



**Open Now!  
Quick-start  
Guide**

**Alpha**

## **Welcome to Alpha**

Alpha is an opportunity to explore life and the Christian faith in a friendly, open and informal environment.

### **Start with Alpha Builder**

Alpha Builder is an online interactive experience offering a step-by-step, easy-to-follow process to set up your Alpha and get it going.

**Here's what you'll find at Alpha Builder ([run.alphausa.org](https://run.alphausa.org) and [run.alphacanada.org](https://run.alphacanada.org))**

### **Run a New Alpha**

Choose the video series to use based on your context, audience, and preferences. Then give your Alpha a name, use the Plan tab to schedule your dates, and use the Promo tab to post your Alpha on the map so people in your community can find it.

### **Training Center**

This collection of short 2- to 3-minute Administrator Training videos explains how to run the most successful Alpha. Here you will find everything you need to know to organize, plan, and run your Alpha. The two team training videos are in the Materials tab of your Alpha.

### **Promotional Video Library**

To announce your Alpha and promote it in your community, find a collection of invitation videos on the Promote tab of your Alpha. Choose from a variety of stories and formats to find just the right video that will be compelling for those you want to reach.

### **Additional Promotional Resources**

Download promotional tools for free on the Promote tab of your Alpha or purchase promotional items from the Alpha Print Shop, where you can order pre-printed or customized promotional tools.

# What's in your kit and how to use it



## Run Alpha Handbook

**Who Needs It:** Every Alpha administrator

**What It's For:** The *Run Alpha Handbook* walks you through everything you need to know about planning, preparing, and promoting your Alpha.

## Alpha Team Guide

**Who Needs It:** Every small group host and helper

**What It's For:** The *Alpha Team Guide* contains notes for the two video training sessions, and suggestions for facilitating the small group time every week.

## Alpha Film Series and Alpha with Nicky Gumbel DVDs

**Who Needs It:** Every Alpha administrator

**What It's For:** There are two options for the video talks included in your kit. *Alpha Film Series* is best for groups with a mix of ages and backgrounds. *Alpha with Nicky Gumbel* is ideal for a more traditional setting. Both DVDs include options for Spanish speakers.

Order these resources and more at your favorite retailer or [AlphaResources.org](http://AlphaResources.org).



## More from Alpha

- Alpha Youth Series
- The Marriage Preparation Course
- The Marriage Course



## Alpha Guide

**Who Needs It:** Every Alpha guest

**What It's For:** The *Alpha Guide* summarizes the main points of every talk, offers space for taking notes, and lists recommended reading to help guests dig deeper on a topic of interest.

## Questions of Life by Nicky Gumbel

**Who Needs It:** Optional for any host, helper, or guest

**What It's For:** *Questions of Life* is the book form of Nicky Gumbel's 15 Alpha talks. This book is helpful for a teacher who is preparing to give the talks live, for a host or helper who likes to be aware of the content of upcoming sessions, or for a guest who wants to review what was taught or to catch up on a session they missed.

## Outreach Booklets – Why Jesus?, Why Easter?, Why Christmas?

**Who Needs It:** Every Alpha guest, and anyone with whom you want to share the message of Jesus

**What It's For:** The outreach booklets are recommended as a gift for every guest during the first week of Alpha. They are also an effective tool to give as an invitation to Alpha. Choose the booklet that corresponds to the season you're in.

A selection of key Alpha resources are available in the following languages:

Arabic\*  
German\*  
Korean\*  
Slovak\*  
Bulgarian\*  
Gujarati\*

Malayalam\*  
Spanish  
Chinese  
Hindi\*  
Polish\*  
Swedish\*

Czech\*  
Hungarian\*  
Portuguese\*  
Tamil\*  
Dutch\*  
Italian\*

Runyakore\*  
Thai\*  
French  
Japanese\*  
Russian\*  
Vietnamese\*

\*Available exclusively at [AlphaResources.org](http://AlphaResources.org)





# CHECKLIST

## For Running Alpha

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### Step 1: Go to Alpha Builder

([run.alphausa.org](http://run.alphausa.org) or [run.alphacanada.org](http://run.alphacanada.org))

- ☐ Click “Let’s Get Started”
- ☐ Explore the Training Center and preview resources
- ☐ Click “Create an Alpha”

### Step 2: Get Trained

- ☐ Watch the videos in the Training Center
- ☐ Select your team
- ☐ Schedule your team training dates

### Step 3: Promote Your Alpha

- ☐ Access promotional resources, including videos, from your Promote tab or order them from [print.alpharesources.org](http://print.alpharesources.org)
- ☐ Remember, a personal invitation is the best

### Step 4: Order Materials

- ☐ Purchase your guest and leader resources from [alpharesources.org](http://alpharesources.org) or your favorite retailer

### Step 5: Run Your Alpha

- ☐ Create a comfortable, hospitable environment
- ☐ Plan weekly meals
- ☐ Plan your weekend away
- ☐ Stay in touch with your hosts and helpers