



2010

Event Guide



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2010 Event Ministry Goals:

Continue to develop our ministry event presence, increasing our unity and growing our impact, through low cost, high impact events managed by FCA Endurance (FCA-E) volunteers in the field.

1. Use our current network to support events where FCA-E has an official ministry presence. (Tri California, Setup Events, HFP Racing, USA Productions, etc.).
2. Explore and develop new event opportunities that have a high probability of growing relationships within the Team and endurance community.
3. Support local FCA members and Huddles as they take ownership of local ministry events, managing and administrating event details and logistics in their areas.

Why we do events?

FCA Vision: *“To see the world impacted for Jesus Christ through the influence of athletes and coaches”*

FCA Mission: *“To present to athletes and coaches and all whom they influence the challenge and adventure of receiving Jesus Christ as Savior and Lord, serving Him in their relationships and in the fellowship of the church.”*

Events are one of the ways that we accomplish FCA Endurance’s vision and mission. We are involved in events to show God’s love to those He has put in our lives. We desire for people to actually feel and experience Christ’s love through our service and joint participation. To accomplish our vision and mission, we have 3 primary goals that we strive to accomplish at each event in which we are involved:

1. Outreach! This is our primary objective. Events are an opportunity to impact those who don’t know Jesus within the endurance community. We want to witness to unbelievers where they are. Events give us an opportunity to love and serve people in a non-threatening way in an environment they are comfortable in and passionate about.
2. Unite! Events are an opportunity to further unite our FCA-Endurance Team. By serving together, our Team has an opportunity to come together in marvelous ways. There is something special about coming together to meet a common need that connects people. While we serve and race together, we are building a common experience with each other. Through fellowshiping, celebrating, and supporting each other, we become a more united body that can be better used for Kingdom work.
3. Grow! An opportunity to grow the FCA-Endurance Team. By being out in the endurance world, we have an opportunity to invite other like-minded and like passionate people to join our vision and mission through FCA Endurance. Few things will inspire people like seeing the church in action, and events give us the opportunity to show off what God is doing.



Making Events Count!

Because FCA-E and its dedicated members have limited resource availability, it is critical that we pursue event opportunities that will have as large of an *impact* as possible. Simply being present at an event is a good thing, but we must go beyond that and *intentionally* engage in event activities that:

1. Have the potential to form ongoing genuine relationships
2. Have the potential to make a lasting impression and impact for Christ
3. Have the potential to directly share the Gospel and teachings of Jesus Christ
4. Score a Win = a life won for Christ

If you're thinking about getting involved in an event, ask yourself if it will accomplish one of the above? If not, perhaps it's time to get creative and consider opportunities that can fulfill one or more of the above objectives. Also, as you consider how to get involved, think back to your personal race experiences. What services, activities, or events have impacted you?

Example: You have the opportunity as an individual or Huddle to run an aid station. Think back to the last 2 or 3 races you've done. Do you remember any of the aid stations or any of the volunteers specifically? If not, you see the point... it's tough to minister through handing someone a cup of water as they race by. If you do remember a specific aid station, why do you remember it? What made the lasting impact in your mind? Just being out there isn't enough to impact someone or accomplish our mission. We must be intentional!



Strategy

As we consider our strategies, we must intentionally keep the above mentioned goals, vision and mission in our thoughts and prayers. To help you build a specific strategy, we have broken down events into the following categories:

1. Pre-race ministry
 - i.e. Iron Prayers, Endurance Prayers, chapels, pre-race prayers, individual athlete prayer
2. Serving at Events
 - Opportunities that build relationships or are extra-ordinary for lasting impact.
3. Expos
4. Owned/Hosted Events
5. General Event Ideas
6. Race ministry- ongoing prayer by both athletes and non-

Strategy 1- Pre – Race Ministries

- A. *Iron Prayers* –Iron Prayers are a nondenominational gathering of athletes, family, and friends for a time of worship, testimonies, and prayer prior to Ironman and other triathlon events around the world. These generally take place 1-2 days before the race, usually in the late afternoon. Please see the page 11 for instructions for how to put on an Iron Prayer.
- B. *Endurance Prayer* – a similar concept to the Iron Prayer, but done at marathons or other non-triathlon endurance events. You may refer to the Iron Prayer Steps on page 11 for instructions.
- C. *Pre-Race Prayers*-There are 3 general types of pre-race prayer
 - a. Official Event Prayer: this prayer is supported by the race director and is usually done right before the race start or as a part of the pre-race athlete meeting. It is done for and with the entire race field and is generally over some type of voice amplification or PA system. See page 9 for a sample letter to a race director and see page 10 for a sample pre-race prayer.
 - b. Recognized or Endorsed Prayer: this prayer is allowed, recognized, and perhaps endorsed by the Race Organization or Director but is not done over the PA. Often, the race will advertise and/or announce a time and location for the optional prayer, but, the prayer itself is not said over the PA. This prayer would be done in a location close to the start.
 - c. Non-Recognized Prayer: the race director does not support the prayer, but cannot prevent us from praying as a small group. This means that a few of you may meet right before the start in a pre-determined location. There is no official advertisement and marketing is done on the grass-roots level before and/or at the event.
- D. *Individual Athlete Prayer* – You can provide people and a location close to the start or close to T1 where athletes can come race morning and ask for specific individual prayer. In addition to praying before the event, you can take the athlete’s name and/or race number and continue to pray for them during the race.
- E. *Onsite Praise and Prayer Service*- This may be similar to or even referred to as an Iron or Endurance Prayer, but it is done the day of the event. It may be as short as a brief athlete-led devotional or include speakers, a preacher, praise music, or more.



Strategy 2- Serving at Events-

- A. *Novice Table at Registration-* Having a specific “novice table” at registration gives new athletes a chance to ask questions without holding up the line. Staff this table with experienced racers who can answer general questions, give advice, and ease the minds of newer athletes. This gives you ample time to interact with the athlete and make an IMPACT!
- B. *Set up a sample transition area-* Set this up somewhere near the registration area (or next to novice table) or in the expo area if allowed and help novice athletes with their transition set up.
- C. *Make note of the 1st time athlete’s race # and check on them race morning* – If you are helping with registration and/or the novice table, seek out first time athletes, make a list, and then check on these athletes in the morning. If you have a sample transition area, make note of the athletes you help and go help them in the morning.
- D. *Dinner at packet pick up* – partner with a local church or other organization and host a pasta feed. This gives you a chance to interact while serving the athletes and/or while they eat (may have members placed throughout the eating area to specifically build relationships and steer conversations to spiritual things).
- E. *Help with the events:* set-up/tear-down a course, work/run an aid station, stuff packets, work the finish line, etc. Just try to think about the *intentionality* of how you’re serving and making an impact when working in one of these areas. How can you be extra-ordinary while doing the ordinary? How can you build relationships and make a lasting difference?
- F. *Be a volunteer mechanic* or just bring an extra bike pump into transition in the morning. As a bonus, put some FCA-E decals on your tools ☺.
- G. *Race bag drop-off:* more specific for running events- provide an area where athletes can drop off clothes, bags, etc. to be retrieved after the event.

Strategy 3- Expo Participation-

- A. Need to engage people and draw them into a booth
 - a. Sign making
 - i. pick your favorite bible verse, and we will plant it on the course
 - ii. kids sign making table
 - b. Meet a perceived need
 - i. Hot chocolate on a cold day
 - ii. Snow cones on a hot day
 - c. Give a-ways – something people need and will take
 - d. Survey – create a survey and ask people to participate
 - i. May reward with above
 - ii. Simple as “Why Do You Race?”, complex as a survey
 - e. Something in the booth that draws people – high-tech gear, games, etc (get creative)
 - f. Kid Zone - basically a station where kids can color, use stickers, make signs and/or play games while their parents chat with us and/or fellowship
- B. Booth needs to look professional and inviting
- C. Need to focus on people coming by



Strategy 4- Race Day Ministries

- A. *Gear* – wear FCA-E gear pre, during, and post-race, put fish tattoos on, have body marker put fish on your calf
- B. *Know what priority this race is for you.* Is this race your “A” race or is this race a chance for you to focus more on service and ministry. As you lay out your race schedule prioritize your races and then you can go into each race with a plan.
- C. *Race course signs-* Place signs with encouragement and scriptures along race course. See page 14 with specific details on how to place signs.
- D. *Spectator Things to Do*—worship music on course, team gear, signs
- E. Race day rides- offer rides for people from hotels to race start
- F. Bring extra TP for others

Strategy 5- General/Other Event Ministry

- A. Goody Bag flier inserts: see page 12 for steps.
 - a. Priorities for space: (1) invite to race ministry, (2) share Jesus, (3) build team awareness, (4) market other events.

Strategy 6- Developing FCA Owned or Partnered Races/ Events

Due to the significant commitment of resources required, it may not be wise to host an event simply to create ministry opportunity. Often times, through event ministry partnerships, we have significant ministry opportunities through races currently being held without tying up significant resources required for event developing or directing. This also provides additional opportunities to minister to and through endurance race leaders and companies. That said, there are certain circumstances where hosting a race may be beneficial:

- A. Raise significant funds for FCA ministry
- B. Meeting needs of the community- i.e. there are no Xterra events in your area, you may consider starting one up
- C. Some significant outreach opportunity not currently available through current area events



Current Event Opportunities

1. Tri California – www.tricalifornia.com
 - a. comp race slots
 - b. expo booth
 - c. pre-race prayer
 - d. prayer service
 - e. magazine/flier presence

2. Set Up Events – world’s largest triathlon production company www.setupevents.com
 - a. North/South Carolina , Virginia, West Virginia, Georgia
 - b. website presence
 - c. expo Booth
 - d. flyers in Race Bags in exchange for 10 volunteers at 4 races

3. USA Productions – www.usaproductions.org
 - a. expo booth
 - b. fliers and newsletter presence
 - c. discounted race fees
 - d. web presence

4. Rev3 www.rev3tri.com

Heather and Todd Gollnick race series in Tennessee, Ohio and Connecticut.

5. HFP Racing – www.hfpracing.com
 - a. Midwest Based multisport race company



Pre-Race Prayer Request Sample Letter/E-mail

Dear RD (best to use RD's name and title if possible),

Hello, my name is (name here), and I am entered in the upcoming (race name). I am also a member of Team FCA Endurance, a national endurance ministry of the Fellowship of Christian Athletes (FCA –www.fca.org), and am writing on behalf of myself and some of my teammates to ask for your permission to hold a brief pre-race prayer on race morning.

Our team will not be doing any "street evangelizing" or try to offend anyone, but are simply seeking an opportunity for race participants to meet before the race and pray together for safety and sportsmanship during the event. To do this, we are asking for a brief announcement over the PA and/or a note on the schedule letting interested participants know when and where to meet.

Please contact me with any questions regarding our request and check out www.fcaendurance.org for any questions about FCA Endurance. Also, if there are any other needs that our ministry team could potentially help you with, please let me know.

Thank you for considering our request!

Sincerely,



FCA Endurance Pre-Race Prayer Example

Can be given on its own or following the reading of the FCA Competitor's Creed

Heavenly Father,

We gather here this morning, humbly recognizing you as the creator of the universe and giver of all good things. We thank you for this beautiful morning and the opportunity we have to gather in your name and worship you through prayer, fellowship, swimming, biking, and running. The ability to compete for you is a blessing far beyond what we could ever deserve, and we pray that our efforts today would bring you glory. May we praise and seek you today during both the easy and hard times, and may our praise be pleasing to your ears.

Lord, we lift up each athlete here today, asking for safety, health, and an attitude of love and sportsmanship for each of them as they compete. We lift up the race director and all of the staff and volunteers who are serving to make this event possible, asking that the race run smoothly and that each of them feel appreciated for their service. We pray for our friends and family both at the race and back home, thanking you for putting them in our lives and for their encouragement and support. May they share in our joy of competing for you. Lord, we end this prayer as we began, acknowledging you as God. May we remember your love and sacrifice for us during this race and always, and may we love and serve you in all that we do, always doing it in your name.

It is in Jesus' name that we pray. Amen.



STEPS TO PUTTING ON AN IRON PRAYER SERVICE

1. Pray and Seek the Lord's will

- Pray and seek the Lord's will for the service, its impact, those who would serve, a venue, open hearts to hear, and your role in it.

2. Decide on date and time

- Can be done 2 days before race for Ironman Distance (prior to Ironman Pasta Dinner)
- OR
- Can be done 1 day before race for Ironman distance and other distances
 - Be sure to check the event schedule to avoid any potential conflicts
 - Generally, look for a time late in the afternoon. This gives plenty of time for athletes to hear about it and get there, but doesn't conflict with dinner and rest.

3. Find a location to hold event – the closer to the Registration and Expo Areas the better for the athlete and his/her family/support

- Past Locations: Host hotel; Ironman Banquet Tent; Athlete Village; Park near Expo; Local Church
- Note: The ideal location is less than a ½ mile from the Expo/Athlete Village.

4. Advertising- Get flyers out there...in packets, posted around town, handed out by volunteers

For placing in packets...

- For Ironman North America Events...Raise \$250 to pay for fee Or Receive fee waiver by providing volunteers for Ironman the week leading up to the race and even on race day
- For other races contact Race Director

5. Secure an MC for event (this could be you!)

6. Secure worship band

Contact Local Church

7. Secure pastor/speakers

- Contact Local Church
- Check Athlete Participant List to find Pastors/Ministers participating and Christian Pros
- Post on FCA Message Board

8. Secure volunteers to help before, during and after event

BEFORE: Put up flyers around town, hand out flyers at Expo, hang Iron Prayer banner at Ironman Registration Tent, hang IP banner at Iron Prayer location, direct people to Iron Prayer, set up IP location

DURING: Hand out water, hand out song sheets, lead prayer time for a small group

AFTER: Pray for individuals, pick up bottles/song sheets/other, clean up IP location

9. Optional - Raise funds to host a booth at the Expo Area



Placing FCA Endurance Materials in Event Bags

Most race directors need volunteers so they're happy to trade. While we (from a national perspective) do get involved with a few larger races, most event work is done by volunteers within our Team in their areas. As such, getting info in the bags at these events would largely depend on you, the Huddle, and/or other contacts (church partnerships, etc.). That said we're happy to help with the process:

1. As with all ministries, start with prayer:
 - a. For wisdom, for knowledge and insight to know what is best (Phil 1:9-11)
 - b. That God would be glorified in all we do (1 Cor 10:31)
 - c. That our "light" would draw others to Christ (Matt 5:16)
 - d. That God would draw the non-believers to Himself (John 6:44)
2. Gather information from the Race Director (RD) and/or Race Organizer (RO):
 - a. If there are packets
 - b. Whether others have access to the packets
 1. Sometimes no
 2. Sometimes only race sponsors
 - c. What the guidelines are
 - i. Sometimes it's free, often there is a cost
 - ii. Can Christian or "religious" info be included?
 - d. If there is a cost to be included in the bags (in addition to printing/shipping)
 - i. Ask them about a trade... volunteers for access
 1. (assuming you've got some willing volunteers)
 - e. Logistics:
 - i. When and where they need the fliers
 - ii. When you need to commit by (sometimes there are limited spots available).
3. Commit to the RD/RO if you feel inclusion is possible/likely and need to hold a spot
4. Raise needed funds
 - a. For printing/shipping
 - b. For bag access
5. Determine purpose
 - a. General ministry info
 - b. Market an event (pre-race prayer, pasta feed, etc.)
 - c. Tract (SUTL Triathlon Tract)
 - d. Suggested priorities for space: (1) invite to race ministry, (2) share Jesus, (3) build team awareness, (4) market other events



6. Design flier

- a. We are happy to help with this and have some templates available
- b. Determine availability (will affect cost)
 1. 1 vs 2 sided
 2. Black and white vs. colors (ink)
 3. Color of paper
 4. B & W on color paper (Team yellow) is economical
- b. Could also purchase our web-referral cards to include
- c. It should have local contact info (highly recommended)
- d. Have it reviewed by others (leaders, marketing experience, etc.) –Prov 15:22

7. Deliver/Send fliers

- a. Hand deliver
- b. Send “return receipt requested” so someone must sign for them
 - i. Be sure they got them in time.
- c. Plan ahead! Send them early (but not too early) if possible

8. Prepare to respond to generated interest

- a. If you ask a question (i.e. Why do you race?), be prepared to answer it. 1 Pet 3:15
- b. Be sure other volunteers and Teammates are prepared for the opportunity

9. Thanks RD/RO for the opportunity

- a. On site
- b. Send a formal thank you after the event



Guidelines for Signs Along a Race Course.

Race course signs are very visible and must therefore be “excellent” along with the other aspects of FCA-E’s ministry. To impact athletes, the signs must be readable, taking into account course placement and design. In order to be read, a sign must be in a position where the athlete is going relatively slow, along terrain that doesn’t require a downward focus of the eyes. Straight up-hills along paved roads with sufficient visibility from a distance work best. Series of up to three signs are permissible along long hills.

Sign placement relative to the course is also important. Signs placed too close to the edge of the race course tend to be kicked or knocked over by people who object to them, so 2-3 feet from the edge of the course works well. Also, a height of 1-2 feet above the ground provides a good combination of stability in wind and legibility to the racer.

Readability is also determined by sign design. For run course signs letters of about two inches in height are sufficient. Bike course signs require bigger letters due to the higher speeds, probably starting at three-inches in height.

Professionally printed signs will not only further enhance legibility but also present a positive image of FCA-E. Bright signs obviously attract more attention, thus a yellow background with black writing works well. Course signs with FCA-E’s logo on them, in combination with a prominent booth at the expo, allows racers to read the signs and know where to go to find the people who stand behind them.

What signs say is also very important. While truth and honesty are essential, the more creative, humorous, or catchy they are the better. Some appropriate verses or quotes are listed below.

- I can do all things through Christ who gives me strength. Philippians 4:13
- Let us run with endurance the race that is set before us. Hebrews 12:1
- Come to Me, all who are weary and heavy-laden, and I will give you rest. Matthew 11:28
- Yet those who wait for the Lord will gain new strength...
They will mount up with wings like eagles, They will run and not get tired...
They will walk and not become weary. Isaiah 40:31
- The Lord is my strength and song, and He has become my salvation; Exodus 15:2
- In all your ways, acknowledge Him and He will make your paths straight. Proverbs 3:6
- In his heart a man plans his course, but the Lord determines his steps. Proverbs 16:9
- Why do you race?
- Could suggest others if you would like?



Post Race Event Reporting

Event Title: _____

Date: _____ Location: _____

Ministry events held and estimated attendance:

Iron Prayer/event chapel service:_____ Pre-race prayer/devotional:_____ Expo presence:_____

Pre-event dinner/social:_____ Other:_____

Event Service: (novice booth, packet pick-set-up)_____

1. In what event/sequence of events did you see God work most clearly? (at least one)
2. Names of key FCA-E volunteers/racers who helped the most & how they contributed:
3. (Optional) Names / places of FCA-E Teammates who won awards:
4. (Optional) How can National FCA-E help more with this event or similar events in the future?
5. (Optional) Verse that summarizes the day or applies in a unique way:
6. Please list any other spiritual fruit that you're aware of as a result of this event (first-time salvations, re-commitments, current believer growth, etc.):

May we post/publish this information and/or pictures on FCA-E's?

Website?	Yes	No
National Yahoo Group?	Yes	No
Newsletter?	Yes	No

Please send to sierrasnyder@hotmail.com, canderson@fca.org, and dlkohout@yahoo.com

Thank you for your service and your time!



RESOURCES

Reaching the Endurance Athlete – this is a great read to learn more on how to reach the endurance community.

<http://image.teamfca.net/siteuploadfiles/FCA/7D806063-9497-41FE-B6E5FC59FB441500/62FD0BD1-9F14-49EC-99FA1086C97E5F5C.pdf>

<http://www.fcaendurance.org>

Web Referral Card: \$.10 each

This "business card" is meant to be easy to carry and give out to anyone interested in the ministry. The goal is to get people to our web site (ever changing and complete brochure), where they can learn about our ministry and prayerfully consider joining. For those who don't know Christ, we pray the site is a safe place to explore what it means to compete for Jesus.



Brochure: \$.10 each

The FCA Endurance brochure (8.5 x 11 trifold) serves three purposes. First, it is informative, giving general information about our ministry. Secondly, like the cards above, it refers the recipient to our web site for more information and to get plugged in. Thirdly, it invites the recipient to join FCA Endurance's [Home Team](#) (those committed to support our ministry financially). Additionally, the Competitor's Creed is listed on the back, which makes this a great resource at pre-race events where the creed may be read.

Tri Check List: \$.25 each

This is a business card sized plastic card (waterproof/sweatproof) that is designed to be both functional for Teammates and useful to those who don't know Jesus. The hope is that by serving a purpose (the list), this card would be kept by those not on the Team, thereby serving as a reference that may water seeds planted by the giver. It's a bit higher priced due to materials used, but from experience, it is likely our best shot at getting materials into the hands of those who don't know Jesus.





Tattoos (temporary): \$.13 each

A fun way to "represent."
Roughly 1.5 x 2.5"



Triathlon Tract: \$.25 each

This is the triathlon tract created by ministry partner [Step Up to Life](#) (SUTL). It is available at cost through us or directly through [SUTL](#). There is also a training DVD available (how to share your faith using the tract- contact us or SUTL for details), or we've got one of the founders, Lincoln Murdoch, on MP3 describing how to use the tract. [Click here](#) to download a pdf of the tract or Pr. Murdoch's teaching on how to use it.