



What & Why Run Alpha





A Note from Our Executive Director

We are excited that you are exploring using Alpha as a tool for evangelism. Alpha is a course that you can run for people who are outside the church to come and explore the meaning of life and the Christian faith.

The guests watch an Alpha video each week and then discuss what they've seen in a small group. This is relational evangelism. Our role is to provide you with the videos and the training required to help you run the course effectively. Over 30 million people have now had the chance to encounter Jesus for themselves through Alpha. This is a proven and highly effective tool that you can use to reach people for Christ and to see your church grow.

Statistics show us that the church in Asia is growing, and that this growth is largely through conversion. Our passion is to see this growth accelerate by serving you, the local church, with this proven tool of Alpha. We have now launched contextualized Asian versions of the Alpha videos that speak to guests in their own heart language. Wherever you are in this region, whatever your context, we have a great tool for you to use.

We look forward to serving you as the church in Asia rises, and the hope of the gospel is proclaimed across this mighty continent.

Miles Toulmin
Executive Director of Alpha Asia Pacific
and Vicar of Holy Trinity Bukit Bintang

Vision

At Alpha, our vision is to see **the evangelisation of the nations, the revitalisation of the church, and the transformation of our society.**

Such change will come only through Jesus and the power of the Holy Spirit. We believe that everyone should have the opportunity to explore life's big questions in the context of the local church where they can come and see Jesus, community and love at work.

Mission

We equip and serve the church in its mission to help people discover and develop a relationship with Jesus through Alpha.



What is Alpha?

Alpha is a series of interactive sessions used by churches around the world as a resource to create space and a culture where people are excited to invite their friends into a conversation about Jesus. No pressure, no follow up, no charge. Alpha can be run almost anywhere, by Christians of all traditions all over the world - from a church hall to a restaurant or online, and has a lasting impact on guests and church communities.



What does an Alpha session look like?



Connection

Whether it's a group of friends gathered around a kitchen table, or a quick online catch-up, times of connecting are important. It's not different at Alpha. Whether in person over a meal or virtually with a cup of tea, all sessions start with a time to connect, relax, and build friendships.



Content

The Alpha talks are designed to engage people from all walks of life and inspire conversation. They explore the big issues of life and faith and unpack the basics of Christian belief, addressing questions like "Who is Jesus?", "Why and how do I pray?" and "How does God guide us?"



Conversation

One of the most important parts of any Alpha: the chance to share thoughts and ideas on the topic, and discuss in a small group. There's no obligation to say anything and there's nothing you can't say.

It's an opportunity to hear from others and contribute your own perspective in an honest, friendly, and open environment.

**The gospel is 100% free.
Alpha is too.**

Why Alpha?

Many Christians see evangelism as uncomfortable, unnatural or only for a select few experts. 80% of guests attend Alpha because of a personal invitation from someone they know, and they keep attending because of the relationships that develop during Alpha. Evangelism is always relational and not just informational. This relational dimension of Alpha is what speaks loudest to a culture that suffers from increasing feelings of loneliness and social isolation, where the primary question is no longer "What do I believe?" but "Where do I belong?"



Re-Imagining how the Church shares life, faith, and Jesus

- **Alpha helps create a space for encounter**
People come to discover a relationship with Jesus and experience the Holy Spirit.
- **Alpha creates a culture of invitation**
As people invite their friends to Alpha they get to experience the joy of seeing first-hand the work of the Holy Spirit in salvation. This encouragement helps entire church communities recapture the joy of evangelism.
- **Alpha creates a discipleship and leadership pipeline**
Guests who come on Alpha will often come back as helpers to the next one, and integrate into the greater life of the church.

Locations of Alpha



Alpha Asia Pacific

21 Countries
11 with National Alpha Office

Global Statistics

We estimate that over 30 million people* have experienced Alpha in over 175 countries and in over 100 languages.

*as of 2023

Asia Pacific Statistics

Alpha had its best year ever in Asia Pacific in 2022. As churches emerged fully from the pandemic many used Alpha as a tool for evangelism, and we launched a number of contextualised Alpha Film Series – the Chinese Alpha Film Series, the Alpha Film Series: konteks Indonesia, the Hindi and Tamil Alpha Film Series, and the Alpha Cantonese Teens Series. These new products drove much of the growth in people being reached with the good news.

8,800

52%

Churches, organisations, and individuals ran Alpha in Asia Pacific in 2022 (52% growth on the previous year)

14,700

51%

Courses registered in 2022 (51% growth on the previous year)

303,600

69%

Participants in 2022 (69% growth on the previous year)

Languages in Asia Pacific

Across the Asia Pacific region, Alpha is run in **34 languages**.

In 2023, the Alpha Film Series is available in **21 Asian languages**; The Alpha Youth Series is available in **19 Asian languages**; The Marriage Course is available in **14 Asian languages**, and The Pre-Marriage Course is available in **9 Asian languages**. Find out more about these products and the available translations at

<https://asiapacific.alpha.org/previews/>

Urdu English Bahasa Indonesia Sinhalese
Thai Burmese Nepali Tamil Cantonese Mongolian
Hokkien Marathi Zokam Hindi Vietnamese Khmer
Oriya Khasi Punjabi Garo Bahasa Malaysia Tedim
Lao Bengali Kuki Japanese Tangkul Telegu Assamese
Cebuana Manipuri Tagalog Korean Malayalam Mandarin



1 Alpha, 3 Ways

1

In Person

In churches, cafes, prisons, schools, at home, anywhere people can gather, Alpha can run. You can enjoy meals together, watch the Alpha talks together, and sit around a table, classroom, or lounge room to have a safe and honest conversation.

2

Online

Did you know that Alpha is just as effective online? We didn't. Until COVID-19, Alpha was all run in person. Now churches all around the world are running Alpha online for people who are unable to meet in person due to a wide variety of reasons.

3

Hybrid

Alpha is adaptable. You can start Alpha in person with full confidence that should circumstances change, you will be able to move online with ease for you and your participants. Our team will support you every step of the way. The part we all play in God's work of evangelisation does not stop, no matter what.



Alpha for everyone

Our vision is for everyone, everywhere to have the opportunity to explore faith through Alpha by 2033.

This is a key moment in history. In a world more connected than ever before, Alpha is well placed to give everyone, everywhere the opportunity to discover Jesus in a way that is respectful, relevant, and rooted in community.

Alpha for Everyone is our vision for 2033 which marks the 2000th anniversary of the resurrection. As we look forward to the resurrection anniversary, we hope to make exploring faith in Jesus as accessible as possible so that millions more might encounter the love of God.



The Alpha Talks



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Alpha Film Series

Repackaged for today's audience, the Alpha Film Series is emotive, engaging and epic in scale and scope. Nicky Gumbel, together with hosts Toby Flint and Gemma Hunt, walk through the basics of the Christian faith in a way that everyone can relate to. The episodes feature inspiring stories and interviews from all around the world, as well as visual illustrations and motion graphics.

15 talks - 11 weeks



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Alpha Film Series (with discussion breaks)

Same loved Alpha Film Series content featuring a new interactive format with discussion breaks throughout each episode. This new format will encourage engagement from your Alpha guests, as well as help your hosts and helpers to facilitate the discussion time easily.

15 talks - 11 weeks



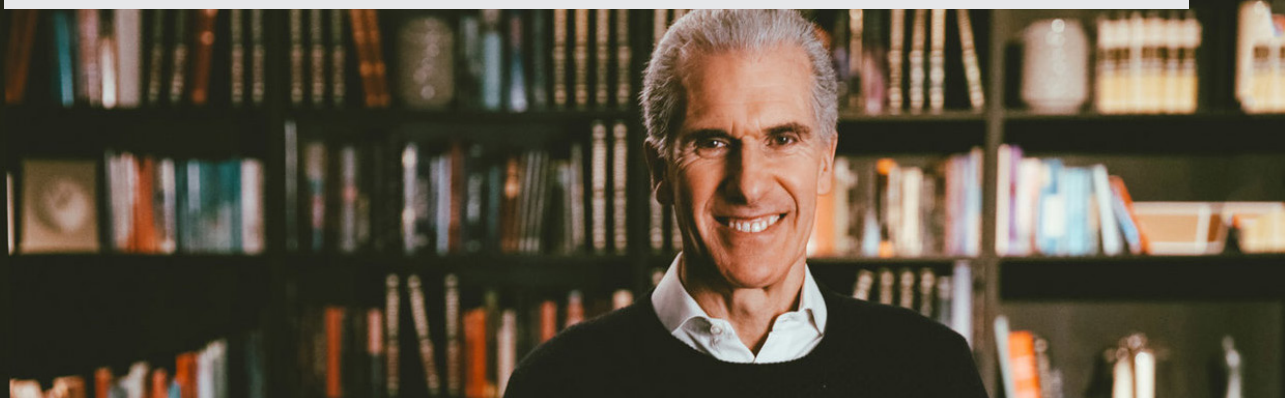
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Alpha Youth Series

The Alpha Youth Series has been totally reimagined for today's youth culture. Through 13 sessions filmed in Vancouver, London, Paris, Rome, Israel, and many other incredible locations, the Alpha Youth Series explores timeless questions about life, faith and God for a new generation. The series offers compelling stories, images, questions, and discussion topics well spread throughout each episode to better engage youth, helping them think about how these issues relate to their lives as they discuss with their friends and leaders.

13 talks - 9 weeks



Alpha with Nicky Gumbel

This series features Alpha pioneer Nicky Gumbel presenting each topic with humorous anecdotes, personal experiences and Biblical relevancy. The talks (29 minutes each) were filmed at Holy Trinity Brompton, where Alpha first began.

15 talks - 11 weeks



Click to view



Alpha Next Gen

Alpha Next Gen Series is a mini-film series conceptualised and produced in Hong Kong. It is hosted in Cantonese by Chapman Fu and Matches Mak. It delivers the unchanging message of salvation to this generation, catering to students, young adults and the digital generation. (13 episodes in Cantonese or Mandarin; Traditional & Simplified Chinese subtitles are available; 25 mins each).

13 talks - 12 weeks



Click to view



Alpha Cantonese Teen Series

The Alpha Cantonese Teen Series (ACTS) has been reimagined for today's youth culture and tailored for the Cantonese community. Produced and created in Hong Kong, ACTS will be a powerful tool for churches and schools to reach the youth, creating a unique space for students to connect, discover the meaning of life, and explore a relationship with Jesus. ACTS will officially launch in the later part of 2022.

13 talks - 12 weeks

Asian Alpha Film Series

The experience of hearing the gospel in one's native language cannot be rivaled. In 2022, we launched the Asian Alpha Film Series (AAFS) to reach the people in this region in their native languages. AAFS is a remake of the original Alpha Film Series with the same key messages but contextualised and refilmed in a culturally relevant and engaging way.

AAFS is available in four Asian languages that are among the world's most widely spoken languages - Mandarin, Indonesian, Hindi, and Tamil.



Chinese Alpha Film Series

The Chinese Alpha Film Series (CAFS) is Alpha's first fully contextualised version of the Alpha Film Series. For the first time in the history of Alpha, the contents are presented entirely in Mandarin. Produced by the Chinese for the Chinese, the extent of this contextualisation include Chinese hosts, testimonies and experts who will use culturally relevant examples, humour and settings to boost the relatability of the content.



Click to view





Indonesian Alpha Film Series

The Indonesian Alpha Film Series consists of 40% contextualisation from the original Alpha Film Series. With local Indonesian street interviews, over 14 local stories and church leaders, animation, graphics, music, and Indonesian voiceovers and subtitles, the contextualised content aims to engage directly with the audience in both their native language and local context.



Click to view



Hindi Alpha Film Series & Tamil Alpha Film Series

The Hindi Alpha Film Series and the Tamil Alpha Film Series feature local Hindi and Tamil street interviews with contextualised Indian music and voice overs. We believe it is the first evangelical resource of its kind to be contextualised in this way, providing local churches with access to exciting new possibilities for the gospel.



Click to view



Contexts

Catholic

Equipping your parish in its mission to help people encounter Jesus

Alpha has empowered many Catholic parishes and organisations around the world to answer the call to the New Evangelisation. In 2022, over 4,900 Catholic parishes and organisations around the world ran over 8,100 Alphas, reaching an estimated 197,000 participants.



Youth

A way to inspire and equip young people to share about their faith

More than ever before, young people are asking questions about life and meaning. With Alpha, you can create a space for them to wrestle with their thoughts and share their opinions in a safe and friendly environment.

Since 2017, Alpha has helped more than 35,000 youth leaders around the world spark meaningful conversations with young people. graphics, animation and music.



Workplace

We spend an average of forty hours a week with our colleagues. Why not discuss things that really matter?

Running Alpha in the workplace empowers Christian professionals and employees to be effective witnesses wherever they work. Running Alpha in the workplace can be integrated easily into a regular working day. It can be run in an hour during lunch, or at the end of a work-day.

In 2019, Alpha Workplace reached over 26,000 people. 1,200 courses launched in 49 countries.



Prison

Inspire the more than 10 million people in prison around the world.

Prisons are some of the darkest and loneliest places, and through Alpha, chaplains and church volunteers are able to speak life and bring hope to those on the inside.

Alpha creates a space where prisoners can ask life's big questions and find out about the Christian faith in a safe, informal and friendly environment. Alpha is currently running in more than 900 prisons and secure facilities, in 46 countries. In 2018, over 53,000 people experienced Alpha in prison.



Ps. Daniel Denso

Indonesia



Click to view

Ps Denso took over C3 Manahan in 2012 with approximately 30 members and wanted the church to grow and move forward. He really wanted to invite the people in Solo city to church, especially the unchurched.

“I came to know about Alpha and its impact in 2014 and felt in my heart that this could be the answer for the church. Despite feeling very anxious about running Alpha, we went ahead with running it. We noticed how it opened up conversations for people to share and ask deep questions about God. We also did not have to worry about finances because volunteers were not only willing to run Alpha, but also contributed financially towards each session.

We started with 5 leaders who ran Alpha in connect groups. Since 2015, the church has run 13 Alphas – we had about 300 participants in the most recent session (at the time of sharing this story), which is 10-fold from when we first began! Evangelism is no longer something that the congregation is afraid of but something that they know well. Alpha also brought out leadership qualities in people, including those whom we did not notice before. Through Alpha, they can step up to lead and become such a blessing to the church. Alpha is a great program, not just to help grow the congregation in terms of quantity but also in terms of quality; raising them up as leaders each with their own talents.”

Ps Daniel Denso,
Pastor, C3 Manahan Solo, Indonesia

Guest Transformation

Jonathan

Malaysia



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At the age of 35, Jonathan was sentenced to life imprisonment for smuggling drugs across borders. The first few years were hard as he missed his family. After 15 years, he had his sentence reduced due to good behaviour and could finally return home.

Jonathan thought he would be happy once he was released from prison, but instead found that his thoughts were consumed by three words, “vengeance”, “revenge”, and “anger”. It was during this time that his cousin invited him to Alpha.

In the first few weeks of Alpha, Jonathan rarely took part in the small group discussions. In his mind, he was still an ex-convict and felt inferior. However, one thing stood out to him. The people in church were always welcoming of him and treated him like a normal person, not like an ex-convict.

During the Alpha Weekend Away, a church elder came up to Jonathan and said to him, “Jonathan, I have good news for you. Jesus has forgiven you.” As much as he tried to keep his emotions in check, Jonathan found himself in tears. “It felt as if there were two heavy stones weighing me down all these years and now, they were all gone.”

Jonathan’s life has since changed. “After knowing God, my life has changed so much. Now, I have purpose in life, I have direction, and I remember life’s values. Before this, I had no hope. From a hopeless person, I became a hopeful person. And at first, I was full of vengeance, now it’s all gone.”

Jonathan,
Alpha Guest, Malaysia

Guest Transformation

Enson and Priscilla

Malaysia



Enson and Priscilla's story is one of redemption, hope, and healing. Enson's parents separated when he was a teenager. According to him, "that sparked a rebellion revolution in me" and his path strayed during his younger days. One day, at a particularly low point in his life, Enson's wife, Priscilla said to him, "Why don't you just speak to God, there is nothing to lose." He heeded her advice and that was his first encounter with God.

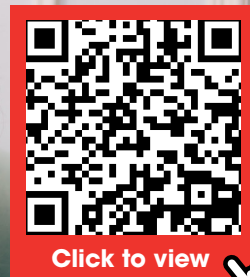
At the further urging of his wife, Enson attended Alpha. It was during the Alpha Weekend Away when he encountered the Holy Spirit. "I got a glimpse of who He is and why He died for me, how do I pray and most importantly, how to build a meaningful and closer relationship with Him." he says.

Today, Enson and Priscilla have found a home at Holy Trinity Bukit Bintang (HTBB). Bringing up a wonderful family of three young children, Zachary, Zander, and Zara, Enson and Priscilla continue to serve the Lord in meaningful ways.

Enson & Priscilla,
Alpha Guest, Malaysia

Hang

Vietnam



In Vietnam, there is a saying, “It’s better to have one son than ten daughters.” In a culture that valued sons over daughters, Hang did not feel valued by her family and struggled with feelings of self-worth.

When she was still a high school student, she was invited by a friend to Alpha. Being an inquisitive person, she decided to try Alpha. Although she initially resisted the discussions during Alpha, one thing that stood out to her was how the people in her group were always friendly.

After the third session of Alpha, a friend suggested she try praying so she did. In her prayer, Hang asked God to reveal Himself to her.

“The next morning, I went to a small group led by an Alpha member. In that place, I heard that God is so great but He loves us. God loves us personally. It really won my heart. I was so happy, I felt loved by God. It’s so hard to express my feelings, it’s like, I can say... flowers are blossoming in my heart. So happy, joyful.”

Hang,
Alpha Guest, Vietnam

Leader Endorsement

Jayson Vergara

Philippines



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In one year, at the height of the COVID-19 pandemic, Jayson Vergara and his team ran 66 Alphas in the rural mountains of the Philippines. Trekking sometimes for up to 2 hours from one village to the next, Jayson's compassion for the youth drove him to bring the Gospel to these remote villages.

"I've seen a lot of people who lost their hope and they're struggling because of the pandemic." With no luxury of venue in the mountain villages, Jayson and his team would find shade under a tree and run Alpha there. In 3 months, they established 6 groups, and after 6 months, they had 12 groups. After a year, the team had established 66 Alpha groups.

One of their strategies to growth is not just to bring the Word but to intentionally look for leaders. "When Alpha came to the scene in our community, it was like a bomb to our community, because we grow, and grow, and grow, and we expand."

Jayson Vergara,
Missionary, Philippines

Transformation of Society

Jhonstone India



Click to view

Jhonstone used to struggle with substance addiction but through rehab he found both physical healing and Jesus. Now an Alpha staff, Jhonstone is using Alpha to introduce God's healing love to the marginalised in society.

Working closely with rehab centres, Jhonstone runs Alpha for the men in these centres. Many of them have experienced rejection from society due to their addiction. The conversations that happen during Alpha is a chance for these men to share what's on their hearts and minds.

"We have seen lives changed in this marginalised group. They are saved from the bondage of addiction, from substances, and at the same time they know the Lord."

Jhonstone's ministry also includes running Alpha for HIV widows and in schools for the blind.

"Sometimes the days are very long, but the love of God moves me and keeps me going in His ministry."

Jhonstone,
Alpha Staff, India

Alpha Workplace

Lee Seung Cheol

South Korea



Click to view

As the director of a women's hospital in South Korea, Lee Seung-Cheol began wondering how the hospital could be a place to bring the Gospel to non-believers. While the hospital carried out medical missions once or twice a year, he believed that more could be done in the day-to-day life of working in the hospital.

“Normally we tend to weigh the costs and benefits when we work. We tend to focus on ourselves and become selfish. But Alpha Workplace helps us to transform our workplace into the place where His love, justice and Kingdom are actualised.”

Lee Seung-Cheol,
Alpha Workplace Leader, South Korea

How Do I Get Started?

1

Register your course on MyAlpha

MyAlpha is a free resource to support you through your entire Alpha experience. Access the learning centre, series videos, training videos, and promotional materials here.



2

Train your team

The thing that can most affect the success of any Alpha is training your Alpha team. You can find all the training videos and guides in MyAlpha.



3

Download the videos

Choose the series that will best suit your audience and download the videos for free.



4

Invite

Invitations are vital in spreading the news about your Alpha. Encourage your church and wider community to get on board and invite their friends. Registering and promoting your Alpha on MyAlpha will also help in letting people know about it.



5

Pray

Alpha is reliant on the Holy Spirit and prayer is vital to the effectiveness of Alpha. Some suggestions include getting your whole church praying in your Sunday services and small groups, getting people together to pray before each session, and getting hosts and helpers praying for each guest by name throughout Alpha.



6

Run

Start running your Alpha!
You might want to consider hosting an informal launch party. This makes it even easier to invite guests along to hear about Alpha and what it involves.





**The
Marriage
Course**

**The
Pre-Marriage
Course**

**The
Parenting
Children
Course**

**The
Parenting
Teenagers
Course**



Alpha Asia Pacific
RT1 (A&B), Level 8 (Rooftop),
Lot 10 Shopping Center,
50 Jalan Sultan Ismail,
50250, Kuala Lumpur

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