

THE ALPHA INITIATIVE FOR EASTERN ONTARIO
 OFFICE 15, 1061 PINECREST ROAD, OTTAWA, ONTARIO K2B 6B7
 PHONE: 592-5310 TOLL FREE: 1-866-92-ALPHA WWW.ALPHACANADA.ORG



Alpha

We're inviting the nation to dinner...
<http://www.invitethenation.org>

June 27, 2003

Dear Pastors and/or Lay Leaders

Greetings in Jesus' Name!

This letter is being sent to many hundreds of churches and some lay groups in Eastern Ontario to bring you the good news of the Alpha National Initiative. Alpha Canada is inviting the whole nation to dinner in September 2003! Alpha's goal is to make sure, as far as possible, that everyone has an opportunity to explore the meaning of life and to find Jesus Christ for themselves.

The Initiative will consist of large scale advertising, including media (radio, newspaper, TV), billboard, and bus shelters, that will promote Alpha across Canada. The focus is on inviting all of Canada to an Alpha introductory dinner. Visit the national website at www.alphacanada.org for broad information on Alpha and perspectives on the Initiative.

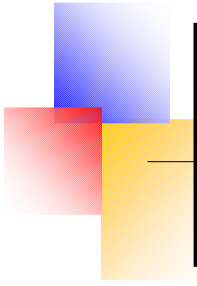
159 churches in Eastern Ontario have been sent a copy of the Alpha Initiative video "An Invitation to the Nation". We ask that you please show the video to your congregation. There is a 12 minute version followed by a 6 minute version. If you have not received the video and would like to show it to your congregation, please contact the undersigned. If you would like a member of our organizing committee to present the video and additional information, we would be happy to do so.

It is our hope that all churches and groups who have run Alpha - and some who have not previously done so - will schedule a fall course with an introductory dinner between September 15th -21st, leveraging the national advertising campaign. You can either run your own introductory dinner, or partner with neighbouring churches in a multi-denominational Alpha dinner. You can then continue the course at individual churches, or consider running the whole course in conjunction with your partner churches, a successful approach at several locations in the region. To locate neighbouring courses, visit <http://alpha.ncf.ca>. It is vital that as soon as you have decided the introductory dinner date and start date for your course you update the details on this site by completing the update form on the courses page, since potential guests may use the site to choose a dinner to attend.

We have planned involvement in three local promotions in conjunction with the national advertising:

WorshipFest (August 29th-31st) in Orleans will feature a wealth of praise and worship, headlined by the Newsboys and Avalon. The third day, Sunday August 31st has been designated Alpha Day. There will be Alpha activity for the full festival with continuous presentation of different aspects, and on the Sunday particularly, plenty of opportunity to introduce your friends to Alpha. Alpha is a sponsor of WorshipFest this year and we invite all Alpha people to attend. Why not exercise the gift of encouragement to the organizers by getting tickets now rather than at the last minute? This is an event you will not want to miss! Buy your adult ticket before July 30th, and you will receive a second adult ticket for free! Tickets are available at Blessings Christian Marketplace or Salem





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Storehouse in Ottawa; at The Crossroads in Smiths Falls or Angels in Cornwall. We also acknowledge the faithfulness of our co-sponsors at WorshipFest including DJ's Promotions, CHRI, Capital City Church, and Dominion-Chalmers United Church. For details, visit www.worshipfest.ca.

*A **booth campaign** will run each weekend in August in malls and Christian bookstores in the Ottawa area. This campaign will need volunteers consisting of a church team (6) to man the booth. Each team will be required to work two weekends in total. This is an ideal way to show visibility and to witness.*

*We are also planning a **bumper sticker campaign**. This kind of visibility can make a difference. When stickers are available we will announce it on <http://alpha.ncf.ca>.*

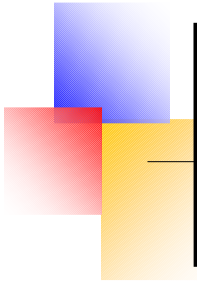
All churches are invited to be creative in their own unique ways to invite people to their dinners. We ask that you participate fully in the Initiative by obtaining an enrollment kit which includes an 8' x4' vinyl banner, 200 invitations and 20 lawn signs. This enrollment kit is available for \$199.99 Cdn. and can be ordered on-line at <http://www.invitethenation.org>. We anticipate that with national advertising on 43 billboard and 35 bus shelters across the National Capital Region, and the local promotions detailed above, you will have guests knocking at your door when they see your banner! You should hang the banner on Monday July 28, the date when national advertising will commence.

If you have not yet run Alpha, but would like to do so in the fall, your lay leadership will need training. The best way to receive it - for pastors and lay - would be by attendance at the Toronto Alpha Conference August 1st and 2nd with Nicky Gumbel and Sandy Millar (in person!). Book soon to avoid disappointment. You might also ask an "Alpha'd" church to lend you some trained leaders to launch your course. We will be running 1-day trainings in the principles and practicalities of Alpha at All Saints Lutheran Church in Ottawa on Saturdays Aug 16 & 23, 10 am-4 pm. These are designed both for first time Alpha teams, and also for those who want to brush up on the basics of running Alpha. We will also present many different aspects of Alpha during WorshipFest.

Although much of the expense of the Initiative is reflected in the national advertising, we expect local costs in the region of \$20,000. We will be seeking corporate sponsorship and financial contributions from churches to offset this financial burden. To help in this area, we would be grateful if you would hold one, or possibly two "Alpha Sunday(s)" in your church (we suggest July 27th and September 7th) to promote the Alpha Initiative and Introductory Dinner from your church podium during your service. We've provided sample text along with a bulletin that you may wish to use. It will be posted on the Eastern Ontario Alpha site shortly at <http://alpha.ncf.ca>. If possible show the Initiative video. We would appreciate an envelope collection requesting one or two dollars from each of your members as a donation from your church. Contributions towards the Initiative should be made to churches as with regular givings to receive charitable receipts. Please will churches forward their contributions to The Alpha Initiative for Eastern Ontario at the above address.

Our Alpha fundraising team is also seeking donations and sponsorships from Christian friends and businesses. If you are able to contribute or know of someone who will, please have them contact Mr. Keith Preston, Chair of Fundraising at 613-692-1103, or keith.preston@nrc-cnrc.gc.ca.





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You may have questions on many aspects of the National Initiative. Many of them may be answered by material on the web sites listed above. If you need to speak to someone locally, please phone our Hot line: 592-5310 or 866-92-ALPHA (92-25742) for long-distance. As on Alpha, you can ask any question...

Thank you for your efforts and support of this Initiative. Blessings to you all!

Dave & Carol Atkins
and
Tony & Laurie-Ann Cople

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