



# **ALPHA ON CAMPUS PLAYBOOK**



Welcome to  
the playbook.

# **ALPHA ON CAMPUS IS MORE THAN A PROGRAM. IT'S A MOVEMENT OF STUDENTS CREATING SPACE FOR OTHERS TO EXPLORE LIFE, FAITH, AND MEANING TOGETHER.**


Today's students are more spiritually curious than ever. They're longing for real conversations, authentic relationships, and a place where they can encounter God. Alpha offers a way to meet that hunger, through meaningful conversation, prayerful dependence on the Holy Spirit, and a culture of radical hospitality where everyone feels seen, heard, and welcomed.

It's about cultivating a rhythm of invitation, building genuine community, and watching Jesus transform lives, one table, one story, one student at a time.



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# **PHASE 1: EXPLORE**

**PRAYER + PARTNERSHIP  
+ PLANNING**

## PRAYER

- Set a rhythm of prayer before anything else. Invite others to join you.
- Use prayer walking apps like Holy Here to pray across your campus.
- Pray by name for students or groups you hope will come.
- Identify areas of pain, purpose, and potential across campus.
- Set daily alarms (like at 11:02 AM to reference Luke 11:2 where we are asking the Kingdom to come in someone's life.) to pray for 3 friends. You can even hand out these cards to your team as an aid.

## SECURE A PARTNER ORGANIZATION OR PERSON OF PEACE

- Connect with a campus ministry, chaplain, student org, or church. Identify where God is at work.
- Collaborate around space, food, promotion, and ongoing prayer.

## RECRUIT A CO-LEADER

- Look for someone with reach into a specific campus network (athletes, creatives, internationals, etc.).
- Share leadership, plan together, and pray regularly.
- The average size of a University Alpha is 11-20 students.

## SET A LAUNCH DATE

- Ideal start: Week 3 of the semester (avoid midterms or breaks).
- Work backward 2-3 weeks for team training and promotion.

## DESIGN HOSPITALITY BEYOND THE MEAL

- Think beyond the Alpha night: coffee meetups, game nights, sports events.
- Create connection points for friendship and discipleship.



# **PHASE 2: EXPERIENCE**

**RUN ALPHA WEEKLY +  
CREATE CULTURE**

## BUILD YOUR ALPHA TEAM

Key roles:

- **Admin:**  
This is a critical role to a great Alpha. Use the MyAlpha “Team Huddle Notes” and training videos to prepare. Plan a team hangout before launch to build unity.
- **Emcee:**  
Guides the evening.
- **Food Lead:**  
Coordinates meals/snacks.
- **Tech/AV:**  
Handles video/audio.
- **Hosts & Helpers:**  
Facilitate small groups.
- **Prayer Lead:**  
Oversees prayer coverage.
- **Communications:**  
Manages invites, reminders, updates.

## INVITE GUESTS & CREATE BUZZ

- Each team member invites 3–5 friends personally.
- Share printed or digital invites from MyAlpha.
- Host a “Taste of Alpha” preview night with snacks and a short session.

## BOOK THE SPACE + SET THE ATMOSPHERE

- Reserve space for all sessions and your Day Away.
- Arrange chairs in circles for small groups around tables.
- Add simple decor: lights, signage, playlist music. (Alpha just dropped a new Album)
- Pray over the room before guests arrive.



## **WEEKLY ALPHA RHYTHM**

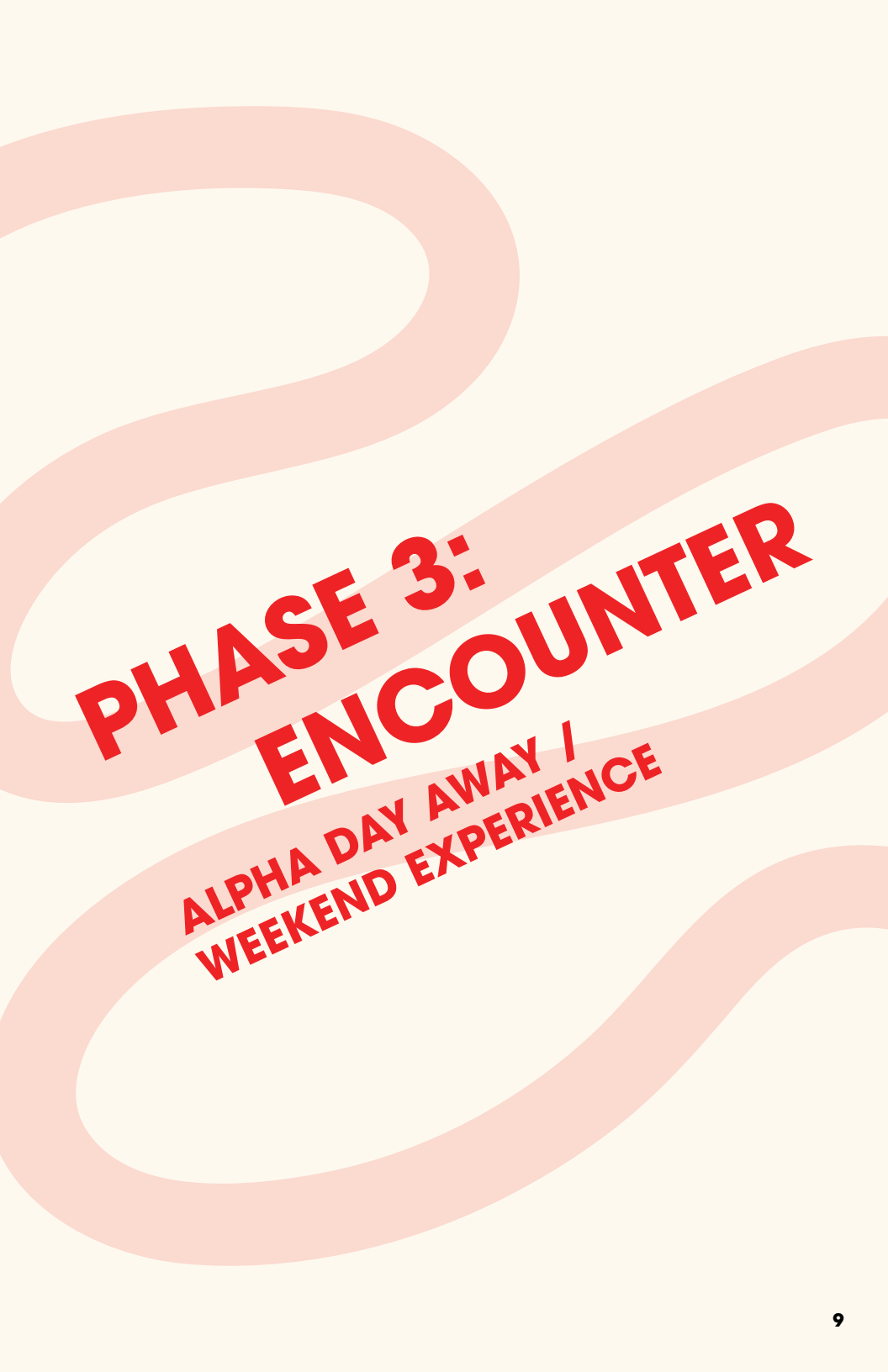
- Arrive 1 hour early for setup.
- 30 min pre-huddle: prayer, roles check-in.

### **Sample Flow (Alpha Film Series with Discussion Breaks):**

- 5 min – Welcome + grab food
- 20 min – Shared meal
- 40 min – Video talk / With Breaks
- 35 min – Small group discussion
- 15 min – Team debrief (This can happen after the guest head out or digitally as you prep for the following week)

Always end on time. Trust is built through consistency.





# **PHASE 3: ENCOUNTER**

**ALPHA DAY AWAY /  
WEEKEND EXPERIENCE**

## CHOOSE YOUR FORMAT

- Friday evening, Saturday, or Sunday afternoon.
- Use dorm lounges, homes, churches, or campus space. Ideally a different venue from where you regularly meet. Make it special.

## PREP THE EXPERIENCE

- In MyAlpha, watch the Prayer and the Weekend training videos.
- Confirm headcount, transportation, and food needs.
- Create a flexible but intentional schedule:
  - Worship
  - Holy Spirit talks (Who is the Holy Spirit? What does He do? How can I be filled?)
  - Prayer ministry and reflection time
  - Games, hangout, and meals

## CREATE SPACE FOR GOD TO MOVE

- Prayerfully prepare every part of the environment.
- Expect the Holy Spirit to speak, heal, and move.



# **PHASE 4: EXTEND**

**FOLLOW UP + MULTIPLY**

## **CELEBRATE & COMMISSION**

- End with a Celebration Night: open mic, dessert bar, creative response.
- Invite guests to bring a friend.
- Cast vision for “what’s next” (church, student group, next Alpha, leadership).

## **PERSONAL FOLLOW-UP**

- Text or call each returning guest with a thank you.
- Share a quick feedback form (Google or print).
- Write thank-you notes to your team.

## **DEBRIEF & DOCUMENT**

- Meet with your team after Alpha ends.
- Ask: What worked? What would we change? Who grew the most?
- Document lessons and ideas for your next Alpha.

## **MULTIPLY THE MOVEMENT**

- Invite past guests especially those who came to fight on Alpha to lead/co-lead the next Alpha course.
- Assign mentors to new believers:
  - Pray for them regularly
  - Connect weekly via text



# **BONUS TOOLS & RESOURCES**

## KEY TIPS & TRICKS FOR SUCCESS

- Don't start later than the 3rd week of the semester
- End before finals week (usually this means Alpha is 8-9 weeks long)
- Later in the evening is better
- Pay attention to nights that popular events commonly happen ie. Sporting games, on campus events, intramurals, etc. and try to schedule on different days
- Keep it 1.5 hours or less
- Empower students to lead Alpha in their spheres like major, sports, dorms, etc. - a core leadership team with a decentralized model allows for flexibility and greater ownership
- Bring student leaders through a few weeks of Alpha and have them experience it for themselves before you have them lead
- Don't skip the extended time together, but be creative in how you offer ie. A Friday night, Sunday afternoon, etc.

## ADDITIONAL RESOURCES

- **MyAlpha**  
Register your Alpha, access materials, videos, and training.
- **Alpha App**  
Use QR codes to connect guests to the digital companion.
- **Life Shared / Life on Purpose**  
Free tools to help students invite others.
- **Spotify Playlists**  
Use curated music to set the tone.
- **Brand Resources**  
Many promotional assets are created and able to be downloaded for free in the Promote section of MyAlpha, or you can personalize and [print them here](#).

**LET'S GO PLAY OUR PART  
IN REACHING THE CAMPUS!**



**ALPHAUSA.ORG**