



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



We're inviting the nation to dinner...

June 20, 2003

Dear Pastors and Lay Leaders,

Greetings in Jesus' Name!

This letter is being sent to over one thousand Christian churches of all denominations in the Eastern Ontario Region alone, to bring you the good news of the Alpha National Initiative starting July 28th. Alpha Canada is inviting the nation to dinner in September 2003. The goal is to give every person in Canada the opportunity to explore the meaning of life and to find Jesus Christ for themselves.

The Alpha Ottawa group is participating in this event. We have assembled a team by the name of "The Alpha Initiative for Eastern Ontario" to coordinate efforts for the Invitation to the Nation on behalf of the churches in this region.

*The National Initiative will consist of a large scale advertising campaign, including media (radio, newspaper, T.V.), billboard, and bus shelters that will promote Alpha in the National Capital Region. **Visit websites at: www.alphacanada.org or www.invitethenation.org.***

*Our local initiative includes a Booth Campaign and participation in **WorshipFest**. These efforts will create further awareness of the Alpha introductory dinners and the Alpha Course. They will also help increase participation in Alpha courses as we will be directing candidates to registered churches. We have already received support from our co-sponsors at WorshipFest including DJ's Promotions, CHRI, Capital City Church, Dominion Chalmers United Church. However, we still need your financial assistance to make this initiative a real success! Local initiatives include radio, T.V. and newspaper spots and:*

***A Booth Campaign** that will run each weekend in August around the Ottawa area. We are currently engaged for malls and Christian bookstores and WorshipFest. This is an ideal opportunity for visibility and to witness.*

***WorshipFest** will be held in Orleans, Ontario offering a wealth of praise and worship August 29th through 31st. Christian musicians include the Newsboys, Avalon, Capstone and many others. There will be numerous Alpha presentations in the "Big Tent" for the full festival. Sunday August 31st has been designated Alpha Day.*

Participating Alpha churches will host the Alpha Introductory Dinners between September 15th -21st, leveraging the national advertising campaign. If you would like to hold an Alpha dinner please visit the www.cook.ca website to locate course materials, literature and information about the initiative. In order to participate, you will need Leadership training and will need to register at the Alpha website: <http://alpha.ncf.ca>, since potential guests may use the site to choose a dinner to attend.

If your leadership requires training we draw your attention to the Toronto Alpha Conference August 1st and 2nd with Nicky Gumbel and Sandy Millar. Tickets are selling fast, so book soon to avoid disappointment. If it is not possible for you to attend, we are planning to run leader training days on



Saturdays August 16 and 23 at the above address depending on demand. Another way to get involved is to partner with existing Alpha Churches. These can be located at <http://alpha.ncf.ca>.

To help identify Alpha churches, there is a promotion kit that will help you advertise your local dinner which includes: an 8' x4' vinyl banner, 200 invitations and 20 lawn signs. This enrollment kit is available for \$199.99 CDN from Cook Communications 1-800-263-2664 or www.cook.ca. You will have guests knocking at your door when they see your banner!

Why not exercise the gift of encouragement to WorshipFest by purchasing tickets now rather than at the last minute? Buy your adult ticket before July 30th and get one free! Come and bring a friend. Tickets are available at Blessings Christian Marketplace or Salem Storehouse in Ottawa; at The Crossroads in Smith Falls or Angels in Cornwall. For details visit www.worshipfest.ca.

Although much of the expense of the Initiative is reflected in the national advertising, we expect local costs in the region of \$25,000. 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 two "Alpha Sundays" in your church (preferably July 27th and September 7th) to promote the Alpha Initiative and Introductory Dinner from your church podium before your service. We would appreciate an envelope collection from your membership as a donation from your church. Please advise your congregation about the "Alpha Sunday" in advance of these dates.

Our Alpha Fundraising Team are also looking for donations and sponsorships from both our Christian and secular friends. If you are able to contribute or know of someone who will, please have them contact Mr. Keith Preston at 613-692-1103. Donations can be sent to "The Alpha Initiative for Eastern Ontario" at the above address. A tax receipt can be provided for donations and sponsorships.

For further information, to volunteer to help with this initiative or to pledge a donation call our Hot-line numbers: (613) 592-5310, or 1-866-92-ALPHA (92-25742) for long-distance. Thank you for your efforts and support of this initiative.

Blessings to you all

Dave & Carol Atkins

and

Tony & Laurie-Ann Copple

Alpha Advisors

**em738@ncf.ca and tonyc@ncf.ca
591-1932 and 591-3903**

