

# HALLOWEEN 2023 VISION DOC

Oct 28/29

**Weekend Focus:** Help people encounter and understand some of the scarier stories of the Bible

**Tagline:** Scary stories from the Bible

**Feel:** Play on the Halloween season; Keep outside auditorium experience of trick or treating and costumes for kids; adults leave open ended; Inside auditorium experience, includes guest interaction and storytelling

**Why:** Re-imagining how to leverage Halloween (the second most expensive holiday in the US only after Christmas) for the Gospel and the good news of Jesus Christ

**Response Stations:** No

## **Invite Pitch:**

You know that moment...the room is dark, your heart is pounding, the sound of your own blood is rushing in your ears...will they check that noise in the basement or call for help? Don't do it. RUN!! It's the moment scary stories were made for! It actually wasn't until the late 1700's that stories cultivated fear and curiosity for their own sake. Ironically, in the ancient text of the Bible there are some pretty scary stories too, but not for the sake of fear and curiosity. Why would the Bible have scary stories? Why do we want to talk about them? Because scary stories in the Bible help us encounter the power, mystery and supernatural that is God. Join us as we talk through some of the scarier stories in the Bible that you may have never even heard!

**Topic for Weekend:** Scary Story from the Bible

**Verses:**

## **Goals:**

What next steps will we ask people to take?

- Attend
- Family engagement

How are we measuring success?

- More than 20% physical attendance increase from previous 6 weeks
- 10% physical attendance increase compared to last year (Kids and Middle School weekends)

Campuses will also host trunk or trick or treating for families.

**Series Resources:**

**Next Gen**

Students:

Anxiety Conversation Guide for Parents of Middle Schoolers

[https://cedarcreek.tv/wp-content/uploads/documents/Anxiety\\_CG\\_MS.pdf](https://cedarcreek.tv/wp-content/uploads/documents/Anxiety_CG_MS.pdf)

Kids:

Anxiety Conversation Guide for Parents of Kids

- **Preschool:**  
[https://z9v7n6i6.stackpathcdn.com/wp-content/uploads/documents/Anxiety\\_CG\\_PS.pdf](https://z9v7n6i6.stackpathcdn.com/wp-content/uploads/documents/Anxiety_CG_PS.pdf)
- **Elementary:**  
[https://z9v7n6i6.stackpathcdn.com/wp-content/uploads/documents/Anxiety\\_CG\\_EL.pdf](https://z9v7n6i6.stackpathcdn.com/wp-content/uploads/documents/Anxiety_CG_EL.pdf)
- Vision piece that would be something like, “Don’t let the holiday season scare you .... 5 easy ways to create lasting family memories”

## **FAQ**

### **What about post-weekend: Choose Your Own Adventure?**

We don’t have the budget capacity to have this built for our current app to deliver post service, but we are exploring other options for this year.