



Example Email Messaging

SUBJECT: Is evangelism a “lost cause?” We don’t think so.

PREVIEW: Join thousands of church leaders in Castro Valley, CA October 23-25, 2023.

Hello [first name],

In Luke 19:10 Jesus reminds us he came “to seek and save the lost.”

Exponential leaders are passionate about following his example. We’re excited to join thousands of multiplication activists from dozens of networks and denominations to talk about what it looks like to share the gospel during this season.

Join us October 23-25, 2023. The conference will be at 3 Crosses in Castro Valley CA.

Exponential conferences feature:

- Affordable rates
- Speakers that will equip you for action
- Workshops to inspire your ministry
- Connections with church-planting peers focused on Kingdom-expansion

Exponential conferences are not just an event you attend. They are **gatherings of a community with a cause**, a family, a movement.

For more information and to register, go to exponential.org/exponential-west-2023.

*[Example messaging for coupons codes if needed: Our network has partnered with Exponential to offer special discounts to make it even easier for you to attend. Use code **examplecode** at checkout and receive 50% off the already reduced registration price.]*



Example Social Media Captions

General Options (use any time)

General Option 1 (286 Characters): “Teamwork” tone

Exponential is gathering leaders in Castro Valley, CA. Connect with like-minded church multiplication leaders October 23-25. Join us and bring your team to discuss what it means to follow Jesus in his Luke 19:10 mission “to seek and save the lost.” Visit **exponential.org/events** to register.

General Option 2 (280 Characters): “Speaker spotlight” tone

Join me in the Bay Area! Exponential is bringing together church leaders to learn from leading practitioners, discuss evangelism and how we can share Jesus with our neighbors and communities. Learn more at **exponential.org/events**.

General Option 3 (242 Characters): “Invitational” tone

Looking forward to getting together with like-minded church leaders and multiplication activists in October! I’ll be in the Bay Area with [@church_planting](#) talking about #evangelism and I’d love for you to join me. Learn more at **exponential.org/events**.

Rate Increase Options

Rate Increase Option 1 (252 characters): “Excitement” tone

I can't wait to gather with Exponential church leaders in October to discuss how we can share the love of Jesus with our communities! I'd love for you to join me (and get a low-cost ticket before rates go up). <http://exponential.org/events>

Rate Increase 2 (249 characters): “Joy” tone

It is going to be AWESOME to gather with church planters and leaders at the Exponential conference in the Bay Area! We're talking about one of my favorite topics: evangelism. Get a ticket this week and join me in October. **exponential.org/events**



Rate Increase 3 (244 characters): “Energy” tone

Getting ready for a great conversation about evangelism with church leaders from dozens of denominations and networks. I can't wait for this and I hope you'll make plans to join me (ticket prices go up on Friday). **exponential.org/events**