



ALPHA SOUTH AFRICA Starter Pack

alpha.co.za



WELCOME!

We're so glad you're exploring how to run Alpha in your context. Whether you're new to Alpha or have run it before, this guide is here to support you every step of the way.

Inside, you'll find helpful information on what Alpha is, why it works, best practices for running it effectively, and how to register your Alpha so others can discover it too.

Our hope is that this guide equips and inspires you to create a space where people can explore life, faith, and meaning in a way that's real, relational, and rooted in Jesus.

Table of Contents

PART 1: ABOUT ALPHA	02
<hr/>	
• What is Alpha?	02
• Why Run Alpha?	03
• Three core elements of Alpha.	04
• Choosing a version that fits your context	05
<hr/>	
PART 2: HOW TO RUN ALPHA- BEST PRACTICES	06
<hr/>	
PART 3: HOW TO REGISTER YOUR ALPHA - A STEP-BY-STEP GUIDE	07
<hr/>	
CONCLUSION	08
<hr/>	





PART 1: **ABOUT ALPHA**

What is Alpha?

People today are asking some of life's biggest questions: What's my purpose? Is there more to life than this? Can I be honest about what I believe—or don't believe?

As leaders, we don't need to have all the answers. But we can create safe, open spaces where people can explore these questions for themselves. That's where Alpha comes in.

Alpha began at a church in London called Holy Trinity Brompton (HTB). What started as a local initiative to explore faith has become a global movement, now run in over 140 countries and translated into over 100 languages.

Alpha is a series of interactive sessions, usually run over eleven weeks, including a weekend away. It's a space where people can explore life, faith, and meaning in a way that is real, relational, and pressure-free. And the best part? It's completely free. You can run Alpha in churches, homes, prisons, workplaces, online, or anywhere people gather.

Why Run Alpha?

Alpha is more than just a tool for evangelism, it's a catalyst for renewal within the Church. It helps create a culture where invitation becomes natural, prayer is foundational, and people are empowered to step into leadership.

Churches that run Alpha often see:

- People coming to faith for the first time
- The Holy Spirit moving in fresh and powerful ways
- Congregations growing in confidence to share the gospel
- Communities being transformed by love and authenticity

Alpha creates space for real encounters with Jesus, not only for guests but for hosts, leaders, and entire congregations. Whether you're leading a church, a small group, or gathering a few friends at home, Alpha equips you to make a lasting impact, and the best part is, anyone can run it.



Three Core Elements of Alpha

No two Alphas are identical, yet every Alpha embodies these three core elements.

1. Connection

Each session begins with time to connect over food, coffee, or a virtual meet-up.

This is where friendships form and walls come down.

“People don’t care how much you know until they know how much you care.”

2. Content

Each episode explores a big question of the Christian faith:

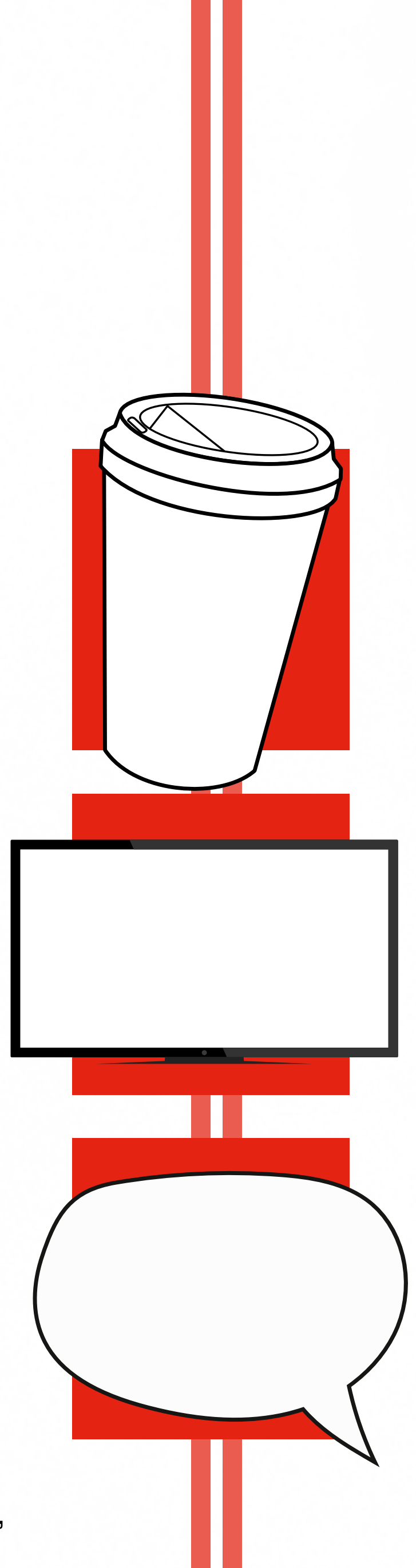
- Who is Jesus?
- Why and how do I pray?
- How does God guide us?

The films are engaging, creative, and full of stories, interviews, and real-life insight.

3. Conversation

This is the heart of Alpha.

During this time, guests gather for open discussion about the episode—no preaching, no pressure. Everyone is free to ask questions, share their thoughts, or just listen.





CHOOSE THE VERSION THAT FITS YOUR CONTEXT

There are a variety of excellent Alpha series options available, allowing you to choose the version that best suits your context.

- 01 The Alpha Film Series**
Filmed all around the world, featuring powerful stories and global voices. Great for adult groups or mixed ages.

- 02 The Alpha Youth Series**
Created for teens, this version is engaging, relevant, and speaks to the questions young people are actually asking

- 03 Alpha Youth Talks Africa**
The same powerful content, shared through African voices to make the experience deeply relatable across the continent.



Part 2:

HOW TO RUN ALPHA

BEST PRACTICES

Over years of running Alpha globally, we've found that how you host Alpha makes all the difference. That's why we talk about seven best practices.

1. Prayer

Prayer is the foundation.

Start with a prayer team who'll intercede before and during your Alpha. Weekly updates keep them praying with insight and faith. When we pray, God moves.

2. Be Evangelistically Positioned

Alpha is designed to reach people who are far from God or far from church. Keep it outward-focused, and encourage your church to invite others.

3. Team Training

Everyone involved (hosts, helpers, prayer team) should understand the heart of Alpha.

Use the free online Team Training to equip your team to lead well.

4. Hospitality

Alpha starts with food. Whether it's a full meal or just snacks, food creates a relaxed and welcoming environment where deeper conversations can happen.

5. Alpha Talks

Each talk is part of a clear journey of faith that presents the basics of Christianity in a fresh, accessible way. Some key topics include:

- Who is Jesus?
- Why and how do I pray?
- How can I have faith?

6. Open Discussion

During group discussions, create a space for real, judgment-free conversation. This time isn't meant to be a Bible study—it's about listening well and building trust.

7. Time Away

Around week 7, host a retreat or day away focused on the Holy Spirit. Whether it's an overnight camp or a Saturday at a local venue, this time often becomes the turning point of the Alpha journey.

These seven best practices help create a space where people feel safe, welcomed, and open to encountering Jesus.

Part 3:

HOW TO REGISTER YOUR ALPHA

A STEP-BY-STEP GUIDE

Starting Alpha is easier than you think. Here's how to get going in just a few simple steps

01

Visit the Website

Go to www.alphasa.co.za and click the “Register a Course” button (top right corner).

02

Sign Up or Log In

If you don't already have a MyAlpha account, sign up using your email. Once you verify your email, you'll be able to log in and start registering your course.

03

Register Your Course

Fill in your basic course details. You can complete them now or come back to them later.

04

Choose Your Series

Pick the Alpha series you want to use—Alpha Film Series, Alpha Youth Series, or Alpha Youth Talks Africa.

05

Select Your Delivery Method

Choose whether you'll run Alpha in person, online, or both.

06

Choose Your Audience

Select your audience type (adults, youth, etc.)

07

Choose Your Context

Indicate where you're running Alpha (e.g., church, school, prison). If none apply, select “None of these.”

08

Choose Your Language

Most Alpha content is available in multiple languages—just choose the one that suits your context.

09

Final details

Enter your start date and organisational details. You'll also choose whether your Alpha is public or private.

10

Explore Your Dashboard

Once your Alpha is registered, you'll have full access to:

- Training materials
- Course planning tools
- Your Alpha videos and resources
- And more

Need help?

You can book a free coaching call through the “About” section at alphasa.co.za.

YOU'RE ALL SET!



Thank you for taking the time to explore how to run Alpha. We hope this guide has given you the clarity and confidence you need to take the next step. Whether you're preparing to launch your first Alpha or planning your next one, know that you're part of a global community inviting people into meaningful conversations about life, faith, and Jesus.

If you haven't already, don't forget to register your Alpha—this not only helps others find it, but also connects you to resources, training, and ongoing support.

We're cheering you on and praying with you as you create space for lives to be transformed.

