

MIKE LAWRENCE PRODUCTIONS PRESENTS

World of Illusion

A Gospel Outreach Event for Your Church



Not an entertainment booking — a complete evangelism system
that ends with the names of new believers in your hands.

Mike Lawrence · (347) 200-5533 · globaloutreachevent.com

The Gap Every Pastor Knows

98%

of Christians feel ineffective
sharing the Gospel

*They are not unwilling.
They are unequipped.*



Their friends decline “church”

Unchurched neighbors, coworkers, and relatives say no to services, crusades, and Bible studies — politely, but reliably.



Your people hold the relationships

Grandparents, parents, and kids each carry a whole circle of people who need Christ — the reach is already sitting in your pews.



What’s missing is the invitation

An invitation an unchurched friend will actually accept — one that carries no embarrassment and no pressure.

The problem is not your people’s hearts. It is the invitation.

What We Actually Do

A professional, theater-scale illusion show your members' unchurched friends will accept a free ticket to — ending in a clear Gospel presentation, an invitation to Christ, and comment cards that put every response in your church's hands.



1 • THE DRAW

First-class illusion show

Theater-scale illusions — levitation, the guillotine, grand stage pieces. An easy, no-embarrassment “yes” for any family.



2 • THE MESSAGE

Clear Gospel + invitation

A 30-minute Gospel presentation and call to Christ, announced to guests up front — never a bait-and-switch.



3 • THE HARVEST

Comment cards collected

Every guest receives a card. Decisions, rededications, and seekers identify themselves — with contact information.



4 • THE FOLLOW-UP

Your church follows through

Cards go to your coordinator. Materials mail the next business day; your team calls. They become your disciples.

The show is the bridge. The card is the harvest.

Everything Exists for This Card

Mike Lawrence

Name _____

Address _____

City / State / Zip _____

Phone _____



Tonight I prayed for the first time to invite Jesus Christ into my heart and life.



I would like more information on how to have a personal relationship with Jesus Christ.



Tonight I rededicated my life to Christ.



Monday morning, you hold the results

Names, addresses, and phone numbers of every guest who responded — first-time decisions, rededications, and seekers.



They are yours, not ours

Every card belongs to your church. We keep nothing, build no list, and take no contact with us when we leave.



Fruit you can actually shepherd

Not an attendance spike or a “great event” — people, identified by name, ready for your discipleship pipeline.

This is the deliverable. Everything else on these slides serves it.

Proven by Campus Crusade for Christ

10 Million

people heard the Gospel at Andre Kole's live performances — some 80 countries on five continents

~1 Million

indicated decisions to follow Christ, by Cru's own estimate

131

commitments in one documented day — Solvang, CA (valley pop. ~20,000), an event Mike pitched & helped organize · Santa Ynez Valley News, 2006

2001

the year Andre Kole personally helped Mike establish this same ministry model

The lineage — witnessed, not read about. Andre Kole — the illusionist behind effects used by David Copperfield — spent five decades running this exact format with Campus Crusade: world-class illusion as the draw, a clear Gospel message as the point, comment cards as the fruit. Mike was part of that history twice: he sponsored Andre's show for the entire cadet wing at the U.S. Air Force Academy during his classmate's tenure as Commandant of Cadets, and in 2006 flew from New York to pitch and help organize the Solvang outreach with his lifelong friend Bill — the documented day above.

WHO IS MIKE LAWRENCE

U.S. Air Force Academy graduate · U.S. Air Force officer · Sponsored Andre Kole's show for the USAFA cadet wing · CUNY professor · Featured on national television · 25 years of Gospel illusion ministry

Why an Illusion Show?



A “church event”

- Unchurched friends politely decline
- Feels like a religious ambush to guests
- Members stop inviting after a few no’s

The people you most want to reach never come



Big-name entertainment

- Tens of thousands per night, plus riders
- Draws the act’s fans — not your members’ friends
- No Gospel frame; artist controls the message

You rent a crowd instead of reaching your community



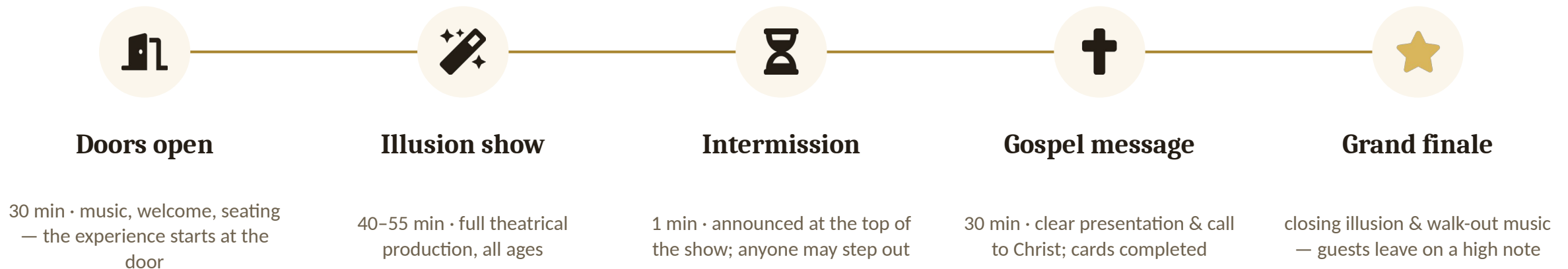
First-class illusion show

- A neutral, all-ages “yes” — zero embarrassment
- Free ticket from a friend, not a cold promotion
- The medium preaches: illusion vs. eternal truth

Built from the ground up to end in the Gospel

Levitation • the guillotine • grand stage illusions — theater-scale production, not “church-basement magic.”

The Evening, From a Guest's Seat



No one is ever tricked into hearing the Gospel

At the very start, every audience is told there is a spiritual message near the end — with a one-minute intermission before it for anyone who wishes to leave. Integrity is part of the method: guests who stay, stay by choice.

Your Whole Congregation Becomes Inviters



Grandparents

their friends, neighbors, senior circles



Parents

coworkers, school parents, teams, gyms



Children & teens

classmates, friends — and their families



Co-laborers, not an audience

- To the congregation, this is an outreach first and entertainment second — their assignment is bringing unsaved friends, relatives, and neighbors.
- To guests, it is simply a first-class family show. Both are true; each hears the framing that serves them.
- The invitation is the easiest your members will ever make: “Free tickets to a professional illusion show — bring the kids.”
- This is evangelism your 98% can actually do — no script, no confrontation, just an invitation.

One event = your congregation's entire relational network hearing the Gospel on one night.

Proactive Follow-Through, Card by Card

Card response	Next business day	Then
Received Christ for the first time	Letter + discipleship materials mailed	Phone call from your coordinator
Wants more information about Christ	Letter mailed	Phone call • invitation to next steps
Rededicated life to Christ	Letter mailed	Phone call • connection to your ministries

Cards are tallied within 15 minutes of the final curtain. Follow-through runs per your direction, Pastor — the process is defined, staffed, and time-boxed before the show ever begins.



What this becomes

- New believers entering your discipleship pipeline
- New families visiting on Sunday — invited by the friend who brought them
- Members who now believe they can reach people

The root of this program: your church proactively following through on a significant number of comment cards — turning one night of outreach into months of discipleship.

What It Asks of Your Church



Your voice — the engine

Cast the vision from the pulpit: this is our outreach, and our assignment is bringing unsaved friends. Congregation mobilization is the single factor that decides the harvest.



A coordinator & volunteer teams

One event coordinator plus ushers, sound & lights, load-in/out crew, security, and a card-statistics volunteer — all briefed, all defined in our process documentation.



A stand-alone date & room

The show is a dedicated event — not an add-on to a service — with a room and stage reserved for it. That separation is what makes unchurched guests comfortable.



About five weeks of runway

Pastor meeting → congregation vision-casting (2 weeks) → evangelism workshop (week 3) → event (as soon as week 5) → follow-through.

When congregations mobilize, rooms fill with guests. When they don't, it's just a nice show. Your pulpit is the engine.

Three Program Levels

Standard

\$1,753

- Full theatrical illusion show
- Gospel message & call to Christ
- Comment-card system & follow-through process
- Event process documentation & coaching

The complete outreach system

MOST RECOMMENDED

Standard++

\$3,758

- Everything in the Standard Program
- Additional staff
- Enhanced illusions
- Greater theatrical impact

Most powerful for congregation buy-in

Enhanced

\$7,583

- Everything in Standard++
- Full enhanced theatrical program
- Expanded staging & production package
- For the largest venues & audiences

The full theatrical production

Funding without touching the budget: one skipped movie night per family, redirected — 30 families covers Standard, 60 covers Standard++.

FROM YES TO HARVEST

The Path Forward



Today

This conversation



Within 2 weeks

**10 minutes with your
congregation**



Week 3

Evangelism workshop



As soon as week 5

The event



The days after

**Follow-through &
discipleship**

*The ask today is small: pencil a date, and give me ten minutes with your congregation.
If after that it doesn't fit, we part as friends.*

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"... to seek and to save that which is lost." — Luke 19:10