

# Couple's Café Outreach Event

**Overview** Plan an outreach event for couples that is fun and builds relationships. Couple's Café is designed for church couples to invite non-church couples. A Couple's Café explains how a relationship with God can provide a foundation for marriage relationships.

Sustainability for ongoing marriage ministry includes: a team, a plan, creativity and next steps.

## IT TAKES A TEAM

### Suggested Roles

#### Event Coordinator

This person or couple gives overall leadership.

- Timing
- Location
- Cost
- Food
- Program

#### Promotion

This person or couple organizes the following:

- Invitations
- Promo posters
- Power point
- Video clips
- Tickets
- Invitation strategy

(Pastoral/Leadership "buy-in" and promotion is very helpful from the pulpit, so get a pastor involved.)

#### Emcee

This person or couple is the host for the event.

Always brief the emcee on the following:

- Desired style
- Appropriate inclusion of non-church audience
- Desired atmosphere/context

#### Program Coordinator

This person or couple organizes the program elements:

- Emcee script or notes
- Entertainment
- Speaker
- Music
- Topic/Theme
- Door prizes
- Audio/Visual needs

#### Host

A couple (or 2) who welcome guests upon arrival. They ensure inclusion by encouraging couples to sit together, perhaps with new people.

## Set Up/Staging

This person or couple selects the room and oversees set-up. Remember, establishing atmosphere is key to a successful event. Dimmed lighting, soft music, a cozy room can all create ambiance.

## Speaker

A person or couple who brings a faith message within the context of a marriage building topic.

- The speaking style needs to be relaxed, engaging, practical and personal (not a sermon/lecture).
- Do not use an unknown speaker. Someone on your team needs to have heard the couple speak, to make sure they are the right fit.

### Community

You can choose an engaging couple within the congregation that people already enjoy. A known speaker often has a built-in trust factor, making it easier to invite friends.

### FamilyLife

FamilyLife has speakers available to partner with you.

FamilyLife Canada  
1-800-247-3180  
direct 604-514-2135  
[info@familylifecanada.com](mailto:info@familylifecanada.com)

### Video

If you do not have a speaker available, video teaching is effective. Here are some suggestions:

Andy Stanley: [i Marriage, Staying in Love](#)

Les and Leslie Parrot: [I Love You More](#)

Gary Smalley: [Keys to a Loving Relationships](#)

FamilyLife: [Life Ready Marriage Oneness](#)

# IT TAKES A PLAN



## Timing

Timing is critical for participation. Set a date and location at least 3 months in advance, allowing time for promotion. Be sure to check the church calendar for possible conflicts. Also, check professional sporting and community events that may conflict with your event.



## Food

Whatever your team chooses: snacks, dessert or a meal.



## Location

Any comfortable, welcoming environment will do. Round or bistro table set-up is great. You may want to utilize a local coffee shop.



## Program

Ask the question, "Who is our audience?" This important question shapes the program. An outreach event differs greatly from that intended for regular church attendees.



## Cost

It's a good idea to charge a small fee. It helps assign value, gain commitment, aids planning, and works as an invitation.

## ***General Principles and Thoughts***

"You can only make a good first impression once!" Make the first impression excellent so that people want to come back to a future event, bringing their friends and neighbours.

### ***Answer the Questions:***

- What is the goal of this event?
- Who is our intended audience?
- How do we want them to feel?

Put yourself in the perspective of a new person/couple arriving. Note, this may require adapting language so that it is not too "churchy". Ensuring a comfortable welcome to those who have never come to your church before is imperative.

# IT TAKES CREATIVITY

## Topic Ideas

Ingredients of a Great Relationship (cooking metaphor)

Love that Lasts

Her Needs, His Needs

Deal Makers/Deal Breakers

Rules of Engagement

Constructive Conflict

Marriage Questions People are Afraid to Ask...

Under Construction

Relationship Tune Up

Keys to Red Hot Love!

Fly United... Lose your Baggage

Myth Busters

## Theme Ideas

(decorations, activities and games reflect the theme)

Radical Marriage: 60's/70's

Beach Party

Valentine's

Tacky Ties

Christmas in July

Revenge of the Nerds!

Black and White

Crazy Olympics "Team of Two" Competition Night

Death by Chocolate

Survivor

Air Travel

Famous Couples

## More details to consider:

### Entertainment and Audience Warm Up

Games should engage everyone, only having 2 or 3 couples up-front can lose an audience's interest.

- "Test Your Knowledge" (games with prizes)
- Have you ever \_\_\_\_\_?
- Game Show
- The Newlywed Game
- Couple's Competition
- Funny Videos (Tim Hawkins has great marriage humour!)

### Door Prizes

(can be donated or purchased)

- Gift cards
- Relationship books
- Chocolate
- Gift basket
- Movie passes

### Music

Music is essential to create atmosphere. Live entertainment can offer background music, but can double as special entertainment related to the theme. For example: Beach Party theme with Beach Boys' classics.

### Fun

You're creating a relevant event where couples can enjoy each other and draw closer to God. Be encouraged and enjoy the process as you trust God to work in their lives.

## NEXT STEPS AFTER THE EVENT

Comment cards provide feedback and enable follow up.

Couple's Café is one important element of marriage ministry; however, there are other questions to consider:

- What is the next step for engaging new couples who attend your event?
- What is the ministry strategy in your church: home groups, Sunday classes, quarterly events, marriage mentoring?

For new couples

For regular attendees

## FAMILYLIFE CANADA OFFERS MORE OPTIONS FOR MARRIAGE MINISTRY

- FamilyLife Marriage Mentoring
- HomeBuilders small group studies
- FamilyLife event hosted at your church



Send us the details, and we will advertise your event on the FamilyLife Canada website under HomeBuilder events. Also, please send us your creative ideas and success stories so we can share them with others.

Email or Phone: 1-877-352-6888