

# Screening a major sports event



**RUN WITH IT**

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# Overview

Watching sport, particularly a high profile match or event is extremely popular. Therefore, it opens up a huge opportunity to run an event to share the Gospel. Screening an event can encompass two slightly different types of event:

Firstly, hiring a venue/church to screen a sporting event live on a big screen or finding a pub that is screening an event and organising to have an opportunity to share the Gospel through a testimony, short talk or video e.g. during half time or at the end.

Secondly, it can be made more informal and less organised, such as inviting a group of friends to the pub or round someone's house to watch a major event.



## Goal

The Goal is that being united through watching sport, people would have the chance to hear the Gospel or experience God's heart towards them, either through direct proclamation e.g. testimony/talk or through relational conversations and through witnessing to friends with a deeper relationship.

## Imagine...

The vision would be that through the captive audience of a sports event whether in a pub, church or in your or someone else's home, people would hear the gospel and experience Christ's love offering them the opportunity to come into a relationship with Jesus.

# Target audience

The target audience is anyone who would be interested in watching a particular sporting event. Preferably Christians would invite their sporty, non-Christian friends to come along so there would be already made relationships and connections to the individuals.

## What can it achieve?

Screening an event could radically change the experience a person has when watching a sports event. It opens doors for people to experience the Gospel.

In a more informal, personal setting such as in house, it enables people to have a more personal and relevant encounter of the Gospel. It also offers opportunities for any questions to be answered, allowing an individual to be discipled towards knowing Christ with their salvation as the end in mind.



## Key principles

The key to successfully screening a sporting event are:

1. Ensure a high profile/popular event e.g. finals/semi-finals, last/first game of the season.
2. Have target audience in mind before planning the event (Jesus was people focused and so should we be)
3. Bear in mind the target audience as you decide on venue
4. Similarly, when deciding on how to bring the gospel in consider the context of the screening and the target audience e.g. a small talk would be appropriate for an organised screening event but not in a intimate home context.

# Ideal number

The ideal number will vary according to the setting. If it is an organised event screened in a pub/church or other venue then as many as the venue can comfortably hold to enable people to have the best experience. If it is in a home then obviously a smaller number but there is no minimum or maximum. Small groups enable more intimate conversations and specific to an individual (s).

# Venue

Numerous places can screen events but largely there are two main factors to consider when deciding on the venue. These are the type of event and most importantly the target audience. For example, if it is a group of non-Christian lads wanting to watch football or rugby etc then pubs, sports clubhouses are the usually best or in a house with some beers etc. If it is an event such as the Olympics opening ceremony, which is appealing to the whole family, a church, community centre or similar venue or even in a home maybe appropriate. Another key consideration would be what facilities the venue has and what it can provide in terms of refreshments. These are important to consider even in a home setting to ensure the best experience.

# Stories

“We screened a football World Cup game in our house and invited friends to watch and eat hotdogs. They came and after the game I played a short DVD with high profile players sharing their faith, which created a really open and interesting discussion over a drink. It was a great way to sow a seed of the gospel at an occasion that people were happy to attend.”

# Resources

**Workers required:** Event facilitator, person giving testimony/talk, 1 or 2 administrators and promoters

**Resources:** large screen/projector, access to the match or game (more

viable in a pub setting)

**Ministry resources:** (i.e booklets, tracts, sports new testament bibles) that could be put on tables of given out. (Visit our resources to find out more)

# Proclamation

Sharing the Gospel can vary according to the venue environment, type of event and particularly the target audience. An organised event in a

pub/clubhouse may involve someone giving their testimony/short talk or showing a video at half time or afterwards. It is also useful to have Gospel tracts or booklets on the tables for people to glance at and take home.

In a home setting it is less structured/planned and often more led by the individuals conversations however the



person hosting must be intentional as to why there are doing it and follow Colossians 4v2-6:

“ Devote yourselves to prayer, being watchful and thankful. And pray for us, too, that God may open a door for our message, so that we may proclaim the mystery of Christ, for which I am in chains. Pray that I may proclaim it clearly, as I should. Be wise in the way you act towards outsiders; make the most of every opportunity. Let your conversation be always full of grace, seasoned with salt, so that you may know how to answer everyone.”

e.g. before hand and during the event be praying for opportunity to share the Gospel/give short testimony, living and serving friends in a way that demonstrates God’s love to them, and then when the chances arise let your conversations be ‘seasoned with salt and always full of grace’ i.e. to say something of the Gospel.

1 peter 3:15 also says you should:

“Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect.”

# Discipleship

As with all outreach events, the ideal situation would be that Christian's would invite their non-Christian friends along too, so they can walk alongside their friends and can be discipling to them. Since a disciple is a learner of Jesus, any non-believer who shows an interest in Christianity can therefore be discipled.

At an event an individual can be discipled and learn more about Christ. It is therefore essential to have a follow up event lined up and further discipleship opportunities. In addition to an individual being discipled on a one-to-one basis by their Christian friend, it is also important to have links with churches who are running an alpha, Christianity Explored course or similar course, so that those interested in the Christian faith have the opportunity to learn more about Christianity.



## Next steps

1. Decide venue, date/time (match/sporting event)
2. Cast vision to other churches to develop a project team and plan follow-through steps
3. Create a budget (if necessary)
4. Plan and document event format (i.e. appropriate point for testimony or 'Gospel team talk' whether food or refreshments will be provided)
5. Create or obtain ministry material
6. Recruit volunteers
7. Promote and market the event to churches, leisure centres, sports clubs and teams using flyers/social media, church notices etc (if relevant)
8. Stage the event
9. Follow-through with attendees/friends
10. Give information for next event/plan to do another event

For more detailed information on a major sporting events including helpful

resources on sharing the gospel, marketing/promotional materials and other useful templates contact us directly:

[adults@worldsportministries.com](mailto:adults@worldsportministries.com)

WSM have a heart to serve and support, to provide resources to equip and train you and your church to reach and disciple people with the Gospel through sport.

# Start a Community Sports Team

Beginning a Community Sports Team in your area and receiving training will help support you further to be able to organise a screened event and to effectively share the gospel with you friends. Starting a CST will also enable you to effectively continue to do sports ministry in your area putting on future events and to maintain relationships with people in the community drawing them closer to Jesus Christ.

For more information on establishing a Community Sports Team visit:

[www.worldsportministries.com/helping-you/join-or-start-a-cst-2/](http://www.worldsportministries.com/helping-you/join-or-start-a-cst-2/)



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