

## **Preach Off Vision Doc**

### **February 9/10, 2025**

**Preach Off Feel:** Fun preaching competition with Super Bowl weekend as backdrop

**Why Preach Off?** Preach Off weekend is now the 3rd most highly attended weekend of our year. Historically Super Bowl weekends were marked by attendance decline and lower overall engagement, but not anymore. This dynamic, fun event of competitive preaching has made that weekend just the opposite. It provides an opportunity to show that understanding God's Word and church can be fun. Key elements of Preach Off include: on the spot teaching, football-esque roles like announcers and a ref, "commercial breaks", guests determine the winners through voting, and lobbies decked out like a tailgate with food provided.

**Invite Pitch:** Didn't think preaching could be competitive? Haven't thought commercial breaks at church could be better than the big game? We'd like to prove you wrong! Invite your family and friends to Preach Off 2025! Wear your team's jersey, don't miss the tailgate in our lobby, and warm up your voting fingers to determine the preaching winner!

#### **Series Goals:**

##### **What next steps will we ask people to take?**

- Attend Preach Off.
  - In-app voting engagement: new users and total %
- Attend the next series.

#### **How will we measure this?**

Attendance Prediction for PreachOff 2025 - 16% increase from last year

Total: 10217

Online: 2177

Physical: 8040

App engagement: 32% app engagement we should then see 3,233 people voting.

New app users. 3x the weekly average as compared to the 6 weeks prior to PreachOff for over 800 new users on the app that weekend.

**Scriptural Basis for Preach Off and Halloweekend:** The heart of Preach Off is to show how the Scriptures are meant to teach us and to bring joy. We want to help people see that it's not about being perfect, it's about our hearts for him. We deeply respect and love the Scriptures and we're inspired by verses like:

Romans 15:4, Such things were written in the Scriptures long ago to teach us. And the Scriptures give us hope and encouragement as we wait patiently for God's promises to be fulfilled.

Psalm 19:8 The commandments of the Lord are right,  
bringing joy to the heart.  
The commands of the Lord are clear,  
giving insight for living.

Micah 6:8 (Message version)

But he's already made it plain how to live, what to do, what GOD is looking for in men and women. It's quite simple: Do what is fair and just to your neighbor, be compassionate and loyal in your love, And don't take yourself too seriously— take God seriously.