

HALLOWEEN 2024 VISION DOC

Oct 26/27

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 Areas: Yes

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, and maybe surprisingly books in the genre were up 53% in sales in 2023 alone! Ironically the ancient text of the Bible has some pretty scary stories too, but not just 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

Verse: Seven Sons of Sceva, Acts 19:11-20

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/trick or treating for families.

Programming Note: Choose Your Own Adventure. This year is a "Murder Mystery Edition". Different from choosing paths, this time guests will choose what information they will get next so they can solve the "whodunnit" at the end. There will still be in-room voting to get the clues. The story: Brittany, a podcaster of the popular "Murder, She Spoke" is on-site

investigating the cold case of Celia Vanderbilt, the niece of Cornelius Vanderbilt, who was a young, rising star in the opera world thanks to a combination of her angelic voice and the financial backing of her wealthy family. But it was cut short...

Series Resources:

Next Gen

Kids:

- Parents will be given a vision piece at the weekend service to equip them for the holiday season ahead. "Don't let the holiday season scare you ..."