



## Friend Day

By Elmer Towns

Churchgrowth.Org (Send the Light), United States, 2014. Paperback. Book Condition: New. 287 x 257 mm. Language: English . Brand New Book. Nation s Most Popular Attendance Campaign! Now includes Friend Day Updates CD, containing newly designed promotional materials including personalizable letters, bulletins, emails, and planning calendar. In addition, the CD offers the original promotional material in PDF format that you may print to use with your Friend Day if you enjoy the nostalgic classic characters of Friend Day. This resource lays out a complete 4-week attendance campaign with an evangelistic thrust. Two basic techniques make Friend Day so successful: 1. Each member brings one friend no need to confront strangers. 2. The organized, easy-to-do follow up provides a personal touch that will bring back visitors again and again. Proven to double attendance on Friend Day in most churches, more than double in some. Proper follow-up maintains higher than normal attendance afterward. Includes: Planning Section, Teaching Helps, Promotional Materials, Audio CDs with instruction and lessons, and How to Reach Your Friends for Christ book, and Friend Day Updates CD of new promotional material. Planning section offers step-by-step agenda, Friend Day activities and follow-up activities, pointers on using Friend Day, successful ideas, suggested...



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