

Alliance Event Strategy and Methods

The purpose of this document is:

- To outline why the Alliance of Confessing Evangelicals (Alliance) participates in events.
- To detail under what situations the Alliance will join with others in events.
- To be candid about what the Alliance would ask for in return.
- To outline what the Alliance will do and cannot do when joining.

Reasons why the Alliance participates in events:

- To complete its larger mission.
- To come alongside the Church and fellow churchmen, being a steward of the resources God has provided the Alliance.
- To have the opportunity to join and encourage local reformation.
- To be able to meet Alliance stakeholders face-to-face in their community.
- To have the ability to meet new people, making them aware of the Alliance.
- To make known the resources and the needs of the Alliance.
- To contribute to the Alliance's resources in terms of new audio and video content, as well as financially.

Under what situations the Alliance will join others:

- First, the Alliance is likely to promote (promoted events) any event where an Alliance broadcast teacher or Alliance Scholar/Fellow speaks; or when hosted by an Alliance Reformation Society or a Subscribing/Supporting church. This is less-likely for events already adequately promoted by a large, national-in-scope organization have resources to execute such promotions. The Alliance is likely to give greater promotion involving an Alliance broadcast teacher in a venue where an Alliance broadcast is available on-air. The Alliance is likely to give greater promotion if the event does not conflict with other events on the Alliance calendar. We will not promote or partner any events which conflict with Alliance owned events (PCRT). We are less likely to provide promotion where the event charges to fee. The exact level of participation varies and is at the discretion of the Alliance's Executive Director and Board.
- Secondly, the Alliance will partner (partnered events) with pre-screened, motivated, and reformed-minded groups. These groups usually take the form of an Alliance Reformation Society, a member church, or a group of Alliance-centric pastors, but can also include seminaries and individual churches. Any and all partners must 1. Subscribe to a historic Reformed confession of faith, 2. Affirm the Chicago Statement on Inerrancy, and 3. Cooperate as the Cambridge Declaration outlines. The exact level of participation varies and again at the discretion of the Alliance's ED and Board.

What the Alliance would ask for in return:

- In promoted events, the Alliance primarily wants the teaching of our speakers and Scholars/Fellows to be made known as widely as possible. The Alliance would ask for the opportunity to share the Alliance with the attendees by way of access to the attendee list, an exhibit booth, a presentation by the Alliance Executive Director or Alliance Board member, the distribution of hand-outs to the attendees, the placement of program or bulletin ads, and / or any number of other means.

- In partnered events, the Alliance seeks greater branding and more active participation. These events require:
 - Mission congruent with the Alliance.
 - Willingness to be subject to accountability, where Alliance Executive Staff has 'sign off' permissions, including theme, topics, and speakers.
 - A long-term strategy to include multi-year vision with tentative future themes, a consistent format and venue, and a core group of committed leaders.
 - Willingness to host Alliance President Circle and Alliance Friends at normally reduced rate.
 - Strong assurance that all out of pocket expenses will be carried by the host and potential proceeds (revenue in excess of out of pocket expenses) will be shared.
 - Opportunity for a small financial gain as the result of several years of faithful service as to also serve additional events in the future.

What the Alliance will do when joining

In promoted circumstances, the Alliance will do one or more of the following:

- Add the event to the Alliance web site(s).
- Add the event to the Alliance regular email broadcast for the two months directly preceding the event.

In partnered events, the Alliance will do one or more of the following:

- All promotion as listed above.
- News feature in the Alliance newsletters.
- Press releases to local and known-evangelical media outlets.
- Regional email broadcasts.
- Encouragement and support offered to Alliance speakers, Scholars/Fellows.
- Postal mailing integrating host list with Alliance database, with Alliance Executive Staff signatory as Alliance branded mailer (with host providing expense reimbursement, to always include USPS NCOA processing fee, minimum \$100.)
- Create, design, produce and print collateral materials (postcards, bulletin inserts, brochures, posters, stuffers, programs, etc.) (Host must provide expense reimbursement and Alliance registration required).
- On-going promotion at all Alliance events, meetings, and even when exhibiting at others events (denominational conventions, large rallies, etc.)
- Pastor's and church leaders breakfast pre event (with host providing expense recovery).
- Online and telephone registration, with Alliance name badges provided (required when Alliance performs mailing.)
- Resource (audio, books, etc.) table.

What the Alliance can not do

- The Alliance cannot build the program, including theme and message topics. We do not know the needs and concerns of the local Church so would be at a disadvantage to attempt to do so. Though the Alliance does consider the theme when evaluating participation and asks for input when partnering.
- The Alliance is a coalition of churchmen and pastor-theologians. We do not have any additional control over speaker candidates than the typical host might. Thus, we cannot invite speakers for the host. We will encourage and commend the events best suited for the Alliance mission.

- At no time, other than PCRT, can the Alliance be subject to any negative financial impact due to an event. The Alliance is small-donor funded, with 100% of its budget set by our Board of Directors, with no reserves set for regional events. We offer association with our brand, talent and skill, the incremental labor of Alliance staff, and prayer as our portion allows.

What next?

- Be sure theme, estimate of date range, and speaker candidates are known. The exact talk titles, exact date or time, and formal speaker invitations are not required, but some data is needed in order to proceed.
- A short written statement of the vision (why is this being done), the mission (how will it be done), and the goal (how will we know when it's done) for the event.
- Review the Alliance Event Manual preparing to discuss in detail with Alliance staff.

Practicalities

There are some areas that the Alliance has learned through experience, among other means, to address up front.

- The Alliance can not participate in events hosting women plenary speakers (workshops, seminars, etc. are a great addition to any conference).
- The Alliance's primary duty is to build the Church. As such, we seek events which do not continue on the Sabbath. The invitation of a speaker to remain local and preach, potentially at the host venue, is more than acceptable. But this should not be promoted as a part of the event itself.
- The Alliance primarily desires to see events in churches, with local pastor and session support. As such worship elements, including 'call to worship', 'benediction' and sacred concerts are acceptable. But in non-church settings, 'welcoming prayer', 'closing prayer' practices should be used.

Disclaimers

- The Alliance often receives more invitations than it can accept. Therefore we recommend that you contact us at least one year in advance of the time that you wish to schedule an event.
- Decisions as to what events are accepted are based on a number of considerations, but often a negative decision is solely based on lack of resources within the Alliance, not any element presented by a host.
- These guidelines are subject to change at the discretion of the Alliance. Any event already scheduled should not be affected by subsequent changes of these guidelines.
- There may be some flexibility in the proceeding, depending on particular circumstances. We would be happy to discuss the possibilities with you!