



**Outreach Ideas**  
English District  
Evangelism Team  
Newsletter

July 2023

## Fall Festivals, Street Fairs and Parades

Corn dogs, cotton candy, craft booths and more. Chances are good if you're in a rural or town setting that you've got a Fall Festival or a street fair coming up – or even a parade! However, as our creative congregations have shown, this outreach opportunity also works well in large cities and in cross-cultural settings.

Here's a terrific opportunity to introduce the community to your congregation and provide opportunities for sharing the Gospel. While some of you may have done this in the past, but were sidelined during COVID, now is great time to think about it again.



Autumn is just around the corner. Consider putting together a display booth to showcase your congregation's activities and introduce your neighbors to Christ. What do you need? Here are some 'P's to consider.

**Pop-Up Canopy** or even just a table. It's also worth having a banner prepared with your church's name for all to see.

**Pleasant People** eager to greet visitors to the booth, answer questions, and share the Gospel.

**Pictures** of your beautiful church – inside and out. Outside shots help them to recognize the church they see on their drive through town. Inside shots

give them a chance to peek inside. Welcoming pictures with smiling faces and activities are great. You can blow them up and make inexpensive, full color photocopies at your local printer like Staples.



### Printed Materials

Spruce up your church brochure and have copies ready. Pastor Titus Utecht, and the members of Sherman Oaks Lutheran Church in California, also used the opportunity to share invitations to their upcoming Fall Pumpkin Carving Festival while they greeted people at their Street Fair. A great opportunity for follow-up.

**Promotional Items** and giveaways are always popular. Have a look at the resources in the Toolbox section on the next page.

**Projector** and screen, or even a monitor. You may want to have a looping PowerPoint presentation with great photos of what goes on at your church.

**Props** such as Photo Booth frames are always a hit. Check out the Toolbox for tips and ideas.

**Play** attracts people to stay and provides an opportunity to talk. You could have a wheel to spin to win a prize. Corn hole and face painting all provide a chance to visit and socialize.

Here are some ideas to get your creative juices flowing ...





## From The Field

From our Pastors and Congregations



*Courtesy of New Life Chinese Lutheran Church, San Francisco*

We have the best message to share with the world at our doorstep. As Pastor Chip Fox, of New Life Chinese & Shepherd of the Hills Lutheran Churches in San Francisco, notes that along with their Autumn Fair they “take special events through the year and use them as segues and bridges for our members to invite people to hear the Gospel.” They are keen to include all ages.



*Photo courtesy of Concordia Lutheran Theological Seminary*

Students taking the Evangelism in the Parish course at Concordia Lutheran Theological Seminary, in St. Catharines, Ontario, have taken advantage of the opportunity in recent years to work at the Norfolk County Fair booth in Simcoe. And here’s a great reminder to include the youth of your congregation. Rev. David Zakel (right) remembers serving at this same booth with his father when he was a teenager.



*Courtesy of Angelica Lutheran Church, Allen Park, Michigan*

The folks at Angelica Lutheran Church in Allen Park, Michigan have had a terrific booth which, along with smiling faces and booklets, included a puppet show and a draw for gift baskets.



When it comes to parades here’s another fun opportunity to let your neighbors know you’re in the community. Summer is a great time to make plans for a Fall (or even Christmas) parade. Take one flat bed truck, or a truck with a trailer, add straw, signs along the side, taped music, singing kids and family members. The sky is the limit when it comes to imagination.

Redeemer Lutheran Church in Sarnia, Ontario has a wonderful history of floats, with a live nativity, proclaiming the birth of our Savior at Christmas. They have even won awards!

Another way to do this is to use your congregation’s outdoor nativity scene on the float. There are a variety of wood patterns for making lawn nativity sets that can serve this double purpose. If you have someone who enjoys woodworking, this would be a great project to begin



now. It could even be a circuit project. It's actually a good "Summer-into-Fall" activity.

Chances are good that one of the older congregations in your circuit may have plans for a wooden nativity tucked away in a file drawer. They were quite popular in the past. However, they are still available today and can be ordered online.

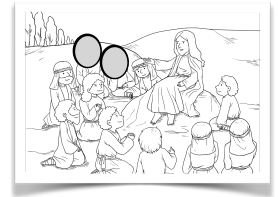
**Toolbox**  
Ideas, Suggestions and Handy Bits

- Check out the Fair Booth and Witness Tools section at the Lutheran Hour Ministries Shop. They have a variety of booklets for adults and children, stickers, craft items and more.
- Consider what might be *missing* at your town or country fair. One congregation discovered that the porta-potties were the only place parents could find to change their babies' diapers. The following year they decided to have a small tent adjacent to their booth for this purpose. It was a hit. The line to use it provided opportunities for conversation and witness with grateful parents.



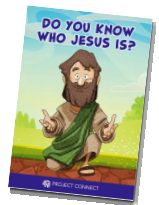
Courtesy of Sherman Oaks Lutheran Church, Sherman Oaks , CA

- Photo opportunity props are always a big hit. It can be a big homemade selfie frame. You could also make a picture of Bible figures with cutouts for children's faces. You can purchase them from different distributors, or you can easily make your own. Take a scene from your Sunday School or VBS artwork and copy it onto a clear transparency. Use a projector to blow it up onto a piece of wood or cardboard, paint it, and carve out the holes for the faces. You can even have a Photo Booth with Luther if your fair takes place in October!



- The WELS Communication Services will supply 20 feet of event tape to any congregation or school that has a fair booth (See sample here). Here's something we might want to suggest for our own LCMS Resources Media Kit. In the meantime, if you wish to have your own tape printed, see the LCMS Brand and Logo Center.

- At a pre-pandemic fair booth that took place in Regina, Saskatchewan, *The Lutheran Laymen* noted that "The Bully was again the most sought-after children's booklet followed by Learning to Pray, and Do You Know Who Jesus Is, although all the children's booklets were popular. In the adult category, the booklets in high demand were The Truth About Angels, Grief, Depression, and Why Do Bad Things Happen?



A pamphlet from Concordia Publishing House, *A Simple Explanation of Christianity*, was also well-received."

- As Pastor Titus Utecht, of Sherman Oaks Lutheran Church in California noted, having balloons to hand out to the children is a surefire way to get happy parents with kids to come over to your booth – and it gives more opportunities to talk and share a brochure.

Click on the links above to see these resources. Have more ideas? Please share them with us.

You and I are blessed with the best message in the world to share. As a Synod, we're blessed at this time with some of the best tools in its history to do it. And we have remarkable opportunities in the unique place in which God has placed us for this joyful task.

## Our Synod and District Programs

Materials and Workshops Available For You  
(Have a workshop scheduled? Let us know.)



## Articles, Books and Research

Current Research and Writings



*How  
Christians  
Should Respond in  
the Age of Skepticism*

Here's an interesting take on the topic that you can read [here](#)

**EVERY  
ONE  
HIS WITNESS**  
LUTHERAN EVANGELISM®

### Witnessing to Dechurched Adult Children

This module is for those with children or grandchildren who were raised in the church but, for whatever reason, have left the church. You'll learn how to use the LASSIE approach to address the special challenges of witnessing to family members.

As Deaconess Maryann Hayter notes, this module “explores many a parent and grandparent’s greatest witnessing challenge.”

Click [here](#) to watch a Preview of this module

Every One His Witness video modules and other resources are available at no cost to anyone who is interested. To get a free access code, please email [support@everyonehiswitness.org](mailto:support@everyonehiswitness.org) If you already have a subscription, you may continue using the program with your current credentials at no additional charge.

### Coming Topics

- Importance of a Web Page
- Inviting Traveling Teams
- Podcasting, Easy and Cheap
- Lawn Displays and Signs
- News Releases instead of Ads
- ... and much more

### Next Month

- Reaching Out To Our Military  
*Have you served in the Armed Forces?*

*Does your congregation reach out to the military?*

*Share with us what you have found important and effective*

### *Every Sunday* EVANGELISM BULLETIN SENTENCES

LCMS Witness & Outreach provides sentences, including a Bible passage, for your congregation to use weekly.

[Download Year A sentences \(Word\)](#)

Please contact  
Pastor David Tannahill  
of our Evangelism Team  
with your ideas and input.

Share details of what has worked for you for upcoming editions at

[dart3@twc.com](mailto:dart3@twc.com)

I look forward to hearing from you.