

Should  
I get  
coffee

Is  
this  
it

Am I showing  
love to others

# What is Alpha

Everyone  
has questions  
**#RunAlpha**

Alpha



# What is Alpha?

Alpha is a series of interactive sessions that freely explore the basics of the Christian faith in a friendly and honest environment. No pressure. No follow up. No charge.

Typically Alpha has ten sessions, which include food, a short talk and a time of small group discussion where you can share your thoughts. It covers topics such as, "Who is Jesus?," "Why and how do I pray?" and "How can I resist evil?"

Alpha is for everyone, welcoming people from all backgrounds, religions and viewpoints.

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**ALPHA RUNS IN CHURCHES,  
HOMES, COFFEE SHOPS & BARS  
ALL AROUND THE GLOBE**



**ALPHA GLOBAL**

**169 Countries**  
**23 Million Guests**  
**112 Languages**



**ALPHA USA**

**50 States**  
**3+ Million Guests**  
**127 Denominations**



People consider the claims of Christ in fresh and stimulating ways through Alpha.

**Bill Hybels**

Senior Pastor, Willow Creek Community Church



We've seen hundreds in the Alpha setting find a place to answer some key questions... that begin the growth process of personal faith.

**Judah Smith**

Lead Pastor, The City Church

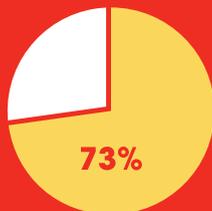


# Why Alpha?

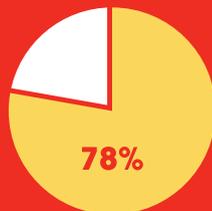
Alpha is a tool used by the local church to reach people with the unchanging message of Jesus Christ. As lives are changed, we see God at work right now, calling us to share the Good News with others.



67% of churches reported Alpha has helped their congregation to become more welcoming to people outside.



73% of churches and organizations running Alpha encouraged members to invite people outside their group to Alpha.



78% said Alpha is 'helping to transform lives' and 48% said that it was 'central to all they do at church.'



45%-50% of Alpha guests make a first time commitment or recommitment to Christ.

# Why it Works

Throughout the years, we have seen God use Alpha to impact lives for Christ across cultural, economic and spiritual boundaries. Here are just a few reasons why Alpha is unique.

1

## ALPHA IS RELATIONAL

We all desire to belong somewhere. Through good food and vibrant small group discussion, Alpha provides genuine hospitality and the space for authentic friendships.

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2

## ALPHA IS ENGAGING

Alpha is intellectually engaging in a way that resonates with culture. The message of the gospel is clearly and rationally communicated through 15 foundational talks.

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3

## ALPHA IS POWERFUL

Alpha creates the space and the time for the Spirit of God to do what only He can do. Faith moves beyond an intellectual exercise and becomes the foundation for a life transformed by God.

A blurred, high-angle photograph of a large crowd of people walking on a paved surface, possibly a sidewalk or a street. The image is heavily blurred to convey a sense of movement and a large gathering. The overall color palette is warm, dominated by yellow and orange tones.

**Our vision is to help  
churches reach  
12,000,000 people  
with the gospel  
through Alpha by 2016.  
Here are just a few  
of their stories: >>**

**WATCH STORY VIDEOS** at [alphausa.org/testimonies](http://alphausa.org/testimonies)



"My wife and I heard about the Alpha course while attending the National Prayer Breakfast in Washington D.C. We plunged into Alpha with everything we had! Four weeks later... we trained 700 people!"

**Bishop C. Milton Grannum**

Philadelphia, PA



"Before Alpha, I got all my significance from my work. On Alpha, Jesus changed my life by showing me I was wonderfully created and loved. Now, that is what I want to live for."

**Veronique**

Alpha Guest



"The Church is a mission-agency at its core; our job is to make it easy and comfortable for people to belong to the community of faith and find hope and truth in Christ. We're trying different venues and times, we're offering Alpha both as widely and as targeted as we can."

**Pastor Jamie Haith**

McClellan, VA



"During our small group time, one of the Alpha leaders asked if anyone would like prayer for healing. At that point, I had been in pain with my headaches for seven years and had gotten used to it. But I shared my story with the group and they prayed. That was six years ago; I'm still pain free."

**Caitlyn**

Alpha Guest

# What Happens at Alpha?

Alpha usually lasts for 10 weeks with a day or weekend getaway in the middle. Alpha varies in size from one small group meeting in a home to hundreds of people in a church and can be run at any time of day. The Alpha talks each week cover a variety of topics, acting as a springboard for the small group discussions.

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## GOOD FOOD

Each Alpha gathering begins with a meal or snack. This is a time of fun and relaxation in a casual atmosphere... perfect for making friends.



## ALPHA TALK

Following the meal, there is a short talk exploring various aspects of the Christian faith. Talks may be presented using video or live speaker.



## DISCUSSION

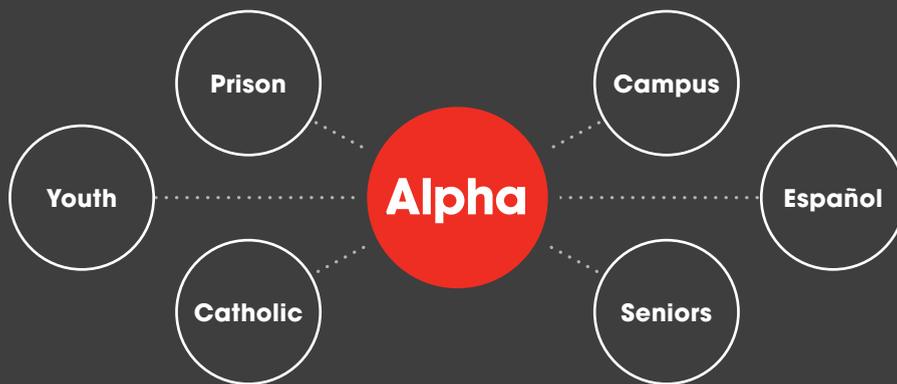
Guests break into small groups where everyone is welcome to share thoughts and ask questions in a non-judgmental and relaxed setting.

## ALPHA TOPICS

<b>Introduction Dinner</b> .....	Is there more to life than this?
<b>Session 1</b> .....	Who is Jesus?
<b>Session 2</b> .....	Why did Jesus die?
<b>Session 3</b> .....	How can we have faith?
<b>Session 4</b> .....	Why and how do I pray?
<b>Session 5</b> .....	Why and how should I read the Bible?
<b>Session 6</b> .....	How does God guide us?
<b>Weekend/Day Away</b> .....	Who is the Holy Spirit? What does the Holy Spirit do? How can I be filled with the Holy Spirit? How can I make the most of the rest of my life?
<b>Session 7</b> .....	How can I resist evil?
<b>Session 8</b> .....	Why and how should we tell others?
<b>Session 9</b> .....	Does God heal today?
<b>Session 10</b> .....	What about the Church?

# One Alpha – Many Contexts

Alpha has been customized to fit different preferences, locations and people groups. In all instances, the essential Alpha content is the same. Here is a sample of the many variations of Alpha we provide:



## THE ALPHA YOUTH FILM SERIES

The NEW Alpha Youth Film Series engages students right where they are with some of life's biggest questions. These 12 interactive episodes are designed to equip youth workers and students to reach their friends and community for Christ. Register today at [alphausa.org/youthfilmseries](http://alphausa.org/youthfilmseries) to get everything FREE!



**“Youth are the biggest army. They have the most time and energy and know how to communicate to their peers.”**

**ALBA GARRIGO** on the power of Alpha Youth



# Local Vision, National Impact

Alpha is a hands-on effort across the country - a model including church leaders, regional support and volunteers who help share the gospel and reach out to their communities.

Alpha's vision is local. We aim to serve and support local churches to reach their community by providing essential and easy-to-use resources, tools and training opportunities.

Each region has a regional director. Their role is to help pastors share the gospel through Alpha within the regional church community, mobilize the church body for mission, and develop leaders through Alpha training and resources.

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Find your regional director at **1-800-362-5742**



# Begin the Journey...

Alpha is a great way to mobilize your church body and reach your community with the gospel. We have teams ready to help.



**Contact** ..... Let's connect. Contact us and we'll help you discover what's next - **1-800-362-5742**.



**Training** ..... Attend a local "Run Alpha" training event. Find one near you at **alphausa.org/training**.



**Next Steps** .. View your next steps at **alphausa.org/start**.



**Resources** .. We have an array of tools for training, running and promoting Alpha at **alpharesources.org**.



**Help** ..... If you have any questions or need help, your regional director is available to assist you.

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## MORE QUESTIONS?

Give us a call or shoot us a quick email. We are always here to help.

**alphausa.org** | **questions@alphausa.org** | **1-800-362-5742**



## Newsweek

"Many claim Alpha has changed their lives and appear genuinely happier for the experience."

## TIME

"Alpha... uses modern methods to promote and explain Christian teachings around the world."

## The New York Times

"A novel approach to Christian education that has been catching on nationwide."

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## Alpha USA

alphausa.org  
1-800-DO-ALPHA

#RunAlpha



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