**Findlay Campus “Halloweekend” Vision Doc**

**Bottom Line:**

Due to trick or treat events happening all over Hancock County on Saturday Night October 30th the Findlay Campus would like to repurpose the Saturday Night Service on Halloweekend and maximize our energy on Sunday morning.

**What Problem Are We Trying To Solve:**

Saturday night church service will be in direct competition to our communities trick or treat events. **How do we leverage community trick or treat for invites to Sunday’s “Halloweekend” rather than compete against it?**

* Findlay City Trick or Treat: Saturday 4-6 pm
* Fostoria City Trick or Treat: Saturday 5:30 – 7:30
* Benton Ridge Trick or Treat: Saturday 4-6
* Van Buren Trick or Treat: Saturday 4-6
* Arlington Trick or Treat: Saturday 3-7

**Trick or Treat in Findlay City is one of the largest events in the city. As a result, this time overlapping with our service impacts both church overall attendance and dream team availability.**

**GOALS:**

* Repurpose Saturday night from weekend service to trick or treat event in conjunction with mall and community trick or treat.
* Hand out 100 Halloweekend invites with candy
* Give Dream Team and church attenders space to go out into their neighborhoods and invite people to Halloweekend at CedarCreek through community trick or treat event
* Take Saturday Night service resources of dream team and staff and put more effort, dream team, and resources on Sunday experience

FAQ

**What are we doing for people that show up thinking we have a service?**

We will live stream the service in the building on Saturday Night but we will not have live host or live band. If someone comes we will explain what we are doing with the trick or treat event and invite them back for Sunday services or stay to watch it in the auditorium via video.

Will you take attendance?
We’ll count the number of people watching the stream and that will be the Saturday attendance at Findlay.

**Why not host services and do the mall trick or treat event in conjunction?**

It comes down to maximum impact with a low use of resources. We believe with a fraction of the dream team maybe two to three people we can connect with over 100 kids at the mall trick or treat event and invite them to Sunday. If we host a service and do this event now we are utilizing 10 to 15 dream team to potentially reach 40 to 50 people in the auditorium.