

A photograph of Alan Root, a man with dark hair and a black turtleneck, playing a gold electric guitar. He is looking towards the camera with an expressive, open-mouthed smile. The background is a bright green geometric shape.

[www.alanroot.com](http://www.alanroot.com)

“We’ve had everybody and you’re our kids favorite concert!”

Pastor B.B. Senn,  
Panama City Beach, FL

**BOOK  
ALAN!**

615-794-5143 or  
[alanroot@yahoo.com](mailto:alanroot@yahoo.com)

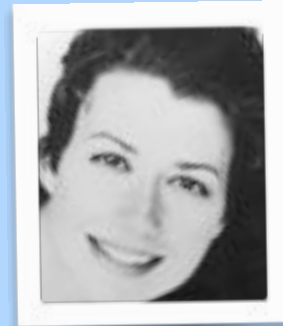
## SOME NICE THINGS SOME NICE PEOPLE SAY ABOUT ALAN...

**Jim Wideman** "Alan is a brother and dear friend. Kids absolutely love him! He made me laugh so hard, and yet the message of the kingdom was so clear. I'll have Alan in as long as He will come. I recommend him with all my heart!"



**Michael W. Smith** "Alan is a sincere and gifted minister of the Gospel. His work with tweens and their families is so unique and so needed. I don't know anyone out there with a bigger heart or a bigger vision for these kids. There's just no one like him. His work is eternal and I encourage you to check it out!"

**Amy Grant** "I've known Alan for almost 35 years. we were both active at Belmont Church, a vibrant, artistic Christian fellowship. he has turned his creative energies toward tweens, encouraging them to develop a more personal relationship with Christ. I believe this age group is perfect for Alan's gifts and ministry."



**B.B. Senn** "We've had everybody...you're our kids favorite!"

**Ralph Meaker** "There aren't many people who can do the music and bring the word to older kids like you can. Your gifts are unique."

**Kathy Pugh** "You not only ministered to the kids, but also the adults. That's a rare combination! I believe with all my heart that this is the BEST I've ever seen for children!"

**Benjamin Manley** "I was laughing so hard I could hardly take notes! You explained complex concepts so that even the youngest children could understand."

**Kelsey Raglin** "I was just at camp and you totally rocked the house. I loved your songs and messages, you really got the point across. I had a blast!!!"

CHECK OUT ALAN'S WEBSITE FOR MUSIC, VIDEOS, BOOKS AND FREE STUFF!

[www.alanroot.com/](http://www.alanroot.com/) [alanroot@yahoo.com](mailto:alanroot@yahoo.com)

TWEENS  
SCHOOLS  
FAMILIES  
CURRICULUM  
events/VBS  
CRUSADES  
EVANGELISM  
CONCERTS  
LAUGHS



## HOW CAN ALAN ROOT HELP YOU REACH YOUR KIDS?

**Alan's ministry speaks the crazy language your kids easily understand.**

**YOU**

have a job to do. You've been charged with building the Kingdom of God into the lives of your kids and their parents as well. How do you grab their attention?

CONSIDER ALAN ROOT. He's one of a kind. He's different but not strange. He's goofy but not silly. His back-beat rock and roll presentation of the gospel of Jesus sticks to a kid's brain like duct tape. His DVDs and his CDs and his books bypass a kid's natural fake detector and speak directly to their hearts.

Honesty. Joy. Good News. Ministry. Impact. Laughter. He's fresh and different. You'll probably like him.

When it comes down to it, absolutely nothing else out there is Alan Root!

### WHY ALAN ROOT?

HE STICKS TO KID'S BRAINS  
REACHES HARD-TO-REACHERS  
PREACHES THE LOVE OF JESUS

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# the **BIG** PICTURE

## **WHAT SHOULD I EXPECT AS FAR AS COST?**

Everyone's church is in a different place financially. Let's talk about price. \$1500 plus expenses is standard. Alan can give you some ideas to get going with. Email or call 615-794-5143.

## **WHAT SHOULD I EXPECT AT A CONCERT?**

Expect your kids to be engaged from the first song. Jumping. Laughing. Praising. Biblically sound content. The gospel shared in a kid-friendly way. Concerts are around 90 minutes. But the ministry goes on for years. The impact of this evening will reverberate through the church for a long time.

## **WHAT'S THE KID'S CHOIR THING?**

Alan wants your kids,

especially your older ones, to share the stage. It works beautifully. Ask for Alan's motions video.

## **WHAT SHOULD I EXPECT FROM A PUBLIC SCHOOL APPEARANCE?**

Character Education never had it so fun. Alan's program is called GET A CLUE and it teaches kids the basics of character without mentioning the name of Jesus. Songs like Pharaoh and Lean on Me let the kids know that the concert at the church (where we WILL mention the name of Jesus!) will be something they can't possibly miss. A wonderful tool to bring whole neighborhoods to the church to share the gospel.

**WHAT ELSE CAN ALAN DO AT MY CHURCH?** He does crusades that jet-fuel your kids' faith. He can preach on vision for a kid-friendly church or a Bible-based family in a sermon!

**WHAT'S THE LATEST THING FROM ALAN?** 7 books specifically for tweens and a brand new intergenerational worship CD just out.

## **HOW DO I BOOK ALAN?**

Email him at [alanroot@yahoo.com](mailto:alanroot@yahoo.com) or give him a call at 615-794-5143. Talk with him about your vision of an event for kids and their families. Brainstorm about how to dragnet your neighborhood. Ask him for his references, his tech sheet, his proven promotional ideas guaranteed to draw a crowd. Ask him for an agreement form to get everything inked on the calendar! The most common quote after an Alan Root event? "Let's do this again real soon!"

BE AMAZED AT  
WHAT AN OLDER  
GUY WITH A  
GUITAR CAN DO  
FOR YOUR KIDS  
AND THEIR DAILY  
LIFE WITH JESUS.

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# **CRUSADE IDEAS WE CAN DO TOGETHER!**

I'll sing and teach, you do games, crafts, snacks and small groups!

## **WALK TOUGH! (FOLLOWING JESUS)**

In conjunction with Alan's exciting new book, DISCIPLINATION. Buy Alan's book for your tweens for \$8 including shipping. Alan teaches age appropriately to K-6th about what happens once you give your life to Jesus. How to live in the Kingdom of God, Biblically sound and strongly practical. Theme: Heroes.

## **WISE UP! (BASIC CHRISTIANITY)**

Christianity 101. Why does God get to be the boss? (Creation). What is your problem? (The LAW and grace). You gonna let the old Bible guys have all the fun? (eternal life = knowing Jesus) And more. Three to five day's worth of basic Christianity 101 that most adults never think about! Alan recommends this one for his first VBS at your church. Theme: military, boot camp.

## **HIT THE ROAD! (LEARNING TO FOLLOW JESUS)**

Danger: the road of life is dangerous, the signs, lines, and rails are there to protect. Yield: we don't have the right of way, that belongs to Jesus. Go, Go, Go: and make disciples. The bad news: break the rules and pay the price. The good news: we have a Savior who knows every bump, twist, and dead end of the road. Growing in our relationship to Jesus through the habits of prayer, reading, memorization, thanksgiving, serving and "good-newsing." Theme: NASCAR.

## **X-TREME BELIEVERS (LIVING RADICALLY)**

Moses, Elijah and Peter illustrate how knowing God is the biggest adventure of life. They were not even close to perfect, they just knew who to believe in. An extreme challenge to us all! Theme: Olympics, X-Games.

## **SHAKE RATTLE AND ROLL**

(VICTORY IN THE TOUGH TIMES OF FAITH)

How to deal with trials and troubles from the Biblical account of Hezekiah and the big bad king of Assyria, Sennacherib. When trouble shakes your life, grow deep through it. When the enemy rattles, get down and serve. To roll on during trials and trouble, look up and learn to wait on the Lord.  
Theme: Sixties, Rock and Roll.



## **STARS AND STRIPES AND FOREVER (A CALL TO SERVE)**

A challenge to kids to be Christians who make a difference in their corner of the world. STARS live in the light and shine in the night. Jesus took our STRIPES: He shouldered our pain, his loss is our gain. FOREVER never ends, love your enemies and friends. Theme: Patriotic.

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# GET A C.L.U.E.

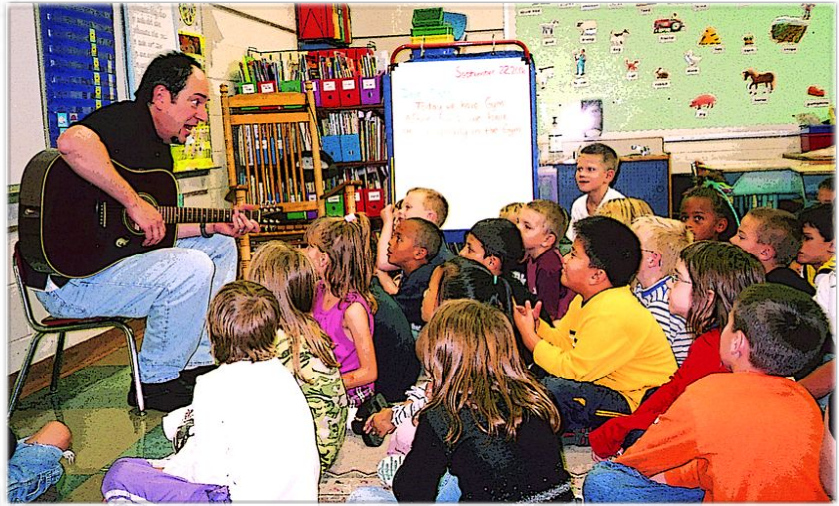
Alan's PUBLIC SCHOOL PROGRAM lets your event become a community dragnet for people who would never darken the door of your church.

Schools are required to provide "Character Education." We can help.

This can develop a relationship with your local public schools. We won't betray their trust. No dreaded "J" word. We'll tell the students about Jesus when they come to the church concert that night.

Your kids get to tell their buddies about your church and how much fun it is.

And your church grows by friendship evangelism.



August 28, 2001

Dear Alan,

While sitting here wondering how I should begin this letter, a second grade teacher walked in and asked, "**How were we so lucky to get that program at Creswell?**" I must add that I feel exactly the same way. Your program was one of **pure excitement and positive values** for all that attended. This included four-year olds to teachers. in a time when so many people claim to have programs that teach character while entertaining and involving children, "**Get A Clue**" delivers.

I have had **more teachers come to me and compliment this program than any other** since I came to Creswell four years ago. One assistant said she had been here for nine years and had never seen any thing that even compared to it. Another teacher kept discussing how talented you are and **how well you interacted with the children**. I am telling you, this is a wonderful program that every school should have the privilege of attending. It is entertaining, but more importantly it teaches a great lesson for life.

May I also add that **your sensitivity to the public school setting** was honorable. Though we may not always be able to teach everything we would like, we can always teach positive values and character. And that, my friend, is exactly what you did.

Sincerely,

**Tracy T. Adcock**  
Parent Facilitator  
Creswell Elementary

# PROVEN STRATEGIES FOR WILDLY SUCCESSFUL EVENT!

Prayer is the key to everything. Dream God-sized dreams, and download that vision to a prayer team. Keep them up to date and listen for God's instructions. Praise him for the answers he sends. Seniors are especially good at this, as well as your kids. Faith is not knowing God CAN do anything, it's believing he WILL do something! Nothing happens without prayer.

## “I wish more people had been here...”

**WITHOUT VISION, THE EVENTS PERISH.** Play my promo movie. Email me for a download. Set up a lobby table with my DVD playing and use your kids to hand out information.

**SELL TICKETS:** \$3 per person, or \$10 per family. Selling tickets adds value to the event in the eyes of your kids and their families. A ticketed event lets you recoup some of the expenses, lets your church “buy” into the event, has a better chance of getting on the sacred family calendar and insures attendance: “Where your treasure is...” And having tickets printed up will give your kids something of value to give to families outside the church wanting to come because your kids invited them. If your kids just tell friends there is a free concert, big deal. But if your kids ask

their friends if they want to come to a super concert if they could get them free tickets, it becomes a gift that few can refuse! This is crucial enough to send your families door to door with posters and complimentary family passes.

**KIDS ASK THEIR FRIENDS.** Those friends bring their parents. And the gospel reaches families outside your church. It's marvelously effective. Call it “life-saving” or “the buddy system,” and teach the kids friendship evangelism like Andrew and Peter in John 1:42. Families that won't come to church will come to a kids concert. And when a guest gives their heart to Jesus, no one has to fill out a card: their church friends already have a relationship with them, and can follow up. Give prizes. Walmart may give you a bike.

RECRUIT A KIDS CHOIR FOR THE CONCERT. KIDS LOVE TO BE ON STAGE. AND EACH ONE OF THOSE KIDS BRINGS 4 ADULTS TO THE EVENT! THIS WORKS!

GET THE EVENT ON FAMILY CALENDARS. IF IT'S NOT ON THE CALENDAR, IT WON'T HAPPEN. PRINT UP CALENDAR COUPONS WITH THE DATE AND TIME OF THE EVENT AND A PLACE TO SIGN WHEN IT GOES ON THE CALENDAR. GIVE KIDS PRIZES FOR SIGNED COUPONS.

GET YOUR SENIOR PASTOR BEHIND THE EVENT. READ HIM MY “PEOPLE SAY.” GIVE HIM YOUR VISION FOR MINISTRY. A MAIL OUT LETTER FROM HIM AND WEEKLY PULPIT-PLUGS WILL DO WONDERS.

USE PRIZES. TAPE MY CARTOON HEAD TO ROOT-BEER BARREL CANDY. TAPE “BRING YOUR POP TO THE CONCERT!” TO A TOOTSIE POP. ENLARGE AND PRINT UP SOME OF MY CONCERT POSTERS ONTO BRIGHT YELLOW 8.5X11 HEAVY STOCK THAT I'LL AUTOGRAPH. HEY, BUY MY PRODUCT FOR PRIZES! THE CONTEST IS NOT ABOUT HOW MANY WERE SAVED, ITS IS ABOUT HOW MANY WERE BROUGHT. PEOPLE CAN'T RESPOND TO THE GOSPEL IF THEY ARE NOT BROUGHT TO HEAR IT.

# ALAN ROOT!

tweens  
schools  
families  
curriculum  
VBS  
crusades  
evangelism  
concerts  
laughs

real guitar  
real person  
real ministry

Nothing else out there is Alan Root.

