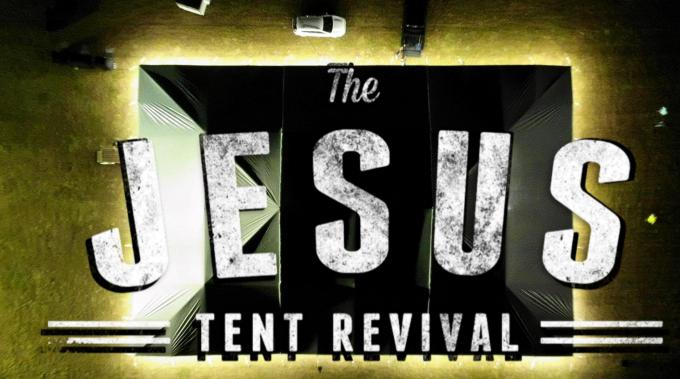
PLANNING GUIDE

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2 / Planning Guide



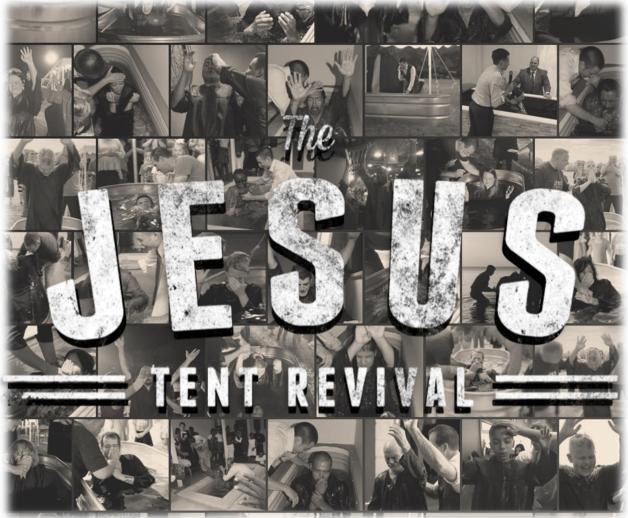




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Our History

THE JESUS TENT REVIVAL WAS FIRST HELD IN KOKOMO, INDIANA, WITH PASTOR BOBBY CARTER. FOR YEARS SINCE THEN, WE HAVE TAKEN THESE REGIONAL CRUSADES ACROSS THE NATION!



Dr. Braden Andersen Evangelist | JesusTentRevival.com

The JESUS TENT REVIVAL is an overtly evangelistic event. Not a novelty for existing church members, but a regional awakening and evangelistic outreach. We take the gospel to as many people as possible. From pre-service outreaches to our unique service structure - we present an experience with God for your city. Let's see multitudes be born again!

At almost all events, we involve new ministers & emerging leaders. Part of our goal is to train others in outreach, provide experience, & offer ministry opportunity. Whether by tents, trailers, vans, or church plants - we need more evangelists to effectively reach the world!

Kindra Andersen

Spouse, Outreach, Worship

A gifted worship leader, a

Apostolic & Evangelistic

OUR TEAM

Braden AndersenEvangelist, Outreach

An enrolled evangelist with the UPCI, with over 16 years of outreach and growth centered ministry. After leaving his career in medicine, as a primary care provider, Dr. Andersen now engages exclusively in crusade events, street evangelism, block parties, altar training, district events, church marketing, & conference speaking.





Tenley



worked as an Emergency Room nurse.

graduate prepared educator, and an experienced

outreach enthusiast. Kindra has worked in churches

and cities of all sizes to see growth. From singing to

speaking, knocking doors and altar working, Kindra

is effective with reaching the lost. Previously, Kindra

Gracelyn



Hudson Kindy Intern Evangelist (Fort Smith, AR)



Refugio Castillo Intern Evangelist (Springdale, AR)

The Preparation Process

TO DO IT RIGHT, THIS WILL PROBABLY BE THE **LARGEST** AND **HARDEST** EVENT YOUR CHURCH HAS EVER RUN.



Analyze your MOTIVES

The Jesus Tent Revival is not a "shot in the arm" for a dormant church, nor a member-centered novelty. This event is only for a church that is ready & desperate to reach their city! This must be the entire church's central focus.



RESEARCH the Land

Where is the tent going? What location gives the best street visibility? Can we get power and water? Does the parcel have utility lines underground that the stakes would hit? Where do we park? What permits do we need?



Pitch VISION and PRAY

For at least 2 months, promote vision and build faith for "the greatest revival this city has ever seen!" This includes clearing the church schedule for promo services, prayer nights, fasting, revival preaching, and fundraising



Plan OUTREACH

To be effective, plan to distribute at least 10,000 door hangers and make 3 Facebook-boosted invite videos. Spend the last 30 days before the event sending the whole church on outreach. Go to every apartment, parking lot, mall, and densely populated area! Consider mailers and yard signs too!



Assemble Event TEAMS

Assemble your teams for setup, parking, greeting, baptisms, altar working, overnight security, & tear down. These teams all need to have training, meetings, plans, and group leaders before the event takes place. Special training may be needed for altar and baptismal teams because of the significant event scale.



LAUNCH the Event

This is not just "church outside". This is a modern Azusa! Get the announcements out of the way at the start, and let's have the most profound move of God we can. Use sincere and expressive worshippers, and your best momentum-building songs! Educate the church to be demonstrative and full of faith!

Tent Revival Timeline

Time Estimation 3 MONTHS IN ADVANCE 2 MONTHS IN ADVANCE 1 MONTH IN ADVANCE

LOCATION RESEARCH, ANALYSIS, PERMITS.

PRESENT VISION, PRAY, RAISE FUNDS.

OUTREACH, VIDEOS, MARKETING, T-SHIRTS.

FINAL TEAM MEETINGS, PLANS, & SETUP

MINISTRY DRIVEN MEMBERSHIP DRIVEN

The pastoral staff should expect to set the vision, burden, prayer, & expectation around the event.

After presenting the vision, a clear call to action should be made. Every person can play a role in this revival.



THE JESUS TENT REVIVAL

Most of our well-prepared events, that run for 3 nights or more, will have over 400 first time guests! When multiple churches partner together to co-host the event it can be even more effective & see hundreds more!

HOW TO SPIRITUALLY PREPARE

01

Pitch the VISION and start PRAYING

The church will follow the vision & passion of its leaders. If this is treated like "just another event" or "just a novelty," it will be just that. But this can truly be "the greatest revival" your city has ever seen. Pitch your vision, share your burden, express your passion, and transmit your expectation. Clear your church calendar, and make a prayer and fasting calendar covering 2 months. Preach about revival and use every service to promote the event.

02

Start MARKETING and church-wide OUTREACHES

Several weeks of promoting an event will start setting its spiritual readiness. The most critical way your event will fail is inadequate outreach. Do not overestimate your following; you must personally promote this event with outreach and paid social media boosting. We should have maps, teams, & outreaches to distribute at least 10,000 door hangers. We should have your media team film at least 3 Facebook invites (boost each of them).

03

Give everyone a specific ROLE

This isn't an event the church puts on and the people show up, this is an event the people put on and the lost show up. Then Jesus shows out! We use the Tent Revival as a tool, a unique venue, to obey the great commission and reach our city. Ask that everyone finds a place to serve and contribute to the event. Then, whether it be the music team or altar team – they need to come ready to worship, to smile, to express faith, and be guest-centered.

A CALL TO REVIVAL MUST BE FELT & ACCEPTED THROUGH THE CHURCH. A BREAKTHROUGH REVIVAL TAKES US ALL!



PRAYER TEAM

The prayer team will create a prayer and fasting calendar leading to the event. They will lead prayer meetings at the land.



MEDIA & MARKETING

A team will order at least 10,000 door hangars & develop 3 invite videos. Nightly highlight/recap videos increase visitors.



OUTREACH TEAM

Outreach is done by the church but planned/led by this team. Print maps of apartments, parks, stores, etc. Lead door knocking!



SETUP/DOWN TEAM

Part of how we can offer tents without minimums is because we try not to hire secular crews to help with tent setup/tear down. Volunteers are essential to this.



PARKING TEAM

A church that has been praying, boosting videos on social media, and outreaching will see a significant number of visitors.

Parking attendants are needed.



GREET/REGISTRATION

Consider giving every guest a gift bag (free t-shirt, water, bug spray, church mug). As these are given out, the demographic information should be collected for follow up.



BAPTISM & ALTAR TEAM

A team will man the baptism station, collect a registration form before baptism, show visitors how to get changed into robes, perform baptisms, & pray at the altars,



SOUND TEAM

The sound team will arrange, set up, and run sound equipment.

This includes coordinating preservice sound checks with the worship team.



OVERNIGHT SECURITY

Revival equipment will need to be put away nightly in a locked building or have onsite (overnight) security. Theft and vandalism are common, if left unattended.

PARTNERING FOR BREAKTHROUGH

THE JESUS
TENT REVIVAL
IS ONLY ABOUT
SHARING JESUS,
REACHING
SOULS, CITY
IMPACT, AND
KINGDOM
GROWTH





Logo & Event Branding

WE ENCOURAGE CHURCHES TO USE THE BRANDING DEVELOPED BY THE CARTERS FOR THIS EVENT. WE DO NOT MAKE ANY MONEY ON THE SALE OF CLOTHING/MERCH.











WE HAVE LOGO FILES FOR YOUR EVENT

You can incorporate our "Jesus Tent Revival Logo" in all of your advertising, social media posts, videos, billboards, and door hangers. We provide the branding package at no cost. We are thankful for Mercy Church who created & shared this! Link: https://bit.ly/JesusTentRevivalLogos

WE HAVE DISCOUNT EVENT **MERCHANDISE**

We have clothing options for your event and built you a merch store: jesustentrevival.com/merch-store Display a QR Code and this URL in the church services leading up to Tent Revival for 3 months. Place orders by the merch store close date and have your people start wearing them to generate interest!

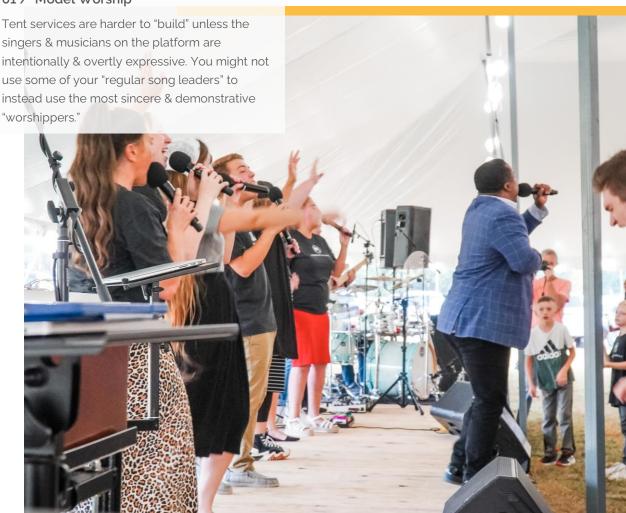
WE HAVE EXPERIENCE WITH THIS BRANDING

We have had the most success using the phrase: "The Jesus Tent Revival - Hosted at [Your Church Namel." This implies the event is open to all. It is at your church, but not only for "your members." We routinely have many other denominations and pastors come with branding phrased like this!

Maximize Service Effectiveness

TENT REVIVAL SERVICES CAN BE MORE THAN "REGULAR SERVICES" TAKEN OUTOORS. CONSIDER SOME CHANGES.

01 / Model Worship



02 / Service schedule & energy

Start with all of the announcements, offerings, & introductions – then do not stop the worship or interrupt the service. Have the worship team only play "powerful songs" that build momentum and faith. Preaching will follow.







03 / Concurrent baptisms

Often there are so many wanting to be baptized that visitors will need to be baptized during the songs, preaching, and altar service. Have the baptism team ready at all times. They do not need to interrupt the flow of the service or ask for permission to proceed.

04 / Encourage responding

Most evangelistic preaching will feel elementary. Encourage the church to remain excited and to affirm the Word. At the end of the service, all should encourage the guests beside them to be baptized and should be ready to pray for others to be filled with the spirit.

Social Media

TO BE MAXIMALLY EFFECTIVE WE WILL NEED >10,000 KNOCKED DOORS AND >30,000 SOCIAL MEDIA INVITE VIEWS.

\$ 1,500

\$ 4,500

\$ 500

10,000 Door Hangers

It might seem like a lot, but it should be understood as the minimum for an event like this. Print at least 10,000 postcards for door knocking. Make sure every apartment and home in the area gets an invitation. Remainders can be distributed at parking lots, community events, and malls.

Facebook Video Boost

Your media team will develop 3 separate invite videos to promote the event. Boost them each for \$1,500. For the boost: make sure you cross display to Instagram, alternate between campaign goals of "video views" and "messenger conversations," and display to ages 19-64 (10 miles).

Facebook Event Boost

We can use your church
Facebook page to "create an
event" and send us a co-hosting
request. Boosting the event gives
people event reminders and
another public discussion board to
post announcements, promotions,
etc. If you would prefer not to use
this, spend this on IG & YT boosts

\$2,500

DIRECT MAILERS & YARD SIGNS

It may take an added two months to get it arranged. But sending a direct mailer, via outreach.com, to all of the closest homes in your city can be very effective! Spend \$2,000 spent on mailers and \$500 on yard signs to see a significant additional population of visitors. Not interested in mailers? Try Youtube Ads, Instagram Ads, Radio Ads, and Billboards with this fund!

Flyer Design

MAKE SURE YOU DESIGN YOUR FLYERS WITH ALL THE ELEMENTS A VISITOR MAY NEED.



YOUR DOOR HANGER MUST TELL THEM WHAT, WHERE, & WHEN

We use different designs every week. But we make sure to always include the event name, location (address), date, and time. If you build an event landing page with FAQs, promo videos, event info, etc – then we would also want to include a QR code on the flyer. Otherwise, even simple designs work!



AN OUTREACH SECRET

We oversee the distribution of over 250,000 flyers per year. Did you know what the return rate is for every 1,000 door hangers distributed without knocking on the door? Only one! One family or one person is the average we will see in church from those 1,000 impersonal hangers. BUT if we knock on the door and have a short conversation about the event we can see 10 – 20 visitors per 1,000 doors knocked. So let's do the math. When we put out 10,000 flyers do we want 10 visiting families or up to 200 visiting families? TALK to as many people as possible about this event!



A NOTE TO YOUR VIDEO TEAM

You play an extremely vital role to maximizing the number of people that will come to this event. We need to create high quality invitation videos that generate excitement & build faith about what God will do. After each service post highlight reels & videos before the next morning. We can quickly boost that content to get more visitors the next day! We use media to show the city what they can expect to experience if they visit. Include videos of worshipers, baptisms, the tent, preaching, drone shots, etc. Show them what they missed & leave them wanting to experience GOD themselves! Videos/reels are the most ideal (not text or still photos).



THE MORE THE MERRIER

It's better to post 3 reels than 1. So, if anyone else wants to try their hand at filming or editing we should let them. The more content for us to post or choose from, the better. And once the media team leader has posted to the church's page, whether it be an event countdown video, a promo video, or a recap video – have the church folks share it!

Other Considerations

There are a few odds and ends to discuss. Unfortunately, these don't fit nicely into the existing chapters of this guide. But here are some miscellaneous items to be aware of:

01

SELECTION OF LAND

02

THE SMALL STUFF

03

THE FOLLOW UP

The area of land you select needs to be highly visible. Just sitting the tent on a busy road will draw attention and increase visitors. However, it also creates a few problems. (1). We need to watch out for utilities. We drive stakes almost 3 feet into the ground – so use the 'call before you dig' service to ensure your spot is clear of utility lines. (2). We may get noise complaints, so always check if a permit is required in your area. (3). If there is no water or electricity, it gets a little more complicated. We can bring out a generator, but filling a baptistry might have to be done with farming water totes.

Who launders wet baptismal towels each night? Who hangs robes up to dry? Who is the overnight security to watch the sound equipment? If we don't have security, who's breaking it down and setting it up each day? Can we give kids anything to keep them entertained? (Coloring books, toys?). Should we rent a pre-service bug fogger and give bug spray? Is it hot enough to rent industrial fans? Is the ground grass? Or is it dirt, that needs some sort of ground cover? What kind of church cards and brochures do guests get? Do we need a golf cart? What are we doing to light the parking lot? Are there bathrooms? Do we have trash cans and cold drinking water?

Separately, we teach systems for follow up and retention. Obviously that content is too robust to insert here. But the church needs to make sure they collect the demographic information from every visitor and probably a duplicate set when they get baptized. This information needs to be put into the church management & tracking system, so these people receive follow up. Retention is as important as conversion. We can help with your retention planning!

DRESS CODE

We have done tent revivals for districts & sections that had to maintain a formal dress code. However, in most settings it is much more effective to land on the casual end of the spectrum for these events. It won't hurt anything if the "parking team" wears jeans. It will probably be fine for the worship team to throw on slacks & a "Jesus Tent Revival" T-shirt. As the preacher, I wear some form of dress shirt and dress pants, but I typically forego a suit jacket or tie. The reason being, is that this unique outdoor venue may lose visitors if we introduce unexpected formality. The public tends to come to this "casual;" we don't want them feeling too underdressed or intimidated.

05

SECURITY

We have never had an injury or significant safety concern during a service or outreach. However, with a large number of guests and periodically folks even needing deliverance – we may want to have some security plans. Security should be discreet and undistracting, but also act swiftly. Common considerations include theft and vandalism (especially after dark), hostile and argumentative visitors, brandishing weapons, theft from parked cars, theft of offerings, theft of sound equipment, theft of trailers, etc.

06

DEVELOPING LEADERS

The Jesus Tent Revival needs to be focused, powerful, and intentional, but it doesn't need to be perfect. If you have young people, young leaders, new altar workers, or new baptizers - let's use them! It probably won't be perfect, but this is a great venue and atmosphere for them to get hands-on experience. You would be surprised how much value can be added by the sincere, enthusiastic, passionate, and expectant.

07

THE MAIN THING

This really is a JESUS-centered event. We want an authentic, sovereign, "move of God." We want His name to be elevated. We want to see the lost born-again. We want divine signs & wonders. We want His Glory in every service. As such, we will have to genuinely explore our own hearts leading to this event. We each must arrive at genuine humility and hunger. To rid ourselves of any pride, division, strife, agendas, distractions, or apathy before even the first song. We need the simple desperation of Topeka, of Azusa, of Pentecost... Just a desperation for HIM and HIS WILL!

Tent Setup & Configurations

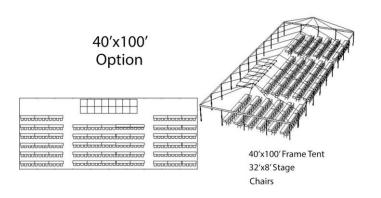
Tents setup will take around 8 hrs with 4-6 men. With 10+ men it may be around 3 hrs. The tent take down will run about 30 mins less than setup. Tents chairs/stages can be arranged in different ways.

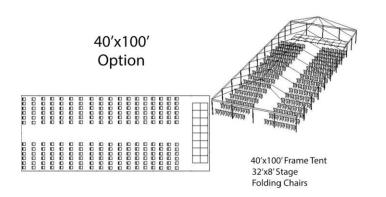


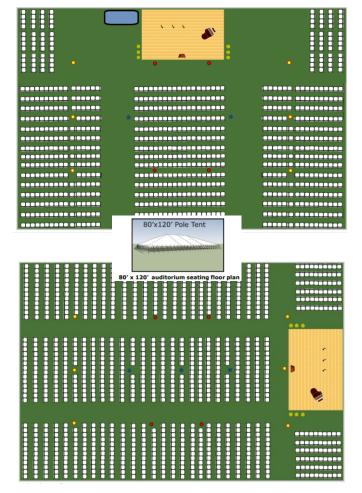














Event Checklist

This worksheet may help you organize some of the most important items.

LOCATION, RESEARCH, ANALYSIS, PERMITS (6 MONTHS IN ADVANCE) □ Determine the church's readiness □ Pick the dates (usually 4-5 days) □ Find a high visibility area of land	 □ Call to ensure no utilities under tent □ Check with city to see if permits needed □ Pick an area for cars to park
PRESENT VISION, PRAY, RAISE FUNDS (3 MONTHS IN ADVANCE) ☐ Announce in services & raise funds (>2 months) ☐ Prayer and fasting sign-ups (2 months) ☐ Order Jesus Tent Revival shirts from store	□ Play Tent Revival Promo videos for the church□ Prayer and fasting meetings on the field□ Design door hangers using event logo
OUTREACH, VIDEO MARKETING, T-SHIRTS (2 MONTHS IN ADVANCE) □ Post banners/signs at the church □ Distribute Jesus Tent Revival shirts □ Outreach checklist:	☐ Schedule Jesus Tent Revival "T-Shirt Sundays ☐ Schedule Jesus Tent Revival Planning & Praye
 □ Design, Order, & Distribute at least 10,000 flyers/h □ Pay for at least 3 invite videos to be boosted on FB □ Consider: direct mailers and yard signs (\$2,500 tota □ Optional: Boost a FB event or IG/YT campaign for □ Assemble your teams (Consider ordering lanyards □ Prayer team – lead prayer schedule & meetings □ Media/Marketing team – Develop 3 invite videos. I □ Outreach team – print maps and lead church-wide □ Setup/Down team – build volunteer list of 10+ peo □ Parking Team – pick parking area, rope off if neede □ Greet/Registration Team – Assemble gift bags wit mug, church cards, and collect demographics. Assemble Baptism & Altar Team – setup baptismal tank, arrabaptisms, work altars, launder towels. Wear "Baptism a Sound Team – arrange, setup, & run sound. Perfore □ Overnight Security – Arrange security to watch the down and setup each night. 	8 (\$4,500 total) al) \$500) Develop nightly recap videos. e outreach ople to setup tent, stages, chairs, etc. ed, wear vests th free t-shirt, water, bug spray, church ole & staff registration table nge area, changing tents, perform and prayer team" lanyards. m nightly sound checks with musicians
FINAL TEAM MEETINGS, PLANS, SETUP (45 DAYS IN ADVANCE) □ Teams have final meetings and execute their planne □ Consider T-Shirt table to sell additional shirts (each volume of the Childrens ministry want to do anything for □ Commonly missed items:	visitor gets one for free) kids?
 □ Plan to fill the baptistry with water □ Add pool chlorination if water not drained nightly □ Coolers of free water (Walmart – discount brand) □ Bug spray □ Trash cans □ Need a baptismal tank heater? (stock heater) □ Need to rent or build a platform? 	 □ Need porta-potty rentals? □ Need generator rentals? □ Need tower light for parking area? □ Need chair rentals? □ Need a golf cart? □ Need a baptismal tank (tarp) cover?

Cost Worksheet

This is the large item cost worksheet. This is provided for your ease of calculation and internal event budgeting only. You can disregard this page if you do not need this to help organize your budget. You do not need to return this page to us.

10,000 DOOR HANGERS/POS (Recommended budget of \$1,500)	\$	
SOCIAL MEDIA MARKETING (Recommended budget of \$4,500)	\$	
GUEST GIFT BAG MATERIALS (Recommended expense of \$10-\$15 per b	\$	
CHAIR AND STAGE RENTAL FE (Chairs are usually \$2/chair/week to rent,	\$	
MISC TENT OR SOUND RENTAL (Some churches have their own sound sys	\$	
OTHER OUTREACH EXPENSE (Direct mailers, yard signs, radio ads, t-shir	\$	
	SUBTOTAL	\$
	HONORARIUMS	\$
	TOTAL	\$

DO WE HAVE TENT RENTAL FEES?

The Jesus Tent Revival has no assigned costs or minimum donations; we have faith to believe for help with mileage, tent wear/tear, tent replacement fees, meals, & our living expenses.

We've invested all we have in being traveling evangelists, along with this unique ministry. Crusade ministry heavily relies on the purchase and upkeep of tents, trailers, tractors, and trucks. People often notice this and ask what type of donations are typical beyond that of a regular speaker honorarium. We've tried hard to never assign a set fee but it was suggested to share comparable figures. So this page is only provided "by request," as an informal reference.

We are glad The Jesus Tent Revival has been able to cost churches less than if they used a secular rental company, but has still remained sustainable for our ministry to stay in the field and reach souls!

LOCAL RENTAL (<200 mile radius)

NATIONAL MEDUM TENT RENTAL

NATIONAL LARGE TENT RENTAL

250-1,300 people

Providing our tents within 200 miles is a significantly easier endeavor. We can often achieve this with one truck and trailer taking multiple trips. This makes it vastly easier and cheaper to deploy either our medium tent (250 -500 people, 40 x 100 ft) or our large tent (500 - 1,300 people, 80 x 120). In addition to our tents, it will also be easier to bring baptismal tanks, changing tents, lights, generators, & sound equipment. Local events usually need only chairs, a rental stage, & overnight security. We have no minimum fees or charges for anything we do. We are full time evangelists and so any donation from you helps to keep our crusades & outreach-revivals sustainable.

250-500 people

The tent we use for events of 250 -500 people is a 40 x 100 ft tent (the actual footprint is 50 x 110). In the tent rental industry this is usually the largest size most companies will rent out. The average weekly rental price for a tent of this size would be \$5,000 to \$7,000, without mileage. Sound, lighting, and generators would usually add another \$1,000 to \$2,000. So, a market price for this rental would total to \$6,000 to \$9,000, plus mileage. We know this is cost prohibitive, especially after adding speaker honorariums and mileage. So, we are glad to provide equipment with no minimum and trust God for any donated support you feel to be fair.

500-1,700 people

The tent we use for events of 500 -1,700 people is one of the largest custom-made Pentecostal crusade tents in America. At 80 x 160 ft (an actual footprint of 90 x 170), we can preach significantly large outreach events. The usual weekly rental price for a tent of this size would be \$15,000 to \$20,000, without mileage. Sound, lighting, and generators would usually add another \$2,000 to \$3,000. So, a market price for this rental would total to \$17,000 to \$23,000, plus mileage. Again, we know that could be cost prohibitive. We are glad to provide equipment for our crusades with no minimums and trust God for any support that feels fair to you.

Design Resource

link to logo files → https://bit.ly/TentRevivalLogos →



ESUS TENT REVIVAL Friday, SEP 29th Saturday, SEP 30th Sunday, OCT 1st 7 PM nightly













THE LESUS TENT REVIVAL

PLEASE REGISTER - WE GIVE ALL OUR GUESTS A FREE GIFT

NAME:
PHONE:
EMAIL:
ADDRESS:
HOW DID YOU HEAR ABOUT THE EVENT?
WE ARE GLAD YOU ARE HERE!

THE LESUS TENT REVIVAL

PLEASE REGISTER - WE GIVE ALL OUR GUESTS A FREE GIFT

NAME:

PHONE:

EMAIL:

ADDRESS:

HOW DID YOU HEAR

AROUT THE EVENT?

WE ARE GLAD YOU ARE HERE!

Holy Thost Certificate THIS CERTIFIES THAT

RECEIVED THE GIFT OF THE HOLY GHOST

Jesus Christ for the remission of sins, and ye shall receive the "Repent, and be baptized every one of you in the name of gift of the Holy Ghost" - Acts 2:38

HOST CHURCH

TENT REVIVAL

MINISTER SIGNATURE

Saptism Certificate THIS CERTIFIES THAT

WAS BAPTIZED BY IMMERSION, IN THE NAME OF JESUS

Jesus Christ for the remission of sins, and ye shall receive the "Repent, and be baptized every one of you in the name of gift of the Holy Ghost" - Acts 2:38

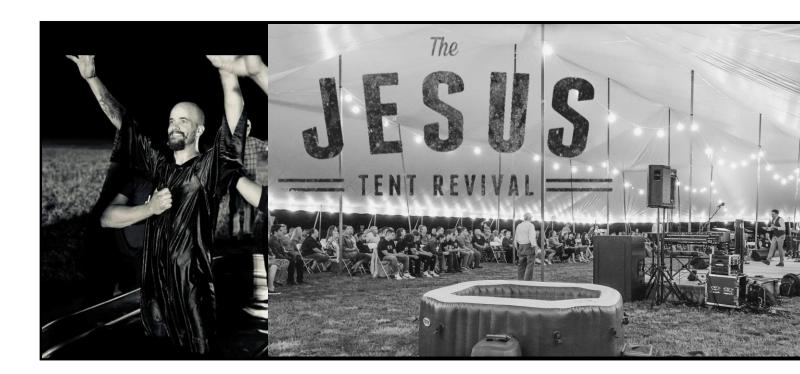
HOST CHURCH

TENT REVIVAL

MINISTER SIGNATURE

BRADEN ANDERSEN

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