

Alpha Invite Field Guide



How can you invite others to ALPHA? What ways can you invite others to ALPHA? What words do you use? What's the right sentence? How can you be successful in inviting others to ALPHA...See below!

What is Alpha?

Alpha is a series of conversations about things we all question in life: Why do bad things happen to good people? What's the purpose of life? What's next?

If you're looking for a judgment-free space to ask hard questions and share your own opinion, there's a place for you.

Who to invite...

People like to be invited to things because it makes them feel wanted. Invite people you want to share your ALPHA experience with. Invite them to join you in this journey. Sure, there's some risk of them saying no but that's ok. Just inviting them is a good step in showing someone you care about them.

You can invite anyone. There are no geographic boundaries.

- Consider inviting your brothers, sisters, aunts, uncles, grandparents or grandchildren
- Maybe there's someone in your office building or in an association you are part of.
- Maybe there's a staff person where you work. Maybe you work with someone online because of the pandemic. Send them an e-mail or give them a call. Invite your coworkers.
- Invite a neighbor.
- Invite the person who hands you your cup of coffee from the coffee shop.
- Invite someone who looks like they need help.
- BIG IDEA...people are more likely to come with a personal invite.

What ways can you invite someone...

- Email
- Text
- Phone
- In person
- Social Media

Sample invite scripts

Family member invite script: "The church I go to has been putting on a program called ALPHA. ALPHA is a place to explore the Christian faith with others. It's a series of videos and small group discussions focused on the questions of life, faith, and meaning. I am planning on participating and wondering if it might be something you'd be interested in learning more about and joining me? It's at Inklings Coffee & Tea and starts in _____. If you would like to know more I can send you more information or we can talk on the phone."

Neighbor invite script: "We've not had the chance to spend much time together and I thought about you when I found out Inklings was again hosting an event called ALPHA. ALPHA is a place to explore the Christian faith with others. It's a series of videos and small group discussions focused on the questions of life, faith, and meaning. It's a judgement free zone that creates a space to connect with other people asking the same questions. If you would like to know more I can send you more information or we can talk on the phone."

Text invite script: "Inklings is offering a group called ALPHA in _____. I'm going to participate. It looks fun and wonder if you might be interested in doing it with me?"

In-person invitation considerations

Four main points:

1. Tell them Inklings is offering an event called ALPHA
2. ALPHA is a chance for people to discuss and explore life and the Christian faith in a small group environment. It's an opportunity for people to have fun while creating and building meaningful relationships.
3. It's a non-judgemental and safe environment for people to watch videos and discuss the topics of the videos and ask the hard questions. No question is off limits!
4. Ask them if they would like to do ALPHA with you and if not offer to send them more information.

Send a follow up text!

General Invitation Wording

- "Last winter I did the Alpha small group and really enjoyed it. It's a place to explore big questions of life and faith with lots of different people. I think you might enjoy it." (Send them a link over text)
- "Inklings is running this thing called Alpha (it's a course where you discuss life, faith, meaning, etc) and wanted to see if you wanted to join? It includes a video
- and discussion time, plus free food."
- "I'm planning to try Alpha . It's a series of sessions that explore the big questions of life with a video and discussion time. Any interest in coming? It's free and no pressure to
- come back if you don't like it."
- "I'm trying something called Alpha. It's a place to explore/discuss life, faith, and meaning. (You know... the small topics in life!) Each session has free food, a video and time for discussion. We are meeting at Inklings. You should do it with me!"

