

The 3x3 Invite Challenge Toolkit

Every volunteer invites 3 people in 3 days to serve with them.

The 3x3 Invite Challenge is a simple mobilization strategy for community outreach. You are not asking people to come to church. You are asking them to serve with you at a clear, time-boxed, low-risk event.

The goal is not pressure. The goal is momentum. When even 30% of your volunteers participate in 3x3, mass mobilization becomes realistic.

QUICK START

Do not launch 3x3 until these are true:

- One-sentence cause is final.
- Exact start and end times are published.
- Beginner-friendly roles exist.
- Sign-up is 3 clicks or less.
- Logistics are clear (parking, wear, what to expect).

If invites feel awkward, fix the design first.

3x3 Math (invites sent)

Volunteers	Invites	Notes
50	150	Still meaningful.
200	600	Visible momentum.
500	1,500	Organic invites.

The 3-day plan (keep it simple)

Rule: follow up once. Not five times.

Day	Action
Day 1	Send your 3 invites (text is best).
Day 2	Follow up once with anyone who did not respond.
Day 3	Invite someone else if needed, or share the social post to one or two people.

SUCCESS DEFINITION

We celebrate sent invites, not just yeses. You cannot control responses. You can control clarity, low risk, and repetition.

1) Why 3x3 Works

Short window. Clear ask. Real multiplication. No guilt.

It creates urgency without pressure.

Three days is short enough that people act.

It lowers mental resistance.

Three invites feels doable. Not overwhelming.

It multiplies quickly.

If 200 volunteers invite 3 people, that is 600 potential new participants.

It reinforces invite-friendly design.

If invites feel awkward, the event design needs fixing.

Stop / Start (how to talk about inviting)

STOP	START
Begging or guilt language.	Normalize the risk. Give simple words.
"Invite someone" (vague).	Specific prompts: day, time, channel.
Only asking for strong ties.	Include weak ties (coworkers, school parents).
Celebrating only big wins.	Celebrate invites sent, not just yeses.
Depending on a few super inviters.	Aim for critical mass of ordinary people inviting.

LEADER REMINDER

Inviting is not mainly a courage issue. It is a risk calculation.

People are asking: will they enjoy this, or will I owe them an apology?

Lower the risk with clarity, time-boxing, and "no weird surprises" design.

A simple invite that works

Time + Task + Low risk + Link

Example:

"Saturday 9-11 AM, we are packing 10,000 meals for local families. It is easy to jump in and out and you can leave right at 11. Want to come with me? Sign up: [link]"

Opt-out line (reduces pressure)

If it is not your thing, totally fine. I just wanted you to know you are welcome.

Weak tie prompt (expands reach)

Think beyond best friends. Invite a coworker, gym acquaintance, or a parent from school.

2) How to Launch the 3x3 Challenge

Launch it. Script it. Prompt it. Track momentum for 3 days.

Step 1: Launch it in a high-energy moment

20-SECOND STAGE SCRIPT

"This week, invite 3 people in the next 3 days to serve with you. Not to church. To a clear, time-boxed outreach. Just send a text. Low pressure."

Step 2: Give them the words (copy and send)

Short scripts work because they reduce risk and thinking time.

Text template 1 (simple)

Hey, I'm serving [DAY] [START]-[END] at [LOCATION]. We're [CAUSE]. Want to serve with me? [LINK]

Text template 2 (opt-out)

Quick invite: [DAY] [START]-[END] at [LOCATION]. We're [CAUSE]. No pressure if you can't. Join me? [LINK]

Text template 3 (weak tie DM)

Hey [NAME], thought of you. I'm serving [DAY] [START]-[END]. We're [CAUSE]. Want to jump in with me? [LINK]

Parent-focused invite

Want to serve together as families on [DAY] [START]-[END]? Kids can help. We're [CAUSE]. Join us: [LINK]

Neighbor invite

Hey neighbor, I'm serving [DAY] [START]-[END] at [LOCATION]. We're [CAUSE]. Want to come with me? [LINK]

Follow-up text (Day 2)

Quick follow-up on [DAY]. No worries either way. Want to join for [START]-[END]? [LINK]

Social caption 1

[DAY] [START]-[END] | [CAUSE]. Easy to join. Bring a friend. Sign up: [LINK]

Social caption 2

Serving on [DAY]. Clear and short: [START]-[END] at [LOCATION]. [CAUSE]. Join: [LINK]

Step 3: Define the 3-day window (one follow-up)

- ☐ Day 1: Send 3 invites (before lunch).
- ☐ Day 2: Follow up once (then stop).
- ☐ Day 3: Invite someone else if needed, or DM one person the social post.

IF-THEN PROMPT (USE THIS)

If it is [DAY] at [TIME], then I will send my 3 invites. Specific beats vague every time.

3) Social Risk Reduction Framework

If your event does not answer these questions, invites stall.

Hidden questions every guest is asking

- | | |
|---|--|
| ☐ How long is this? Can I leave on time? | ☐ What should I wear? |
| ☐ Where do I park and where do I go first? | ☐ If I am late, is that a problem? |
| ☐ What exactly will I do with my hands? | ☐ Will I be asked for money? |
| ☐ Will I be put on the spot or asked to speak? | ☐ What will NOT happen? (no weird surprises) |
| ☐ Will this feel like a members-only thing? | ☐ Will I know anyone? |
| ☐ Can I bring my kids or a friend who is new? | ☐ Is there a low-pressure role if I am introverted? |

Invite-ready facts card (fill this out)

One-sentence cause: _____

Date and time window: _____

Location and parking note: _____

What you will do: _____

What will NOT happen: _____

What to wear: _____

Sign-up link: _____

"Bring a friend" line: _____

DESIGN STRESS TEST

Ask 3 different leaders to explain the event in one breath. If the words drift, you need one shared sentence and repeat it everywhere.

4) The 3x3 Leader Toolkit

Announce once and it dies. Shepherd momentum for 3 days.

Leader moves that actually drive completion

- ☐ Staff and key leaders send their 3 invites first (within 24 hours).
- ☐ Create an Invite Wave moment (90 seconds, phones out, message sent).
- ☐ Share a progress number daily (momentum, not guilt).
- ☐ Coach for low risk: if invites stall, fix clarity and logistics first.

INVITE WAVE RUN-OF-SHOW (90 SECONDS)

1) "Take out your phone." 2) "Think of 3 people: one close friend, one weak tie, one neighbor." 3) "Copy the text on the screen and send it now." 4) "Follow up once tomorrow. No pressure."

Progress thermometer (momentum scoreboard)

Track what creates confidence. Avoid anything that sounds like shaming.

Suggested metrics:

- ☐ Invites sent (estimate).
- ☐ Registrations from new people (first-time servers).
- ☐ Percent of volunteers who completed 3x3.
- ☐ Projects/sites that are full (celebrate capacity).

Leader phrase (use this)

We are not tracking who you text. Send three invites and follow up once. That is the win.

Celebration line (no hype)

In 48 hours, we have sent [####] invites. Thank you for making it easy to say yes.

Leader completion tracker (optional)

Leader	Invites sent	Follow-up	Notes
_____	_____	_____	
_____	_____	_____	
_____	_____	_____	

The 3x3 Tracking Card (Printable)

Write names. Follow up once. Repeat next year.

Print this page and cut along the lines. Give one card to every volunteer. Completion goes up when people write names and check the days.

My 3 invites

1) _____

2) _____

3) _____

Sent on: ☐ Day 1 ☐ Day 2 ☐ Day 3

Followed up once: ☐ Yes ☐ No

Result (optional): _____

My 3 invites

1) _____

2) _____

3) _____

Sent on: ☐ Day 1 ☐ Day 2 ☐ Day 3

Followed up once: ☐ Yes ☐ No

Result (optional): _____

My 3 invites

1) _____

2) _____

3) _____

Sent on: ☐ Day 1 ☐ Day 2 ☐ Day 3

Followed up once: ☐ Yes ☐ No

Result (optional): _____

My 3 invites

1) _____

2) _____

3) _____

Sent on: ☐ Day 1 ☐ Day 2 ☐ Day 3

Followed up once: ☐ Yes ☐ No

Result (optional): _____

5) Variations and Common Mistakes

Adapt 3x3 without adding friction.

3x3 variations (pick the right version)

Parents:	Invite another family to serve alongside you. Emphasize kid-friendly roles and exact time window.
Teens:	Invite 3 friends from school. Make it a group. Assign a leader per 10-20 teens.
Small groups:	Each member invites 3 people. Then the group serves together on the same shift.
Core volunteers:	Invite 3 former volunteers who have drifted. Low-pressure "we are doing it again" message.

COMMON MISTAKES (READ THIS BEFORE YOU LAUNCH)

- 1) Launching before details are clear.
- 2) Launching too late (no time for momentum).
- 3) Guilt framing ("we need you" or "do not let this fail").
- 4) Over-spiritualizing it (guests feel bait-and-switch).
- 5) No scripts (people default to silence).
- 6) Vague timing or open-ended commitment.
- 7) Following up too many times.
- 8) Not learning after the event.

6) Debrief and Improve

If invites felt awkward, fix design. Then run 3x3 again next year.

3x3 debrief (after the event)

What made inviting easy?

Where did momentum drop?

Did the event feel safe to invite to (low risk)?

What is one design change that would lower risk next time?

Did new people participate because a friend invited them?

THE LONG-TERM PLAY

The first successful invite changes behavior. When someone invites a friend to serve and that friend has a great experience, the inviter becomes more confident. Repeat the cycle. 3x3 is not just about one event. It is about rewiring confidence.

3 improvements before our next outreach

Improvement	Owner / Due
1) _____	_____
2) _____	_____
3) _____	_____



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