when the outreach host and team works hard and follows the handbook's suggestions, success comes in abundance and many lives are changed! Also keep in mind that we're here to help and will be available throughout the planning process.

We are living in exciting times and we serve a great God! We believe the Lord wants to reach this generation and we look forward to partnering with you to see the name of Christ lifted high in your community. We appreciate you so much and are honored to work with you.

Until the whole world hears,

A handwritten signature in black ink, appearing to be 'Bryan Jennings'.

Bryan Jennings

"God has blessed Walking On Water tremendously and used it to enlighten people around the globe with the Gospel. I am continually amazed at the quality of product they put forward and impact they have on the surf culture. Walking on Water is reaching people in a unique, innovative, and powerful way for the Kingdom and Glory of God!"

Britt Merrick, Reality Carpinteria



Getting started

First, remember that we serve a great God, and that through him anything is possible. An outreach can consist of twenty people, or twenty thousand. Regardless of the size, all outreaches need just ONE willing host. Pray about what size you should do and be encouraged by knowing that it's a blessing to God regardless of the number involved. Spreading the good news of the gospel has an effect that impacts lives well beyond what we'll ever see during an event, and simply planting a seed with one person can result in many changed lives.

Consider this handbook your guide to building a successful event. If possible, build a team of people around you. Distributing the workload will be important, so find dependable people that have the time and individual skills to help. Here is an example of what a team could look like:

PROJECT LEADER: A person that is comfortable managing people and overseeing multiple tasks at one time. This person would be the lead point of contact for your outreach, responsible for making sure all of the task managers are accomplishing their goals.

LOGISTICS COORDINATOR: A person that is good at managing timelines and coordinating things like the rental of a facility, staffing, ticket sales, food, music, video needs, etc.

PROMOTIONS MANAGER: A person that is good at marketing. Understands how to create and distribute fliers, website and viral marketing, is comfortable being in front of people and inviting them to the event. Can publish press releases and ads in the local papers, etc.

COMMUNITY COORDINATOR: A person that can work the local churches and business to help with the event. You'll need the help of others to get the word out before the event. More importantly, you'll need to follow up with people after the event. This includes anyone that committed to Christ that night from the altar call, thank you letters to the businesses that helped with the event such as restaurants, retail shops, etc. This person can also be in charge of creating prayer requests and communicating through email to the other ministries involved.

We've found that if you take the time up front to build a good team of people, your experience will be enjoyable and you'll increase your effectiveness. You'll be able to pray together and support each other. Create ideas and think BIG together. And the Lord will bless your efforts!

Choose an outreach level

We've created three levels of participation. Each level involves a different amount of resources and commitment. Our goal is to support you at any level so we've created many of the tools you'll need in advance, such as artwork, business contacts, and more. Take time and prayerfully decide on the size of your outreach.

LEVEL ONE - SMALL LOCAL OUTREACH SCREENING

- 50 – 500 Estimated people in attendance
- Location: Local church or free venue
- Host: Only 1-3 Local churches/ministries
- Budget of \$2,500 or less would include:
 - a. Purchase minimum order of DVDs (see church license agreement for details)
 - b. \$0 - \$400 Flyers and posters

LEVEL TWO - MEDIUM LOCAL OUTREACH SCREENING

- 300 – 4,000 Estimated people in attendance
- Location: Movie theater, high school auditorium, concert hall, or community center
- Host: 3-5 Local churches/ministries
- Budget of \$2,500 - \$8,500 would include:
 - a. Purchase minimum order of DVDs (see church license agreement for details)
 - b. \$0 - \$4,000 Venue expense
 - c. \$500 - \$800 Flyers and posters
 - d. \$0 - \$1,000 Advertising
 - e. \$500 - \$2,000 Guest professional athletes including travel and honorarium
 - f. \$1,000 - \$2,000 Skateboard demo team and/or guest DJ

LEVEL THREE - LARGE CITY-WIDE OUTREACH FESTIVAL

- 5,000 – 15,000 Estimated people in attendance
- Location: Big outdoor field, city convention center, or small stadium/arena
- Host: Many local ministries and large churches
- Budget of \$40,000 - \$80,000 would include:
 - a. \$5,000 Planning fee and movie fee to W.O.W.
 - b. \$0 - \$20,000 Venue, stage, screen, sound system, seats, lights, etc.
 - c. \$5,000 - \$10,000 Posters, flyers, advertising, & promotions
 - d. \$15,000 - \$50,000 Guest professional athletes, Skate/BMX/Motorcross and other live demos, nationally recognized guest music bands, and other expenses

Outreach guidelines

Now that your team is in place and you've decided on an outreach level, we can discuss the remaining guidelines to help you reach your goals.

1. **Confirm a Date** – As you begin to pray about hosting a Walking On Water premiere, determine dates that would work best for the event. The more time that you have before the event, the better. Also, different communities have certain times of the year that are better than others for hosting an outreach, so make sure that the timing is right. Do research to see if another major event is going on the night of the outreach. Be sure to secure a night that has the best chance for a good turnout.
2. **Create a Plan** – With the help of the event team create a detailed plan for the event and a timeline of when things need to be done by. Think through all the details of the event, identify when things need to be accomplished by and then delegate out the different areas of responsibility. Have the team meet regularly and have each member report back on the status of their area of responsibility.
3. **Pray!** – Prayer is *the key* to an effective outreach. *The success or failure of the outreach will be directly determined by prayer and fasting.* Outreaches are spiritual battles and the battle is won on our knees. Begin praying everyday for God to do an amazing work through this premiere. Also, put together a list of people who will begin to pray for the event on a regular basis. Send out a weekly email reminding them to pray and providing a list of specific prayer needs. We also recommend for you and your prayer team to decide on a day to fast for the outreach. - "It's not by might, nor by power, but by My Spirit says the Lord" – Zechariah 4:6
4. **Local Church and Para-Church Ministry support** – Our desire is to bring together all local churches and ministries to work together and support the outreach. We ask each point person and team actively work to pull together everyone who wants to be involved with the event. The unity of the Body of Christ, and the prayer and backing of the local church will make the premiere much more effective and will cause the film to reach a larger audience. Try to connect and stay in communication with as many local ministry leaders as possible about the event. Encourage them to support the event financially as well as through prayer, volunteers, and promotion.
5. **Think Big!** – Think and pray on how you can make this Outreach as big as possible. Be creative, think outside the box, and trust God for big things. God usually meets us at the level of our faith: if we trust Him for big things He comes through in big ways. See this event as a way to reach not just surfers but your whole community. This is a one shot opportunity to reach your entire city for Christ. - "Expect great things from God, attempt great things for God." – William Carey
6. **Venue** – If at all possible secure a well-known, central, neutral venue with good acoustics. Often gymnasiums have poor acoustics and do not work well for concerts and films unless they have been modified. If the acoustics are bad it can hinder the effectiveness of the outreach. Choosing the best venue will have a drawing power in itself. Often people are excited simply about seeing a cool film in a free venue. It is worth it to spend a few extra dollars to get the right spot. W.O.W does church premieres, but we have found that more non-Christians will attend a premiere at a non-church venue. For many non-Christians it is too intense for them to attend an event at church but they are willing to meet you half way if it is at a neutral venue. We also try to host premieres primarily in indoor venues. We will do premieres outside, but we try to be very careful that it is done at the right time of the year to be sure that the weather cooperates.

Examples of venues:

- Movie theaters, concert halls, convention centers, city halls, clubhouses, recreation and community centers, youth centers and clubs

Outreach guidelines (continued)

7. **Sound, Projector, and Format of Movie** – Be sure to have a good sound system, projector (with at least 2,500 Lumens), DVD player or Laptop, and audio/visual technician to oversee things. It would probably be worth it to rent a good system unless you are sure you have access to one. A poor quality sound and projection system can really affect a premiere. We usually provide a DVD as the format of the movie to be played from either a DVD player or a laptop computer (If using a Laptop computer make sure the sleep mode is turned off!). We can provide a digi-beta or digital copy of the movie on a hard drive if a movie theater requests one. We do not have a 35 MM master copy of the movie. It will be screened strictly in digital. The Aspect Ratio of the movie is 1.33 (16X9 Widescreen) and the sound is on Channel 1 & 2 Stereo.

Please be sure to have:

- One PA with two speakers, speaker stands, and a mixing board
- Microphone and microphone stand
- DVD player for the video
- 2,500 Lumens or higher video projector (the higher the lumens the better)
- And all the necessary cords and cables.

8. **Media** – Contact the local media and let them know about the event. Ask them to run a story on the event. Local media coverage is the best advertising you can get and will give increased credibility to the premiere. Develop a press release and send it to all local media. Email and fax the press release to the local media outlets and then be sure to follow up with them. Utilize any connections that you have with the media. Emphasize with them that it is a brand new, cutting edge film. That it's a free family/community event with a positive influence.

Examples:

- Articles, community events sections, interviews, public service announcements, free radio ads

Media Outlets:

- Local and independent newspapers, weeklys, community papers and magazines, websites, local T.V. stations, Christian and secular radio stations, school papers and church bulletins

9. **Promotion** – It's critical. People respond to events that are highly promoted and promoted well. In Luke 14:15-23, Jesus told us a parable about a man who asked his servants to invite everyone to the feast that he had prepared. This is your opportunity to invite everyone! The evangelism starts in the promotion of the outreach. Many people will see a poster or a flyer or receive an invitation that don't come to the outreach, but just being invited is how God will draw them closer to Him!

Promotional tools:

- Phone calls: Call and invite everyone, every church, ministry, surf/skate shop
- Email: Utilize email lists and send out information and invite everyone
- Fax churches, ministries, surf/skate shops in your area with an invite
- Get people to announce it on business marquees on busy roads.
- Get local shops to announce it on their surf reports.
- Promote it through local Christian events
- Develop a simple website
- Create a Facebook and Myspace accounts for the event
- Create a bulletin insert for supportive churches

■ ■ Outreach guidelines (continued)

10. **Poster & Flyer Distribution** – We encourage each venue to blanket their community with thousand's of flyers and dozens of posters. You should hang your posters no later than two weeks before the event. We usually find a 10% response to flyers. For example, if 5000 flyers are passed out, 500 people show up. Try to pass out as many flyers as possible to insure a great turnout.

In addition, you may want to print up tickets to the event. Though the event is free, having tickets that say "free admission" on them can sometimes be enough of a reason for people to want to attend.

The goal of poster, flyer and ticket distribution is to saturate your community with promotional materials so that everyone knows about the event. People should see the materials everywhere they go, so encourage stores to put the posters in their front windows and other high visibility areas.

Places to put posters and flyers:

- Churches, community centers, local businesses, public buildings, telephone poles
- Work with campus Christian clubs to get posters and flyers into schools. The law allows for events that are sponsored by campus clubs to be promoted in the schools. Some examples are First Priority, FCA, Campus Crusade, InterVarsity
- Get stacks of flyers to the youth groups for kids to pass out at schools
- Put flyers on cars at local surf breaks, skate parks, theater parking lots, etc.
- Get stacks of flyers to church members so they can invite unsaved friends to the event

11. **Artwork & Printing Resources** – We have created artwork templates for posters, flyers, tickets, decision/response cards, and more. We will send you high quality, editable adobe files that allow you to add your specific event information. Once the information has been added, they'll be ready for your printer. Of course, if you have your own graphic designer that wants to create their own look and feel for your event, we can provide you with logos, and high-resolution art upon request as well. (See "Resource" page for list of printers.)
12. **Create the Environment** – Invite all the local surf, skate shops and Para-church ministries to set up booths to exhibit. It will create a festival environment and helps to spread the around town. Be careful about allowing just one shop or church to support an outreach because it can turn off the other shops and churches to the event. A community effort will attract more attention too.
13. **Connect** – Try to connect with as many local churches and ministries as possible and get them involved. Make appointments with the local youth pastors and tell them about the event. Ask them to make announcements during their services a couple of weeks ahead of time, and the week of the event. You may also want to send them a promotional video ahead of time so they'll know what the movie is about – and God willing they'll be able to speak from the heart when asking people to help.

■ ■ Outreach guidelines (continued)

14. **Follow Up** – Is a huge part of the outreach! After the film, there will be a presentation of the gospel and an opportunity for people to respond. Please be sure to have Bibles, follow up materials, decision cards/response cards, and mature volunteers who can meet with and counsel the people who respond to the message. We also ask your event team to follow up with the new believers within a week. The response cards will request the new believer's address, email, and phone numbers which will be helpful as your team contacts them for the follow up meetings.
- Follow up is essential. We want to follow up with the people who respond to the film to insure that they don't just slip through the cracks. Our desire is to see the film have a long-term impact on the people who respond. We want to see a move of God in your community and following up will help to keep the momentum going after the film.
 - The best way is through a follow up meeting the week following the event. Announce it at the outreach to take advantage of the momentum from the event. For example, a free dinner hosted by the outreach leadership team for the new believers would be perfect. Its a good goal to have church and ministry leaders meet with the new believers for coffee and to help get them plugged into a good church near their residence.
 - Walking On Water will provide a "follow-up" card template. We ask that each premiere print up plenty of cards for their event and purchase golf pencils that can be pass out with each card. We will pass out the cards as the people walk in so they can fill out the top half. After the message, have them fill out the bottom half where they will have an opportunity to indicate their response to the message. We will then collect the cards at the end of the evening and use them to follow up on those who came. We also ask that you would enter the information into an Excel spreadsheet and email to us all the contact info so that we can enter them into our master database. The excel spreadsheet can be emailed to info@walkingonwater.com
 - Develop a follow up letter that can be mailed out as well. In the letter provide a list of churches they could attend, the things they need to do now that they're a believer, and how to contact someone who can help answer any questions or prayer needs they may have.

"Walking on Water is an organization that is bringing the message of Jesus to a new generation in a real, fresh and relevant way. I have been personally impacted by their ministry, they are grassroots, and passionate. I encourage everyone to get involved in what Walking on Water are about, young peoples lives are being radically changed by their ministry."

Phil Dooley, Hillsong Church in Sydney, Australia



Outreach timeline

Three months out:

- a. Secure outreach venue and reserve the date and time
- b. Assemble leadership team and delegate responsibilities
- c. Start key planning
- d. Begin praying regularly – regular email prayer updates
- e. Approach local churches and ministries about getting involved
- f. Fax and email churches, ministries, and local Christians to notify them about the upcoming event so they can plan around it
- g. Research all the ways to promote the event: websites, ministries, magazines, radio, TV, etc.
- h. Draft a press release and contact local media to see if you can get them to run a story

Two months out:

- a. Design and order posters and flyers for the event
- b. Gather volunteers for security, counselors, promotional team, prayer, follow up team
- c. Lay out plan for the evening
- d. Develop follow up program
- e. Collect giveaway bibles and other follow up materials

One month out:

- a. Have posters and flyers COMPLETED (designed, printed, and in your possession)
- b. Have major event details resolved
- c. Start promotional push
- d. Follow up with local media, resend them press release, see if you can get them to run a story on the event
- e. Organize volunteers: security, counselors, promotional team, follow up team, prayer warriors
- f. Get giveaway items

Three weeks out:

- a. Main promotional push
- b. Get posters and flyers to local churches, ministries and campus clubs.
- c. Put posters up in the community and begin distributing flyers
- d. Start praying daily for the event

Two weeks out:

- a. Distribute ALL of the flyers and posters – have promotional team in full gear
- b. Distribute all posters and flyers to all the various places listed in the Outreach guidelines
- c. Encourage churches and ministries to show movie trailer to their groups and to encourage them to bring their non-Christian friends to the event

One week out:

- a. Meet with venue manager and audio/visual tech and go over all the night's details and make sure that all the technical aspects of the evening are worked through
- b. Final meeting with leadership team
- c. Finalize any last details
- d. Keep promoting up to the night of the event

 Outreach night - order of events

Arrive two to three hours prior to the event for prayer, set up, volunteer meeting, and audio/video checks . The following schedule is based on a 7pm movie showing: (average film is one hour long):

- 4:30** – Arrive for set up and audio/video check
- 6:00** – Prayer Meeting and volunteers meeting
- 6:30** – Have everything in place and ready to go
- 6:45** – Open the doors. Have music and video playing as people walk in
- 7:10** – Start evening by introducing the outreach. Give away a few prizes and then introduce the Walking on Water crew
- 7:15** – Walking on Water does a brief Q&A with the attending pro surfers and introduces the film
- 7:25** – Film starts
- 8:25** – Stop the film before the credits – someone presents a brief gospel message with an opportunity for people to respond.
- 8:35** – Audience fills out response cards before the giveaway of final prizes (save best prizes to the end as an incentive to stay)
- 8:50** – Wrap up the evening with follow up counselors available to talk with people about their decision

9 PM Showing:

- 8:50** – Let people in for the second showing
- 9:10** – Start evening

Repeat same format



Checklist (please print)

This is a helpful reminder to aid you in having a successful premiere. We have found through experience if all these simple things are done you will have a great event.

General things:

- Develop a planning team to help put the event together and promote it.
- Coordinate with other local churches and ministries to partner up, support and promote the event.
- Begin praying everyday and get as many people as possible praying for the event. Send out regular prayer emails to people who will lift the event up in prayer.
- Secure your venue. Be sure the venue will not discourage anyone from coming to the event.
- Line up a sound and projection system.
- Design and print posters and flyers within three weeks of the event. We would recommend a minimum of 5000 flyers and 25 posters.

Promotional to do list:

- Put posters and flyers out in the local community: stores, coffee shops, all surf and skate shops, the library, school campuses, telephone polls, anywhere that people hang out and will receive high visibility. The goal is to saturate your town with posters and flyers so that everyone knows about it.
- Play the film trailer at your church in the two weeks leading up to the event. Get copies of the film trailer to other local churches to play before the event as well. Coordinate to make sure the play the trailer in main service as well as the youth services. Also have them put a flyer for the event in the church bulletin.
- Get flyers to the kids in the local churches to pass out at the schools.
- Send a press release out to the local media.
- Utilize all promotional tools at your disposal: faxes to local churches, email blasts, phone calls, free tickets, banners, putting it on local surf reports, passing out flyers at other local Christian events, radio ads, putting flyers in local church bulletins, yard signs, putting flyers on cars, posting on local business marquees

 Online resources

The following is a list of printing resources that we have used. We first recommend partnering with a local printer if possible. Many printers are willing to discount the cost if you promote their business on the flyers that you'll be handing out.

POSTERS:

www.americasprinter.com
www.nextdayflyers.com
www.kinkos.com
or, use your local printer

TICKETS:

www.ticketprinting.com
www.nextdayflyers.com
www.48hourprinting.com

Walking On Water Headquarters
5928 Balfour Ct. Suite C
Carlsbad, CA. 92008

Office: (760) 438-1111
www.walkingonwater.com



Walking On Water - Movie License Agreement

Expected number of attendees at event:

- 0-250 Order minimum of 25 DVDs
- 251-500 Order minimum of 50 DVDs
- 501-750 Order minimum of 75 DVDs
- 751-1000 Order minimum of 100 DVDs
- 1001-1500 Order minimum of 150 DVDs
- 1501-2000 Order minimum of 200 DVDs
- 2001-3000 Order minimum of 300 DVDs
- 3001-4000 Order minimum of 400 DVDs
- 4001-5000 Order minimum of 500 DVDs
- 5001+ Order minimum of 10% of attendees or membership roster

Organization's name: _____

Address: _____

Website: _____ Email: _____

Phone: _____ Fax: _____

Contact person: _____

Upon:

1. Completing the form above,
2. Ordering the number of new stock DVDs indicated, and
3. Sign and submit this form to Walking On Water at: info@walkingonwater.com or mail to: 5928 Balfour Ct., Suite C, Carlsbad, CA 92008

A single use license for one to three event showings of any Walking On Water film, all within one month of each other, in a single location, is hereby granted to your organization.

I, _____ certify that we have ordered the above indicated number of DVDs prior to our screening which is to take place on ____/____/2009.

Print name of authorized signatory

Signature