

Couple's Café Outreach Event

Overview: Create a special event for couples that is fun and builds relationships. This event is an outreach event designed for both church and non-church couples. Church attendees will be encouraged to invite a non-church acquaintance. The atmosphere will be fun and give helpful relationship insights. It is tailored toward a non-church audience so this event will help explain how a relationship with God can provide a foundation for relationships.

IT TAKES A TEAM

The starting point is to assign roles: A team provides sustainability.

Event Coordinator: This person or couple gives over all leadership.

Promotion: This person or couple organizes the following:

Invitations	Video clips
Promo posters Sample	Tickets Sample
Power point	Invitation strategy

Pastoral/Leadership “buy-in” and promotion is really helpful.

Emcee: Person or couple who are the upfront face or who are the faces for the event.

Always brief the emcee on the following:

- Desired style
- Desire to address non-church audience
- Desired atmosphere/context

Program: Person or couple who organizes the program elements. Which include: Emcee, Game, Speaker, Music, Theme, Door Prizes, AV needs etc...

Set Up/Staging: Person or Couple to do the room selection and set up. Remember establishing atmosphere is key in this position.

Host: A Couple or two who float and welcome people at the event.

Speaker: A person or couple who speaks about building (marriage) relationships.

- The style should be relaxed, engaging, practical and personal. (Not a sermon or lecture.)
- Clarify with your speaker your desire to communicate the relevance of faith and spiritual foundations in marriage to a non-churched audience.
- Clarify the faith message within the context of a marriage building topic
- Don't invite a speaker unless you have heard them speak.

Speaker Options:

Within the Congregation - Someone within your church could be ideal. Someone known will build in a trust factor for those inviting friends.

FamilyLife speakers – We have speakers available to partner with you.

Contact FamilyLife Canada for possible speakers and costs.
1.800.563.1106 ext 2135
direct 604.514.2135
info@familylifecanada.com

Video Speaker – Video teaching can also be used effectively. The facilitator will need to do the work before hand to plan how the video will fit most effectively into the evening. Some suggestions:

Andy Stanley: [i Marriage, Staying in Love](#)

Les and Leslie Parrot: [I Love You More](#)

Gary Smalley: [Keys to a Loving Relationships](#)

FamilyLife: [Life Ready Marriage Oneness](#)

Mark Gungor: [Laugh Your Way to a Better Marriage](#)

IT TAKES A PLAN

Timing is Critical for Participation: Dates and location should be settled at least 3 months in advance for suitable promotion. Be sure to check the church calendar for possible conflicts. Also check “Sporting Events” and community events.

Suggested Location: Create a relaxed setting that feels like a coffee shop. Bistro table set up would be great. Or you might be able to utilize a local coffee shop?

Cost: If people pay something they usually show up and assign value. Tickets are a good idea for getting commitment and are useful as an invitation. Remember to keep the cost low.

Food: Could be snacks, dessert or a meal, whatever your team chooses.

Program: An important question to ask is “Who is our audience?” The program is shaped by this question. Is this an outreach event? If your desired audience is non-churched people, the program could look very different than a program for regular church attendees. Keep in mind a church group will be comfortable with a “non-church” program but the reverse is not true.

General Principles and Thoughts

- “You can only make a good first impression once!” Make the first one excellent.
- Answer the Questions:
 - What is the goal of this event?
 - Who is our intended audience?
 - Put yourself in the shoes of a new person/couple walking into the event. How do you want them to feel?

IT TAKES A CREATIVITY

Topics:

Ingredients of Great Relationships

Love that Lasts!

Her Needs, His Needs

Men are from Mars, Women are from Venus!

Deal Makers/Deal Breakers

You know you're on Thin Ice When...

Rules of Engagement

Conflict can be Good for You!

Marriage Questions People are Afraid to Ask...

For Men Only... (Same event but separate part way through)

For Woman Only... (Same event but separate part way through)

Under Construction

Relationship Tune Up

Relationships for Dummies!

Key to Red Hot Love!

Fly United... Lose your Baggage

Themes:

Radical Marriage: 60's/70's
Beach Party
Valentine's
Tacky Ties
Hollywood theme
Christmas in July
Revenge of the Nerds!
Black and White
Crazy Olympics "Team of Two" Competition Night
Death by Chocolate
Survivor
Air Travel

More Ideas:

Entertainment and Audience Warm Up

Try to include everyone – 2 or 3 couples upfront can lose an audience unless really well prepared.

- "Test Your Knowledge" Games with Prizes
- [Have you ever... Lists](#)
- Game Show Rip Off...
- Newly Wed Game
- Couples Competition
- Funniest Video... Youtube is a good resource
- Tim Hawkins [here is one we like](#)
- Mark Gungor

Door Prizes

- Gift Certificates from Local Businesses
- Books – relationship tools
- Chocolate
- Gift Basket
- Movie tickets
- Coffee shop gift card
- Crazy Boxer Shorts

Music

Music could be a major part of the program or just back ground but is important for the atmosphere. You could have live entertainment as background or special entertainment sets with theme related content. For example: Beach Party with Beach Boys classic hits.

TAKE THE NEXT STEP

Follow Up: Couple's Café is only one element in a ministry. Some other questions that need to be addressed could be: What is the best environment for engaging with new couples? What is the ministry flow for new couples? (Small Groups/Home Groups, Sunday School Class for couples, etc...)

Comment Cards: Provided for feedback and possibly follow up on specific content and desires. Generic example

Consider hosting a HomeBuilders small group study for interested couples.

Send us the details and we will advertise for your event on our website under HomeBuilder events. Or send up your creative ideas and success stories so we can share them with others.

Email or Phone: 1-877-352-6888

A last thought... Have fun! You're seeking to create a relational event to enjoy people, give encouraging input and trusting God to work in it all.