



“PRAISE-FEST”

Collingwood, Ontario

Sunday August 28th, 2022



Why “Praise-Fest”?

- We have been doing “Learn To Read the Bible Effectively” seminars in Collingwood for 25 years.
- Half of our Ecclesial attended these seminars are now baptised members.
- One of those members (Brother Bob Venton) has experience with live productions and has always wanted to put on a “praise in the park” type of event.
- We were looking for another way to outreach and contact people in the local community.
- In recent years we have been giving away Bibles at a local park, and found this more effective than the typical ‘handing out literature’.
- Then we got an idea from Australia....

Canterbury Ecclesia, Melbourne, Australia

- While visiting our son and his family in April of this year we had lunch with our long time friend and brother in Christ, James DiLiberto.
- He explained that the Canterbury Ecclesia had held some services in their parking lot during the pandemic, and found the public responded favourably.
- So they decided to have a pre-Easter event that included music, games and activities for kids, and of course an invitation to Bible addresses.
- They were going to advertise on Facebook, and focus on the local community.
- They had over 400 responses!
- This encouraged us to merge “praise in the park” with “free bibles in the park”, and an idea was born.

The Process

- Lots of planning by a dedicated and determined group of Brothers and Sisters!
- Goals:
 - Share the Gospel message
 - Get the Christadelphain name more recognizable in Collingwood
 - Give glory to God and the Lord Jesus Christ
- Divide up the tasks – according to people’s interests and talents
 - Secure a location
 - Figure out advertising
 - Organize food
 - Organize games
 - Get Musicians!
 - etc

Advertising - print

- Flyer, posters, banner – same theme for recognizability!
- Sister Heather designed the logo!!
- Thanks to Brother Jason Grant who took our ideas and came up with the Main concept.
- Also a double sided version for 'postcards' that were handed out and delivered via the local newspaper.



COLLINGWOOD
Christadelphians

PRESENT...

PRAISEFEST

SUNDAY, AUGUST 28TH, 2022
FROM 12:00 TO 4:00PM

The Station, Collingwood Museum, 45 St. Paul St.

Bring a lawn chair and enjoy a **FREE** fun family Sunday in the park with live Christian Music.

Live Christian Music, Free Bible giveaway and Children's Materials, Puppet Theatre, Freezies, Popcorn and Candyfloss, Carnival Games and Prizes, and Face Painting.

All activities are FREE
All Welcome. There's something for every age group!

The Christadelphians have been running "Learn to Read the Bible Effectively" seminars in Collingwood for the last 25 years - Come out and meet us.



"Let everything that has breath praise the Lord." Psalm 150:6

collingwoodchristadelphians.ca

Advertising - radio

- We advertised on a local Classical FM radio station.
- We got 32 spots over a 2 week period (30 second ad)
- Click below to hear our ad 😊 (PowerPoint only)



Advertising - Facebook

- The key was to make a Facebook **EVENT**, and then advertise the event by 'boosting' it.
- We targeted Collingwood plus a 50 mile radius.
- Cost effective way to reach a lot of people!
- We spent \$130 on ads → over 9000 people reached, and 130 responses.

Collingwood and area

Audience details

Location: Canada: Latitude 44.50 Longitude -80.23 Collingwood (+50 mi)
Ontario
Age: 13 - 65+



People Reached

9,468

+9,468 last 90 days



Responses

130

+130 last 90 days



COLLINGWOOD
Christadelphians

PRESENT...

PRAISEFEST

28
SUNDAY, AUGUST 28TH, 2022

SUNDAY, AUGUST 28, 2022 AT 12 PM

Praise-Fest: Live Christian Music and much more!

Collingwood Museum

Insights

Details

- 👤 112 people responded
- 🚩 Event by Collingwood Christadelphians
- 📍 Collingwood Museum
- 🌐 Public · Anyone on or off Facebook

Enjoy a FREE family fun day from noon to 4 pm in the park. There will be Live Christian Music, Free Bibles and Children's Materials, a Puppet Theatre, Face Painting, Freezies, Popcorn and Candyfloss. Play Carnival Games with Prizes.

All activities are FREE. All are welcome. There is something for every age group.

The Christadelphians have been running "Learn to Read the Bible Effectively" seminars in Collingwood for the last 25 years. Come out and meet us!

"Let everything that has breath praise the LORD." Psalm 150:6
collingwoodchristadelphians.ca

Advertising - Facebook

- It is also important to start a **discussion** on the event page so that those who have expressed interest get regular reminders.



SUNDAY, AUGUST 28, 2022 AT 12 PM

Praise-Fest: Live Christi
Collingwood Museum

About Discussion

Collingwood Christadelphians
August 26 at 9:25 AM · 🌐

We have LOTS for the young ones too!!
Great prizes, games and a PUPPET THEATRE.
We will also be giving away some of our favourite Bibles for children 🙏



Collingwood Christadelphians shared a link.
August 14 at 9:09 AM · 🌐

We're very excited that Praise-Fest is only TWO weeks away!!! We pray that God will bless our day as we come together to worship Him and share His Word.

One of our performers is Levi Myers from Cambridge, Ontario. You can hear one of his latest songs here:

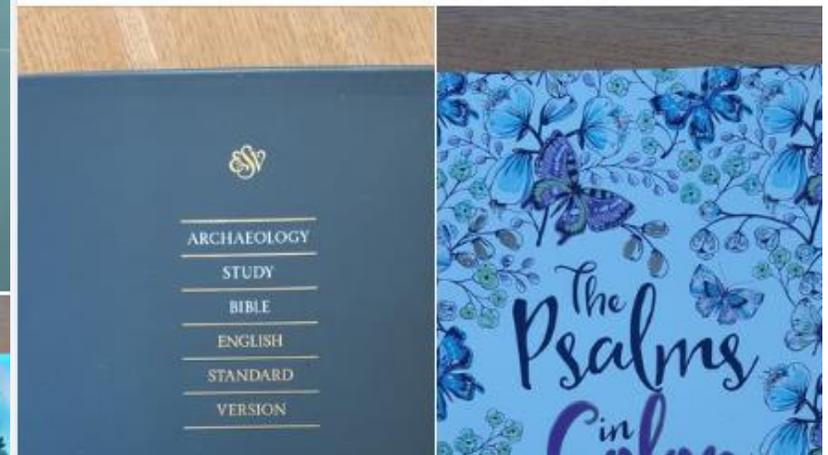
<https://www.jehoshaphatmusic.com/songs/438>

Save the Date. Spread the word. Invite your friends. Sunday August 28th from noon to 4 pm in Collingwood. There will be something for everyone.



Collingwood Christadelphians
August 27 at 2:19 PM · 🌐

God willing we will be at Praise-Fest this time tomorrow 🙏
Hope to see you all there!
Drop by the "Free Bibles" table to pick up a bible or any of the other free resources. And don't forget to enter the hourly draw for an extra special Archaeology Study Bible or a "Colour the Psalms" book - see the pics below!
It looks like God has blessed us with great weather - keep praying for His blessing on all our activities.



Advertising - Facebook

- On the discussion tab you can give a summary of the event, and invite those that showed interest in Praise Fest to the NEXT event 😊

 **Collingwood Christadelphians** August 28 at 6:53 PM · 🌐

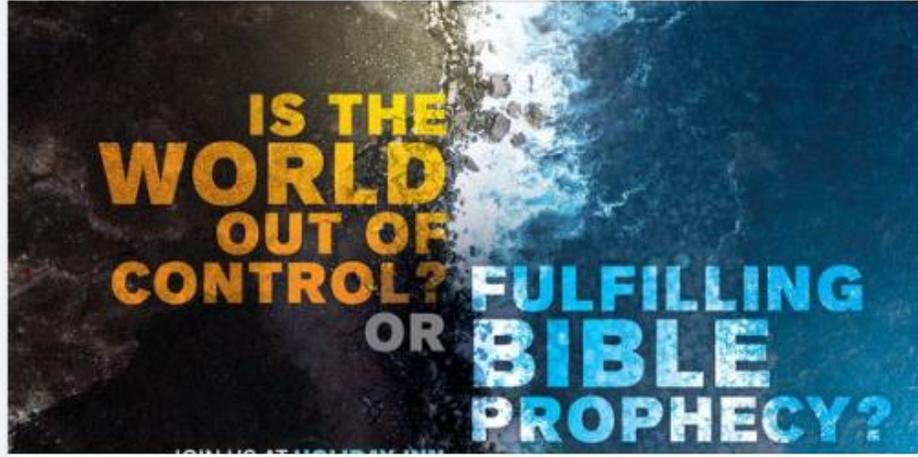
WOW!!! What an amazing day God blessed us with! Thank you Lord. Thanks also to our incredible musicians who put on a great show. Pictures to follow in our next post! We did not keep an accurate account of attendance, but we did hand out almost 400 bags of popcorn - so that's saying something! If you were interested in this event but could not make it out in the end, please let us know if you want a free Bible - we do have some left. Also, we have a series of talks coming up at the Holiday Inn in Collingwood - here are the details:
Sunday September 18th at 2:00 pm. "Is the World Out of Control or Fulfilling Bible Prophecy?"
Sunday October 2nd at 2:00 pm. "The Hope that Everyone Wants and So Few Know Where to Find."
Sunday November 6th at 2:00 pm. "Atheism or A Creator? Which One Requires More Faith?"
Sunday December 4th at 2:00 pm. "Resurrection is the True Bible Hope."
We hope you can join us.

  4

4 Comments

 **Collingwood Christadelphians** September 1 at 10:39 AM · 🌐

Our first special talk is coming up in a couple of weeks!! Hope to see you there.



Is the World Out of Control? Or Fulfilling Bible Prophecy?

Nuclear War. Russia's invasion of Ukraine. Global Warming. Are we heading for a catastrophe that will wipe life off this planet, or is God about to intervene to bring about His plan of restoration? Many of today's troubling events were predicted in the Bible thousands of years ago. However the Bible also says, "The Most High rules in the Kingdom of Men and sets up over it whoever He will." (Daniel 2:45)

Activities on the day – The Music!

- We called it “Praise Fest” – the music had to be great – and it was!!!

Instrumentals are great for sing-a-longs!

And there’s nothing like live performances to get the crowd pumped!



Activities on the day – The Free Bible Booth

- We had to send people home with the message of salvation!
- Each item given away had a Bible Reading companion, an invitation to our upcoming seminars, and info on how to get in contact with us.
- There were two tables:

Anything on this table could be taken for free right away



To 'win' the extra special prizes on this table you had to finish a 'bible challenge' to get a ticket to place in the jar!



Activities on the day – FOOD – gotta have food 😊

- One of our members owns a local grocery store – so he had experience and access to food (and generously donated it!!)
- We rented popcorn and candy floss making machines.



Activities on the day – Games, Face Painting and Crafts

- Keep the children busy and give them a reason to want to stay!
 - Then the parents stay too 😊



Activities on the day – The Puppet Show

- Definitely a HIGHLIGHT of the day!
- Drew the crowds – kept the kids interested.
- We had hourly 15 minute shows.
- Next year we will try to have 2 different shows for people who stay longer than 2 hours 😊



Item	Budget	Expense	Comment	
Postcards - 2500 hand delivered	175	220.29	over + tax added	Advertising - \$1500 total budgeted
Posters	65	138.31	over + tax added	
Labels	?	52.83	decided on later	
Postcards - Collingwood Connection D	425	525.85	over + Print + Dist + tax	
Facebook Event & Ad	150	146.9	under :-)	
Radio Ad	480	542.4	Budget + tax	
Tri-Fold flyer (for lectures)	250	300	over + tax added	
Banner & Lawn Signs	?	130	decided on later	
Bookmark	200		not printed	
TOTAL		2056.58		
Popcorn		94.5		Food - \$400 total budgeted
Popcorn machine		70		
Candy Floss		75		
Candy Floss machine		80		
Drinks		85	150 pop 250 water	
Freezies		120	300 jumbo freezies	
Ice		65	About 24 bags of ice	
Other		20	paper towel, soap, etc.	
TOTAL		609.5	\$290 donated (Sprys)	
Various carnival games		105+tax		Games - \$200 total budgeted
TOTAL		\$118.65		
Bibles and Books	500	500		Bible Booth - \$500 total budgeted
Face Painting materials		\$40		Face Painting - \$50 total budgeted
Sound & Set up	200	260		Sound System - \$200 budgeted
Permit & Station Rental	300	200		Rental of Grounds - \$300 budgeted
Craft Table		20		
GRAND TOTAL		\$3,804.73	\$200 donation from Ruth Aback	

Budget vs Expenses

Note: We budgeted \$3000 and with almost \$500 in donations and \$300 for the Tri-fold flyers really a part of our next event we made Budget!!

Follow up!

- We thought it was important to not have Praise Fest as a 'one-and-done' event – although the positive community response may have been a good thing on its own!
- So we plan to have 4 special talks in the coming months, and hold open discussion Bible seminars on the in between weeks.
- We gave out flyers during Praise Fest, handed out more in the weeks following, and had Facebook Events for each talk.
- Full flyer on next 2 slides.

Interested in learning more?

Join us for these upcoming presentations at the Holiday Inn in Collingwood:

Is the World Out of Control or Fulfilling Bible Prophecy?

Sunday, Sept. 18th, 2022 @ 2:00pm

The Hope that Everyone Wants and So Few Know Where to Find.

Sunday, Oct. 2nd, 2022 @ 2:00pm

Atheism or A Creator? Which One Requires More Faith?

Sunday, Nov. 6th, 2022 @ 2:00pm

Resurrection is the True Bible Hope

Sunday, Dec. 4th, 2022 @ 2:00pm

Follow up “Tri-Fold” flyer – side 1

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at the Holiday Inn in Collingwood:

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*The Christadelphians ('Brethren in Christ')
believe the Bible is inspired from
Genesis to Revelation. We teach the Gospel of
the Kingdom of God and the Name of
Jesus Christ (Acts 8:12)*

519.925.2236

chrisandmart@yahoo.ca

www.collingwoodchristadelphians.ca

We meet on Sundays, at the
Holiday Inn, 500 Hume Street, Collingwood
ZOOM into our open Bible Discussion Class
Tuesdays at 7pm.

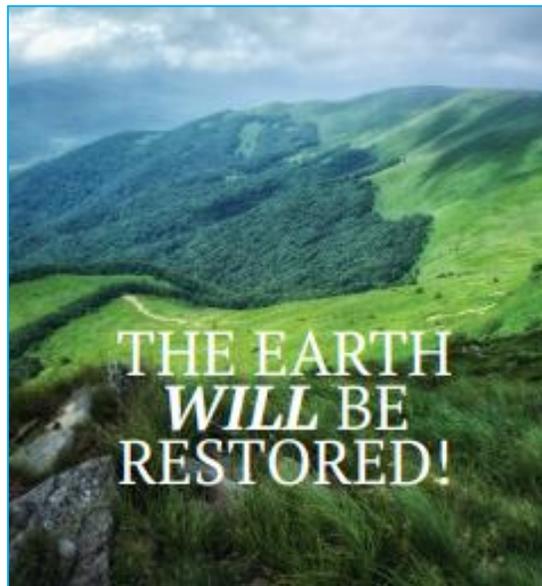
HOPE? THIS EARTH? THE FUTURE? HOW?

"In the days of these kings
shall the God of heaven set up
a kingdom
*which shall never
be destroyed...*"

Daniel 2:44

collingwoodchristadelphians.ca

Follow up “Tri-Fold” flyer – side 2



HOPE

GOD HAS PROMISED:

- ✓ Eternal Life – *Romans 6:23*
- ✓ An End to Pain and Suffering
– *Revelation 21:3-4*
- ✓ Peace – *Isaiah 2:1-4*
- ✓ A Restored Earth – *Isaiah 35*
- ✓ Righteous Rulership – *Psalms 72*
- ✓ The Return of Jesus – *Acts 1:11*

THIS EARTH?

“You have made them to be a kingdom and priests to serve our God, and they will reign on the earth.” Revelation 5:10

See also Daniel 7:13-14, 22, 27.

Do not be amazed at this, for a time is coming when

all who are in their graves will hear his voice and come out

— those who have done what is good will rise to live, and those who have done what is evil will rise to be condemned.

John 5:28-29

THE FUTURE? WHEN?

“I will gather all the nations to Jerusalem to fight against it... Then the LORD will go out and fight against those nations, as he fights on a day of battle. On that day his feet will stand on the Mount of Olives...”

Zechariah 14:1-4

JESUS CHRIST IS RETURNING!

God has great plans for this earth! The alignment of Russia, Iran, Ethiopia & Turkey against Israel, are predicted in Ezekiel 38 and Daniel 11.

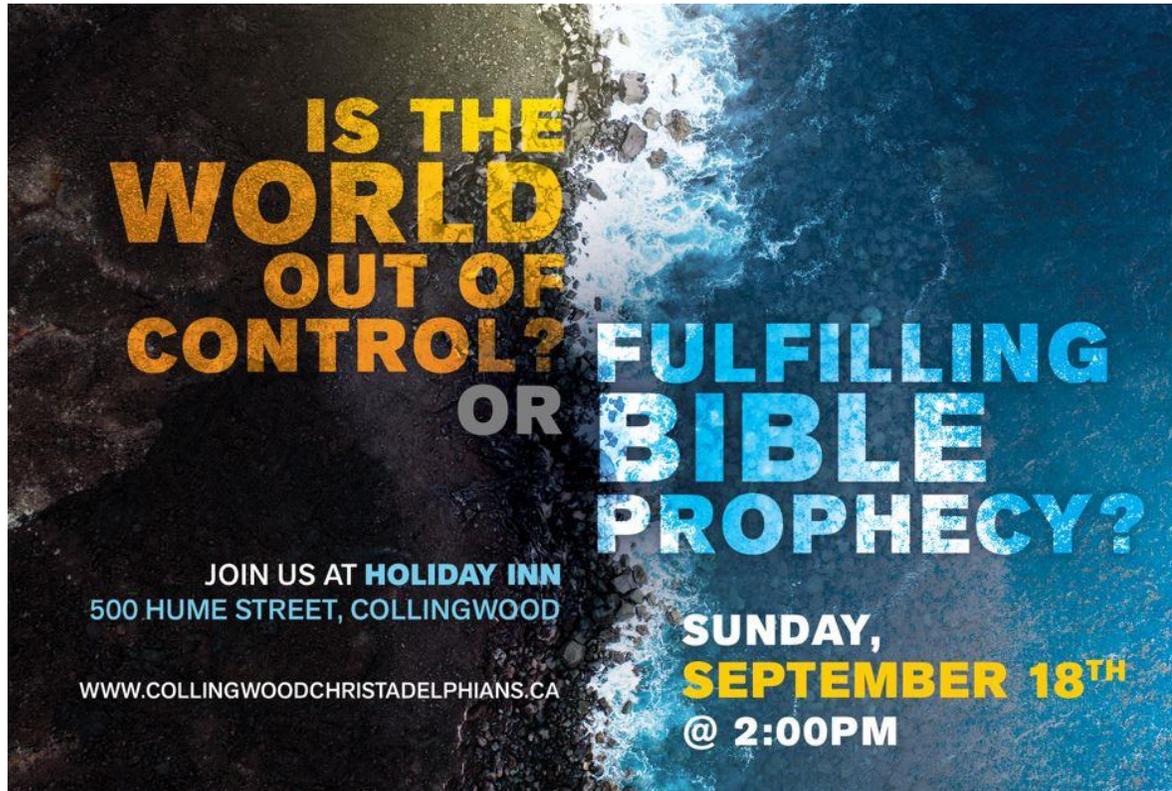
The unrest and fear that we see today are a sign Jesus is about to return!

“Jerusalem will be trampled on by the Gentiles until the times of the Gentiles are fulfilled. There will be signs in the sun, moon and stars. On the earth, nations will be in anguish and perplexity... People will faint from terror, apprehensive of what is coming on the world... At that time they will see the Son of Man coming in a cloud with power and great glory.

When these things begin to take place, stand up and lift up your heads, because your redemption is drawing near.”

Luke 21:24-28

First Follow up talk as a Facebook Event!



**IS THE
WORLD
OUT OF
CONTROL?** **FULFILLING
BIBLE
PROPHECY?**
OR

JOIN US AT **HOLIDAY INN**
500 HUME STREET, COLLINGWOOD

WWW.COLLINGWOODCHRISTADELPHIANS.CA

**SUNDAY,
SEPTEMBER 18TH
@ 2:00PM**

Is the World Out of Control? Or Fulfilling Bible Prophecy?

Nuclear War. Russia's invasion of Ukraine. Global Warming. Are we heading for a catastrophe that will wipe life off this planet, or is God about to intervene to bring about His plan of restoration? Many of today's troubling events were predicted in the Bible thousands of years ago. However the Bible also says, "*The Most High rules in the Kingdom of Men and sets up over it whoever He will.*" (Daniel 2:45)

Yes, there is more trouble ahead, but you can be confident that God is in control. **His plan is to 'fill this earth with His glory', and to 'wipe away all tears'.** Come and hear about the incredibly accurate prophecies being fulfilled which prove the Bible is a divinely inspired message of hope for mankind.

Join us Sunday, September 18th at 2:00pm

Holiday Inn

Holiday Inn, 500 Hume Street, Collingwood

For more information, visit www.collingwoodchristadelphians.ca

Sponsored by the Collingwood area Christadelphians

De-Briefing - Budget

- We had a debriefing meeting the Wednesday after Praise Fest.
- Here are some of our notes:

The Facebook Event and Ad seemed by far the most cost effective. Many people attending said they 'saw it on Facebook'. Look to do more online advertising next time! (other services?)

The radio ad was probably not worth the money, although we do know people heard it, and since it was on the local ClassicalFM station it hit a different demographic than FB

The Posters were good (maybe we could get fewer) and when put up in shops around town and left with a stack of postcards it was a very effective way to reach people!

Postcards were also good - but maybe distributing them through the newspaper was a bit costly. We could print less if necessary.

Overall, we felt this was a good first attempt, and although we went a little over budget, it was a good learning experience.

Note: The tri-fold flyer (\$300) was part of the next outreach effort, so the expense should not be counted with Praise Fest. BUT, we always need a follow-up from Praise Fest - we do not want it to be a 'one-and-done' event.

De-Briefing – what went well 😊

Musicians were well prepared and want to do it again :-) Very professional!!

The puppet play was really well received - maybe have 2 plays for next year. Try to improve the sound - it wasn't terrible, but if we could link it into the sound system that would be great :-)

It was a great Ecclesial Project and so fun to work on together. Very much a team effort, and there was good team-building going on!

Great positive witness to the community. All the feedback from attendees (Christadelphians and visitors) was extremely positive.

Lots of Bible and materials handed out (about 50). Each had a Bible Reading companion, literature and an invitation to the upcoming Lecture series inside.

The carnival games were well received. We could probably make some ourselves that would work just fine (mini putt, bocce ball, bean bag toss,...)

The Craft Table was a HUGE success, and VERY cost effective! Need a bigger table and more shade next time!

The face painting was also very popular and cost effective!!

The 'raffle' draws were a great last minute idea. The books and bible were still free, but attendees had to complete a challenge (unscramble a verse, arrange the books of the bible in order or make a bookmark at the craft table) to get a ticket. This kept people around longer as they waited for the hourly draw. Also the more expensive books and bible could be used throughout the day instead of being 'first come first served'.

De-Briefing – What could be improved

Get the crowd involved more with the music.. Lyrics?

Christian karaoke or 'sing-a-long' songs (??)

Shade tent near stage so that the audience can be closer if it's sunny. Most of the crowd stayed back in the shade.

We should invest in our own canopy - like the one we borrowed from the Brantford Ecclesia.

The seminars could have been 'pushed' more - we had no one sign up on the day :-)

The washroom facilities were NOT good. The portable toilet was not clean. The township was notified after the event and apologized. We will be sure to fix this next time by either cleaning it ourselves, or getting another one just for that day.

We did talk again a bit about having some sort of "charity" to support.... Local Foodbank or AIA for example. One man volunteered to give \$5 to AIA because he was so impressed with the event!

One Last Story from Praise Fest

- One lady who was planning to come to Praise Fest (she had signed up on Facebook) came late because she had been fishing with her son and got a fish hook in her arm!
- Her son and daughter came to the Bible Booth asking if we knew where the walk-in clinic was.
- When we asked why they needed to know they told us about the fish hook!
- We took them to the hospital right away – which unfortunately meant they missed Praise Fest.
- Afterward she thanked us profusely, contacted us via FB messenger and expressed interest in our services.
- Her children are aged 9 and 10, and she hopes to bring them out to Sunday School and maybe attend the seminars herself!!

Contact us for further info or questions 😊

Chris and Martha Sales

chrisandmart@yahoo.ca

