

ENCOUNTER

PROMO PLAN

**THREE MONTHS BEFORE ENCOUNTER**

* Post “Save the Date” & “Mark your Calendar” (see page 2)
* Send messages (see page 2) and graphics to leaders for distribution on their social media channels.
* Prepare and schedule social media support images and messages (3 per week for 10 weeks) ([download images](https://churchdevelopment.network/wp-content/uploads/2021/08/social_media_support.zip))
* Personally call 30 people and invite them to attend.

**TWO MONTHS BEFORE ENCOUNTER**

* Continue Social Media, Newsletter, and Bulletin promotion strategy.
  + [www.churchdevelopment.network/promo](http://www.churchdevelopment.network/promo)
* Organize a prayer team and invite them to Launchpad Prayer.
  + Pray link: [www.churchdevelopment.network/pray](http://www.churchdevelopment.network/pray)
  + Launchpad image ([download here](https://churchdevelopment.network/wp-content/uploads/2021/08/CDN-Encounter-Logos.zip)).
* Personally call 30 people and invite them to attend.

**TWO WEEKS BEFORE ENCOUNTER**

* Continue Social Media, Newsletter, and Bulletin promotion strategy.
* Send RSVP list to the CDN team for distribution to our prayer team.
* Pray, pray, pray. Put prayer team in high gear. Attend Launchpad Prayer.
* Ask God for the names of specific people that He wants to be there. Call them and compel them to attend.

**WEEK OF ENCOUNTER**

* Continue Social Media, Newsletter, and Bulletin promotion strategy.
* Email the final details to the RSVP list.
* Expect God to move in a powerful way!

MESSAGES

Use these messages for Social Media, Newsletters, & Bulletins

Customize as needed

**…LOOKING AHEAD / MARK YOUR CALENDAR…**

Mark your calendar for ENCOUNTER weekend on [\*\*INSERT YOUR DATE/TIME HERE\*\*]. Encounter is a gathering to equip you to plant a church and spark a movement.

For more information or to RSVP, visit: [www.churchdevelopment.network/events](http://www.churchdevelopment.network/events)

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Mark you calendar for ENCOUNTER – a weekend experience centered around a simple, Biblical model of church planting. ENCOUNTER weekend is [\*\*INSERT YOUR DATE/TIME HERE\*\*].

For more information or to RSVP, visit: [www.churchdevelopment.network/events](http://www.churchdevelopment.network/events)

**…PERSONAL INVITATION…**

ENCOUNTER weekend is designed to help you to experience fruitfulness in the harvest field. Let’s spark a movement together. We believe that partnering strong is the best path to expanding the Kingdom of God Our upcoming ENCOUNTER weekend is [\*\*INSERT YOUR DATE/TIME HERE\*\*].

For more information, visit: [www.churchdevelopment.network/events](http://www.churchdevelopment.network/events)

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Is God calling you to plant a church? Discover a simple and Biblical method at ENCOUNTER. Encounter is a weekend training designed to equip you start a movement of churches in creative spaces and places.

For more information or to RSVP, visit: [www.churchdevelopment.network/events](http://www.churchdevelopment.network/events)

**… PRACTICAL INVITATION…**

Join us at the upcoming ENCOUNTER weekend. We are training church planters to start churches in creative spaces and places in your region. ENCOUNTER weekend is [\*\*INSERT YOUR DATE/TIME HERE\*\*].

For more information, visit: [www.churchdevelopment.network/events](http://www.churchdevelopment.network/events)

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The Church Development Network is a diverse and growing community that is on-mission to see new churches started in your region. Our upcoming ENCOUNTER weekend is [\*\*INSERT YOUR DATE/TIME HERE\*\*].

For more information, visit: [www.churchdevelopment.network/events](http://www.churchdevelopment.network/events)

**Why Plant Churches?**

Church planting is the best method to fulfill the Great Commission. Is God calling you to plant a church? Discover a simple and Biblical method at ENCOUNTER. Encounter is a weekend training designed to equip you start a movement of churches in creative spaces and places.

For more information or to RSVP, visit: [www.churchdevelopment.network/events](http://www.churchdevelopment.network/events)

**Why Plant Churches?**

The Church is pregnant with potential. Join us at the upcoming ENCOUNTER weekend. We are training church planters to start churches in creative spaces and places in your region. ENCOUNTER weekend is [\*\*INSERT YOUR DATE/TIME HERE\*\*].

For more information, visit: [www.churchdevelopment.network/events](http://www.churchdevelopment.network/events)

**Why Plant Churches?**

The Church is a lasting pillar of truth in a community. Is God calling you to plant a church? Discover a simple and Biblical method at ENCOUNTER. Encounter is a weekend training designed to equip you start a movement of churches in creative spaces and places.

For more information or to RSVP, visit: [www.churchdevelopment.network/events](http://www.churchdevelopment.network/events)

**Why Plant Churches?**

The Church is the place where shepherds gather sheep. Join us at the upcoming ENCOUNTER weekend. We are training church planters to start churches in creative spaces and places in your region. ENCOUNTER weekend is [\*\*INSERT YOUR DATE/TIME HERE\*\*].

For more information, visit: [www.churchdevelopment.network/events](http://www.churchdevelopment.network/events)

**Why Plant Churches?**

The Church is the institution created by ordained by Jesus Christ. Is God calling you to plant a church? Discover a simple and Biblical method at ENCOUNTER. Encounter is a weekend training designed to equip you start a movement of churches in creative spaces and places.

For more information or to RSVP, visit: [www.churchdevelopment.network/events](http://www.churchdevelopment.network/events)

Jesus said, I will build my church, and the gates of hell will not stand against it (Matthew 16:18). Will you join Jesus as He builds His church? ENCOUNTER weekend is designed to help you to experience fruitfulness in the harvest field. Let’s spark a movement together. We believe that partnering strong is the best path to expanding the Kingdom of God Our upcoming ENCOUNTER weekend is [\*\*INSERT YOUR DATE/TIME HERE\*\*].

For more information, visit: [www.churchdevelopment.network/events](http://www.churchdevelopment.network/events)

SOCIAL MEDIA

Supporting Images for Social Media

See images in folder

“Encounter Social Support Images”

The Social Media Support Images encourage conversation on discipleship and church planting. As you post these images include a message (see list above) about the Encounter weekend.

There are over 30 images to choose from.

We recommend that you

Post **three per week for the ten weeks** leading up to the Encounter Weekend.