TYPES OF EVENTS—REVERSE “TRICK-OR-TREATING”

Ideas You Could Use or Adapt

ATTRACTION
People are familiar with going and getting at Halloween, not coming and giving. Turn the tables in a creative fashion by going into the neighborhoods on Halloween to give candy or a small gift and the gospel message.

BRIDGE
People are receptive on Halloween. They leave the porch light on, expecting to be approached, albeit for getting instead of giving. They have put on their best face. They will be surprised and receptive to your Halloween visit.

COMMUNICATION
Go door-to-door. Dress in nice, casual clothes, or you may dress as a Bible character. Give a gift that can lead into a presentation of the good news (see examples below). Have tracts or other written materials to leave with each home you visit.

TIPS
Variations: One church distributes a marked New Testament at the door. They say, “Hi! We’re not here to trick, but to treat. We’re from [church name] Baptist Church, and we’d like to give you this Bible. If you have a couple of minutes we’d like to show you how it works.” A church in Texas “mugs” their community each Halloween. They give a free mug with the name of their church on it. It is filled with gourmet tea, coffee, and rock sugar sticks. They leave a gospel tract or share the gospel verbally with each home they visit.

Evangelism: Perhaps have pre-bagged candy and a gospel tract. There are some ‘Halloween’ tracts available, but be careful that they are not so gimmicky they fail to clearly present the way of salvation. Say something like, “We’d like for you to have this bag of candy and this treat that explains what is most important to us, our relationship with Jesus Christ. If (church name) can ever help you, please call or come see us. The telephone number and address is on the treat.” If an opportunity for you to share the good news presents itself, then do it. Link your gospel tract presentation to the type of costume you decide to wear. For example, “Super Hero” costumes make for an easy transition to the gospel, because it bridges to a discussion about the real “Super Hero,” our “Super” Savior, Jesus Christ.

Servanthood: Halloween is a great time for servant evangelism. Servant evangelism is the concept of doing an act of kindness in the name of Jesus Christ. People are more likely to listen to your presentation of the gospel after you have done something for them. Servant evangelism ideas include distributing light bulbs door-to-door and saying, “There’s probably a light out in your house somewhere. We want you to have this, and we want to tell you that Jesus is the Light of the world.” Several weeks in advance of Halloween, you might take candles house-to-house, explaining they are for use in carved pumpkins, then use the candle as an opportunity to explain that Jesus is the Light of the world. If your volunteers are particularly ambitious, have them hold a door-to-door costumed free car
wash. Under no circumstances accept money. When asked why you are doing this, the reply should be, “To show the love of Jesus in a practical way.” Have several people prepared to share the gospel. Those less willing to share the gospel can wash cars, watch the others witness, learn from it, and grow enthusiastic about doing it themselves. When sharing the gospel in this setting say, “We’ve just washed your car, but Jesus Christ can cleanse your heart with life-giving water.”

Innovation: This suggestion is for the very bold. Get volunteers (the outgoing, dramatic type, obviously) to dress up as Jesus and the twelve Apostles. Be as realistic as possible. Send Jesus and the apostles into neighborhoods in teams. Jesus goes to the door, preferably when no other trick-or-treaters are at the door, and says, “My name is Jesus Christ. I am the way, the truth and the life. No one comes to the Father except through me. This explains the way of salvation through me (Jesus hands them tract). If you have further questions, my apostles (motions toward through me (Jesus hands them tract). If you have further questions, my apostles (motions toward apostles behind him, in the street) or I will be in the streets.” You will definitely get their attention. You were brief. You gave them the gospel. You gave them an immediate follow-up opportunity, should they wish to take advantage of it.

Key: The key to all of the above is simple. Be sensitive. If someone is clearly not interested, politely back away. Care about the one you are talking to. You may be wearing a costume, but do not be fake.

Prayer: Have designated individuals to prayer walk at the same time, in the same neighborhood, as your Halloween ministers. Have Sunday School classes pray for a different neighborhood that will be targeted for as many weeks before the event as it takes to cover all the areas.