



THE ALPHA INITIATIVE FOR EASTERN ONTARIO

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June 26, 2003

Dear Adult and Youth Alpha Coordinators,

We're sorry you were not able to attend the Alpha Initiative Kickoff on June 25. This is an exciting time with Alpha Initiative soon to be underway (July 28) and in anticipation of the impact it will have on this region and country. In preparation, we are enclosing handouts from the Kickoff so that you'll have all the current information in order to understand your role in the Initiative.

An important point we would like to make is that the Alpha Initiative is for you. Our role is to raise awareness about Alpha in the Eastern Region via a booth campaign at malls, Christian book stores in August and September and at WorshipFest in August, including a bumper sticker campaign. You will also see billboards, bus shelters, radio, T.V. and newspaper advertising in the region. We have set up a Hotline and toll free number to answer all inquiries about Alpha. These phone numbers will also be on all advertising. We have developed a database that we will be using to route the Alpha Introductory Dinner and Alpha Course candidates to you. You will receive a report (candidates permitting) each Monday after July 28th.

The Alpha Initiative team is only a small part of the formula. You are the people who will do the evangelizing and seed planting! The Initiative Committee is here to create awareness and bring people to you like you've never seen before – and we believe this is only the start. We expect the Eastern region to be on fire this fall for Christ. So, we need to prepare -- we need your help!

The most important thing you need to do immediately is to go to the Regional Alpha Website at <http://alpha.ncf.ca> and update your church and Alpha course details. If you do not do this, we will not be able to provide accurate church information from our hotline, refer candidates to you or get Initiative updates or mailings to you.

Alpha has typically been approached on the grounds of friends inviting friends and always will. However the Alpha Initiative introduces a whole new concept. An enclosed flow chart should explain the process of handling introductory dinner and course candidates for this campaign. Your goal is to return these calls within 48hrs before the lead gets cold. We would also like you to follow-up with a more personal hand-written note or invitation. Because we are effectively inviting people to dinner (inviting the nation to dinner), we think it is not appropriate to request a donation for this dinner. So, we would appreciate it if you could absorb those costs if at all possible. However, you should follow your usual practice with the Alpha course.

In order to be successful in this endeavor, we need volunteers and we need them now. It is important to say that we should all enjoy doing God's work. We want the committee and volunteers to have FUN with this initiative. We want them to work together as a team and to complete each other by using each of our gifts.

We currently require people on our committee and campaigns (see the presentation slides provided). All volunteers will receive necessary training if they are involved in phone or mail campaigns, hotline coverage or the booth campaign. You will have all the training and tools to do the job and help you feel comfortable in your role.



We have discovered that many churches are interested in promotional items for their Alpha courses that Alpha Canada does not offer. Combined with this, we have considered the opportunity for fundraising at both the Initiative and Church levels. We have arranged for Golf Shirts, T-Shirts, Totes and "Alphie" man lapel pins to be available and will offer these to you at what we refer to as "Wholesale" price. We have a "Suggested Retail" price for you to offer these to your church membership if you choose to fundraise.

These items will also be sold at the "Suggested Retail" price at WorshipFest. We require that you place your order with us through our Fax at 613-592-7698 by August 15th, and your cheque should also be received by us by this date. Please write cheques to: The Alpha Initiative for Eastern Ontario and send them to 1061 Pinecrest Road, Office 15, Ottawa, Ontario K2B 6B7. These items will not be available for purchase after the order is placed on August 16th.

We know Alpha doesn't work without God. God wants us to be in dialogue with him. Particularly when we are doing his work. When we are doing God's work we are particularly vulnerable to spiritual warfare. Satan hates when we are doing God's work. This is why we would like you to pray for us during this initiative and for the Alpha Courses in the fall. We request that you and your church prayer teams pray for the National and Local initiatives. Particularly for:

- Volunteers to come forward and funds to cover our costs
- Team cooperation and efficiency
- That this initiative will impact this country miraculously and many will come into a relationship with Jesus Christ

We don't want to miss this opportunity to say that we are very excited and see this wonderful opportunity to get youth involved in : 1) the Initiative 2) the Alpha Course 3) to increase the number of Youth Alpha's running.

We have an individual on our committee that is responsible for making contact with Youth Alpha Groups. He is a youth pastor at St. John the Divine church in Nepean. His name is Gordon Bagshaw. You can contact him at his home at 274-3593 or the Hotline number. We encourage you to run youth Alpha in your church this fall. After all, youth are our future!

Last but not least, we are in need of donations to succeed with the Initiative which will cost in the area of \$20K. 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 before your service. We will provide 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>. We would appreciate an envelope collection requesting one or two dollars from each of your members as a donation from your church. We have provided envelopes that we would like you to circulate with your collection for that purpose. If that is not possible, perhaps you can coordinate a giveings box with a similar label.

Other contributions towards the Initiative should be made to churches as with regular giveings to receive charitable receipts. Please forward your contributions to The Alpha Initiative for Eastern Ontario at the above address.

Thank you for your cooperation, help and love for God's work.

God bless,

Helen Lenthall, Chair

Janette Sears-Poulin, Vice-Chair

