

Expo Training: What and How to Communicate

Making the Most of Your Expo Investment



Expo Priorities:

- Everybody
 - Invite to the chapel/ministry services if one exists
- Non-believer
 - Share Jesus
 - Provide a loving touch (till the soil, plant and water seeds)
 - Give a tract or Bible
- Believer
 - If local, connect to Huddle and/or local staff
 - Give information and invite to join the Team

Our Opportunity: Working an expo is a constant time of evaluating interest and sharing as the Spirit allows. As Ambassadors of Christ, we must be bold. However, we must also be wise, understanding that spiritual things are spiritually discerned. It is our desire to give everyone a loving touch, prayerfully drawing each person closer to Jesus. For someone “hostile,” it might be a genuine smile and, “Have a good race,” reminding them that we’re here when they’re ready. For a believer, it may mean encouraging them to get United and Equipped through FCA Endurance.

* Note: **Our visitors are our priority!** We are serving at the booth to be a loving, genuine touch to those who stop by. As people approach, please engage with them. Fellowshiping with other servants behind the booth is rewarding and a blessing, but please put such discussions on hold as others approach. This also includes all other distractions (things you’re reading, your phone, etc.). To feel loved, they need to feel our genuine attention (vs. feeling ignored if we keep talking, texting, reading....).

Potential Action Sequence Examples (numerous scenarios – this is a potential rough guide):

- Athlete walks by - Stays wide, minimal contact (Intentionally avoiding interaction)
 - Share a genuine smile and, “hello.”
 - Perhaps silently pray for this person
- Athlete comes up to the booth (Exploring)
 - Welcome them – smile and, “hello.”
 - As they look at resources, invite them to the athlete’s chapel service (while offering an invitation/flier)
 - They do not engage/decline
 - As they walk away try to give a loving touch – “have a great race, etc.”
 - Perhaps silently pray for this person
 - They accept the invitation
 - Give brief event details and answer questions
 - If they are still engaged (eye contact and/or demonstrated interest... lingering, etc.) – go to point below

- Athlete expresses interest (receives invitation and is engaged)
 - Ask, “Are you familiar with FCA?”
 - If yes, ask about history (build rapport and determine experience).
 - Ask where they are from
 - Local Area – give local contact info or have talk with local staff member or volunteer if one is present
 - If athlete, give FCA Endurance information (resource/spiel)
 - Non-local – give FCA Endurance information and/or spiel, and/or talk with FCA Endurance staff/volunteers.
 - If no, give FCA general information
 - Go to above – Ask where from....
 - Invite to take any FCA resources on table
 - Try to make sure they leave with something that has our web address on it, inviting them to join
 - Reserve the Bibles for those who don’t already own one
 - Ask for any prayer requests: to pray for at the booth or later
- If during any of the above interactions, you are led to believe that the individual is not a believer...
 - Attempt to share Jesus and/or
 - Refer to someone trained to share the Gospel and/or
 - Give them a SUTL or MTW Gospel Tract and/or
 - Offer them a Sports NT/Bible

FCA General Information

- Started in 1954
- Most of history with campus and camp ministry (middle school – college)
- Now focusing on coaches, campuses, camps, and community, including sport-specific ministries.

Local FCA Info (given by local staff member)

FCA Endurance General Information

- FCA ministry dedicated to endurance athletes (runners, triathletes, cyclists, etc.)
- Started in 2005
- Primarily an ADULT ministry
- Unites Christian endurance athletes onto one National Team:
 - Allows them to experience fellowship with like-passioned believers
 - Discipleship, accountability, fellowship, etc.
 - Allows them to have a greater impact on the endurance community (power in numbers)
- Equips Christian endurance athletes to more effectively share their faith through endurance sports
- Free to join
- Join online in minutes
- Ability to form local chapters (“Huddles”), allowing them to train, race, and serve together