

Resource Distribution

Description:

It's a strategy that encompasses the production and distribution of print, audio and video resources that are relevant and contextualized for the needs of the target audiences of those either attending a Major Sporting Event or taking part in a non host partnership initiative surrounding a MSE (MTG, TUG, The Way Forward, The Winning Partnership). This can also be utilized during regional, country, city, and village events.

There are multiple evangelistic tools in the ISC network from a variety of resource providers. These tools help communicate and convey the Gospel message by putting the testimonies of athletes into the hands of fans in a variety of formats; print, audio, video.



Objectives:

To bring people closer to a relationship with God by placing resources of athletes stories in their hands.

Target Audience:

To reach out sports fans, athletes, coaches, officials, families and/or visitors and locals in your city.

How to Organize/Implement:

You can hand out print literature (pocket guide, player card, Bibles, magazines, etc.), video resources (DVD's) and audio resources (audio Bibles, CD's), to fans who are attending MSE's, Festivals, Public sports screen showings, Fan Zones, on the streets, in stadiums, etc.

QR codes (Quick Response Codes) are allowing the distribution of print literature to link to video and audio resources on the internet, and/or website promotion.

Volunteers from churches, Para-church organizations, Individuals, coaches, players, chaplains, officials, etc.

Equipment/Resources Needed:

Pocket guides, player cards, Bibles, magazines.

Video resources (DVD's)

Audio resources (audio Bibles, CD's)

Extras:
