

# Alpha

# Explore Brand Messaging



# Welcome

**This guide highlights key messages that help us communicate clearly, consistently, and effectively with church leaders in the early stages of their Alpha journey.**

We know that every church leader's experiences and needs are unique. The copy on the following pages can be used verbatim or adapted to better suit your context.



# A church leader's journey with Alpha

## Three steps of connection

When church leaders first get to know us as a brand they will ideally go on a journey, from becoming informed to implementing their first course. In the Church Engagement Framework, we call this the Explore phase.



### 01 Why

Church leader first discovers Alpha – and feels that we understand their needs

### 02 What

They think Alpha might be for them – and believe we are relevant and trustworthy

### 03 How

They take active steps to find out more – and feel equipped and excited to run

Why

### Our why builds empathy

Communicating our shared interests, goals and challenges helps to build empathy and connection with church leaders.

What

### Our what establishes trust

Highlighting what we do and our experiences of success helps to establish trust that we can deliver for their church.

How

### Our how grows confidence

Sharing our product offering and information about how Alpha works builds confidence to run a course for the first time.

# 01

## Our why

The messaging on the following pages is designed to connect with leaders in the first stage of their journey.

In this stage, we want to demonstrate that we are listening to the church and understand their needs. The church is the hero, our ambition is to help churches succeed.

### In this section

#### **Shared challenges**

We know it's hard to engage people who wouldn't usually go to church

#### **Shared goals**

We want to help the church in their mission to introduce people to Jesus

### Church tactics

Sharing our faith is a key part of our calling – but it's not always easy.

We know it's hard to engage with people who wouldn't usually come to church.

The way we've communicated and evangelised in the past isn't working in today's culture.

Proclaiming Jesus is vital, but as culture is shifting, the proclamations aren't answering the questions being asked.

How can we stay relevant to the world outside of the church building?

### Church culture

Research suggests that, as Christians, we're not sharing our faith as freely as in previous generations.

Christians often feel they don't know enough to evangelise; that it's the church leader's job and they're not qualified.

Many young people see disagreement as judgement; they feel that sharing their faith is wrong.

We need a culture shift in the global church.

### Wider culture

People are searching for truth, but they don't know where to look.

There is a hunger for authenticity and for connection in the modern world.

There's a longing, especially in younger generations, to connect with others on a deeper level.

People need to belong before they can believe.

If someone has serious doubts, hurts, and questions around faith, where can they go to ask those questions? Alpha is designed to meet this need...

### Church tactics

There are new, creative opportunities to evangelise in the modern world.

We want to help people discover and develop a relationship with Jesus through the local church.

We are for the church, by the church and through the church.

### Church culture

Everyone should get to play a part in helping others come to know Jesus.

We want to help build an invitational culture in the church – where the whole church gets involved in sharing the gospel.

We're here to help you create a space – in person or online – where people are excited to invite their friends to join a conversation about faith, life and God.

### Wider culture

We believe everyone should have the opportunity to explore faith, for free, wherever they are in the world.

We help create space where people can feel heard.

We want to see lives transformed by the gospel.

# 02

# Our what

**After communicating our why, it's a good time to provide a brief overview of who we are and what Alpha is.**

**In this phase, we want to demonstrate our identity and experience.**

## **In this section**

### **Identity**

We introduce our core brand identity – our vision and mission

### **Overview**

Headline brand copy that briefly and simply outlines what Alpha is

### **Statistics**

We highlight the reliability of Alpha through numbers

**Our vision**

What we want to achieve

**Our vision is for the evangelisation of the nations, the revitalisation of the church, and the transformation of society.**

**Our mission**

How we will achieve it

Our mission is to equip and serve the church in its mission to help people discover and develop a relationship with Jesus.

**Alpha is a series of interactive sessions that freely explore some of the basics of the Christian faith.**

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Short

Alpha is a series of interactive sessions that explore life, faith and meaning. Each talk looks at a different question around the Christian faith and is designed to spark conversation.

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Medium

**Alpha is an opportunity to explore life's big questions together in an open, informal environment.**

**Each talk looks at a different question around the Christian faith and is designed to create conversation.**

**Alpha is run all around the globe, online and in person. It's free and everyone is welcome.**

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Long

## **Brand copy around statistics**

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## **Our what**

**We estimate that 24 million people have experienced Alpha in over 100 countries and over 100 languages around the globe.**

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We are effective

**Last year, approximately 30,000 churches and organisations ran Alpha with over 1.3 million participants.**

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We are relevant

**For over 30 years Alpha has been helping the local church introduce people to Jesus.**

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We are reliable

**Our offering is used by every major Christian denomination, in 127 countries.**

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We are relational

# 03

## Our how

Once we've communicated our why and what, we share how Alpha works.

At this stage, we want to communicate that Alpha is relevant, effective, and easy to use. We also profile the potential of Alpha online.

### In this section

#### **Church culture**

We communicate that Alpha engages the whole church

#### **Session format**

We highlight the unique format of Alpha, showing that it's relevant

#### **Products**

We showcase the core Alpha products as being effective

#### **Alpha Online**

We present running a course online as a viable and powerful option

# Alpha becomes part of the evangelistic heartbeat of the church.

It gets the whole church involved and inviting.

**It's not just another programme. Alpha helps to build a culture of invitation in the church.**

Alpha is a great way to build confidence in your congregation to invite their friends and family into church life.

“Alpha as a course is great; Alpha as a culture is phenomenal.”

– Fr James Mallon, Divine Renovation Ministry

**Alpha can help to transform the culture of your church.**

Alpha is a free, easy-to-use tool to help engage people in your community with the gospel.

No two Alphas look the same, but generally they have three key things in common: a chance to connect, a talk, and good conversation.

Alpha is an open, informal environment where guests can share their thoughts and questions without judgement.

Alpha creates a space where people can bring their questions about life, faith, and meaning.

### The three ingredients of Alpha

- 1. Connect**
- 2. Watch**
- 3. Discuss**

There's no pressure, no follow up, and no charge. Guests can simply come along and see what they think.

Alpha meets the need for authenticity and connection in the modern world.

Jesus' style of proclamation is conversing and listening.

He asked... 307 questions  
He was asked... 183 questions  
He directly answered... 8

A chance to connect with others online to watch a series of episodes and explore the Christian faith together.

—online specific—

**Alpha episodes are designed to engage people with the big questions of life, faith and meaning.**

Each talk looks at a different question around faith and is designed to spark conversation.

The Alpha Film Series features relevant, engaging content, filmed all around the world.

**The episodes unpack the basics of the Christian faith, addressing questions such as Who is Jesus?, How can we have faith? and How does God guide us?**

**Alpha Youth Series is designed to engage young people in conversations about life, faith and Jesus.**

### **Alpha online enables you to reach more people than ever before.**

Alpha online works. People are encountering Jesus for the first time over video chat.

“The greatest evangelistic opportunity of my lifetime.”

– Nicky Gumbel

**Running Alpha online raises up young leaders and it reaches young people.**



Many people have barriers to entering a church. Alpha online lowers the bar and makes the gospel more accessible to those with doubts and questions about the Christian faith.

**Running Alpha has never been easier than when it's run online.**

We exist to serve the church, and right now the local church is moving online.

Those who have never been able to try Alpha in person can connect at the click of a button. The gospel has never been as accessible as it is now.

## 5 reasons to run Alpha online

### 1. Reach more people

More people than ever can join your course

### 2. Reach new people

The gospel becomes more accessible when you share it online

### 3. Reach and release young people

Young people are more likely to try and run Alpha when it's online

### 4. Grow strong leaders

Running Alpha online puts responsibility into the hands of your team

### 5. Change lives

Jesus is transforming lives through Alpha online