

Winsome Invitations

God wants to use our winsome invitations to offer far more people on campus and online a compelling reason to check out Jesus and transform them forever. Let's imitate Jesus with his life-changing invitation in John 1 with his epic "come and see." Unfortunately, our uncoached invitations all too often are more like Acts 2 when the crowd hears the disciples and conclude, "They must be drunk." How many times do InterVarsity students make invitations but we sound unintelligible, confusing, or worse yet, just plain boring? Please invest some time and energy to become a winsome inviter...it will pay off for the rest of your life.

Using the table below, write a winsome invitation that you will give verbally, text, or post on social media.

<p>Writing Winsome Invitations: Reflect and include these three parts in your invitation.</p> <p>1.What NEEDS ARE BEING MET by InterVarsity (or your Ignite event, small group, etc)?</p> <p>2.How have you PERSONALLY BEEN IMPACTED by the InterVarsity event to which you are inviting them? WHY SHOULD THEY CHECK IT OUT?</p> <p>3.Clearly invites</p>	<p>Begin your Invitation with Why, then explain what.</p> <p>1.WHY: begin your invitation with connecting to the need that your event addresses.</p> <p>2.WHAT: many people begin with the time and day of the week. Please put that last, ending with details about how to find it (small group, large group, special event, etc.)</p>
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Cut *Christianese* from your Invitations

Use Words that Make Sense for Both Christians and Non-Christians

Every group has their own insider language. InterVarsity and Christians are no different. We become so accustomed to our lingo, acronyms and references to shared knowledge (including scripture) that we may not even notice when these same terms and references make their way into our invitations. Our jargon often makes non-Christians (and some Christians) feel confused, disinterested, or simply like an outsider. When we are doing outreach, whether it be face-to-face or by texting, we need to work hard to be bilingual or multilingual. Let's become "fluent" in common sense secular language that non-Christians understand. The left column below contains classic InterVarsity "isms." To the right are some creative alternatives. Get creative with your own! (For a great example, see Paul in Acts 17:16-34)

Christianese	Alternatives
I would love for you to come to my BIBLE STUDY! (Small Group or GIG)	I love having honest conversations with curious and open people about faith and Jesus. I'm hosting an honest conversation about my favorite story of Jesus in which he...
We will have fun doing [hobby] and have a SPIRITUAL CONVERSATION about finding hope.	Let's have fun doing [hobby] and check in with one another. Let's be real and talk about how each of us is finding hope in a time of fear. Alt: Peace in a time of anxiety. Alt: Connection in a time of isolation.
We're going to have a TIME OF	We're going to have some fun together doing _____.

FELLOWSHIP.	
Come with me to LARGE GROUP!	A highlight of my week is this cool gathering with music and a speaker who shares stories about how faith is relevant today by exploring the big questions of life. I'd love to have you join me.
We'll discuss racial injustice and the GOSPEL. -or- We believe that PREACHING THE GOSPEL means...	Did you know that Jesus faced intense racism, and he successfully changed racist systems? Jesus' game plan to oppose racism is worth imitating. Check it out and tell me what you think. We believe that Christians shouldn't merely talk about what Jesus said and did, but we need to have the integrity to live his teachings out today.
QUOTING SCRIPTURE in a written invitation Quoting scripture or referencing verbally: "When the prodigal son came home the father ran to him. Remember 'the angels will rejoice over one sinner who repents.'"	Please don't quote scripture in your text message. Instead, describe the passage and what you love about it. (Scripture is only authoritative and interesting when you have high regard for it.) Come take a look at one of my favorite stories of Jesus. This father has two sons. The loyal one works every day for his dad. The other takes his cut of the inheritance and disowns his family. I love the cliffhanger ending.
IV or INTERVARSITY	InterVarsity is an awesome community at _____. We get real with each other, and we try to put the teachings of Jesus into action today. I'd love to have you join me.

Coaching Winsome Invitations

Bright Spot Coaching	Gap Coaching
Find the strongest part of the invitation and make it better. Ask good questions to unearth the crux of their vision in the invitation.	Find the weak parts of the invitation and make it better. Put the non-Christian at the center of our thinking and try to get into their shoes. How can you best connect to them? Please remove any inaccessible language. Christian jargon is "us" focused.