

Crafting a Compelling Invitation



Step 1: Write the details of the invitation

What is the invitation for? What time does it start and end? What day is it? How frequent? Where does it take place? What's the level of commitment? What is expected of them? Who are you inviting?

What:

When:

Where:

Who:

Other Information:

Step 2: Brainstorm a personal connection

Write a couple sentences showing the value of the opportunity you're inviting them to consider. If you don't have a direct connection or testimony for this opportunity, share why you are passionate about it.

Step 3: What does the invitation offer the invitee?

Think about the person you're going to be inviting. What about this invitation is relevant and valuable to what he or she may be experiencing? Remember to avoid using "Christianese" and keep it simple!

Step 4: Put it all together

Take what you've written and put it all together. Play around with the order to see what flows best, but don't forget to add the actual ask at the end!