

Effective *Outreach*

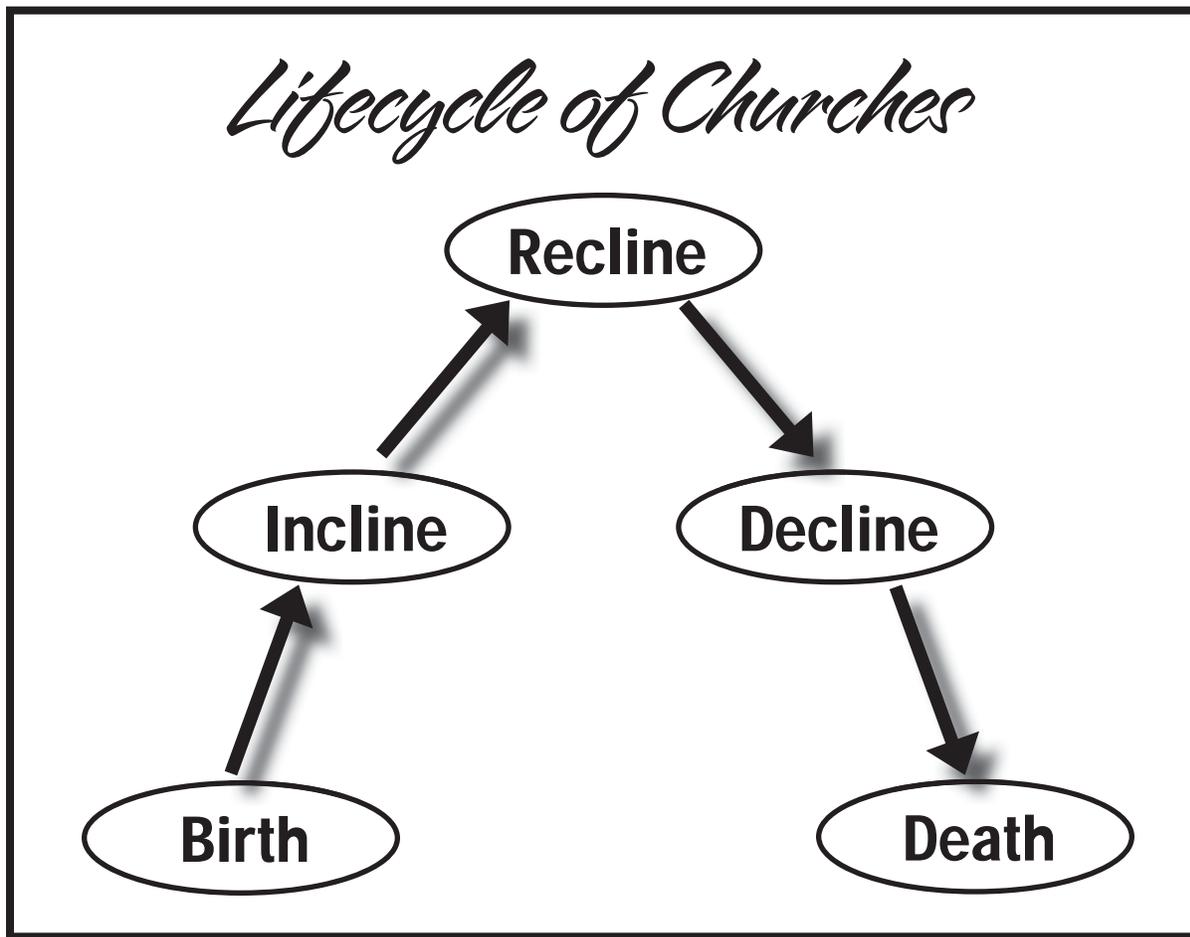


Effective Outreach Ministry

Creating a dynamic, effective program for Church

By: R. Chip Denief

Why Outreach?



Birth: The congregation is at its beginning stages.

Reaching Strategies

Incline: The average weekly attendance is higher this year than last.

Reproducing Strategies

Recline: The average weekly attendance is about the same as last year.

Refocus Strategies (Must wake up from the "Feel Good" stage)

Decline: The average weekly attendance is less than last year.

Redefine Strategies

Death: The congregation ceases to exist.

Because Outreach assists us in fulfilling our commission.

Matthew 28:18-20

The Church exists to reach **OUT**ward, not **IN**ward.

Church Identity Crisis

Thomas Clegg (American Society of Church Growth) cites the following:

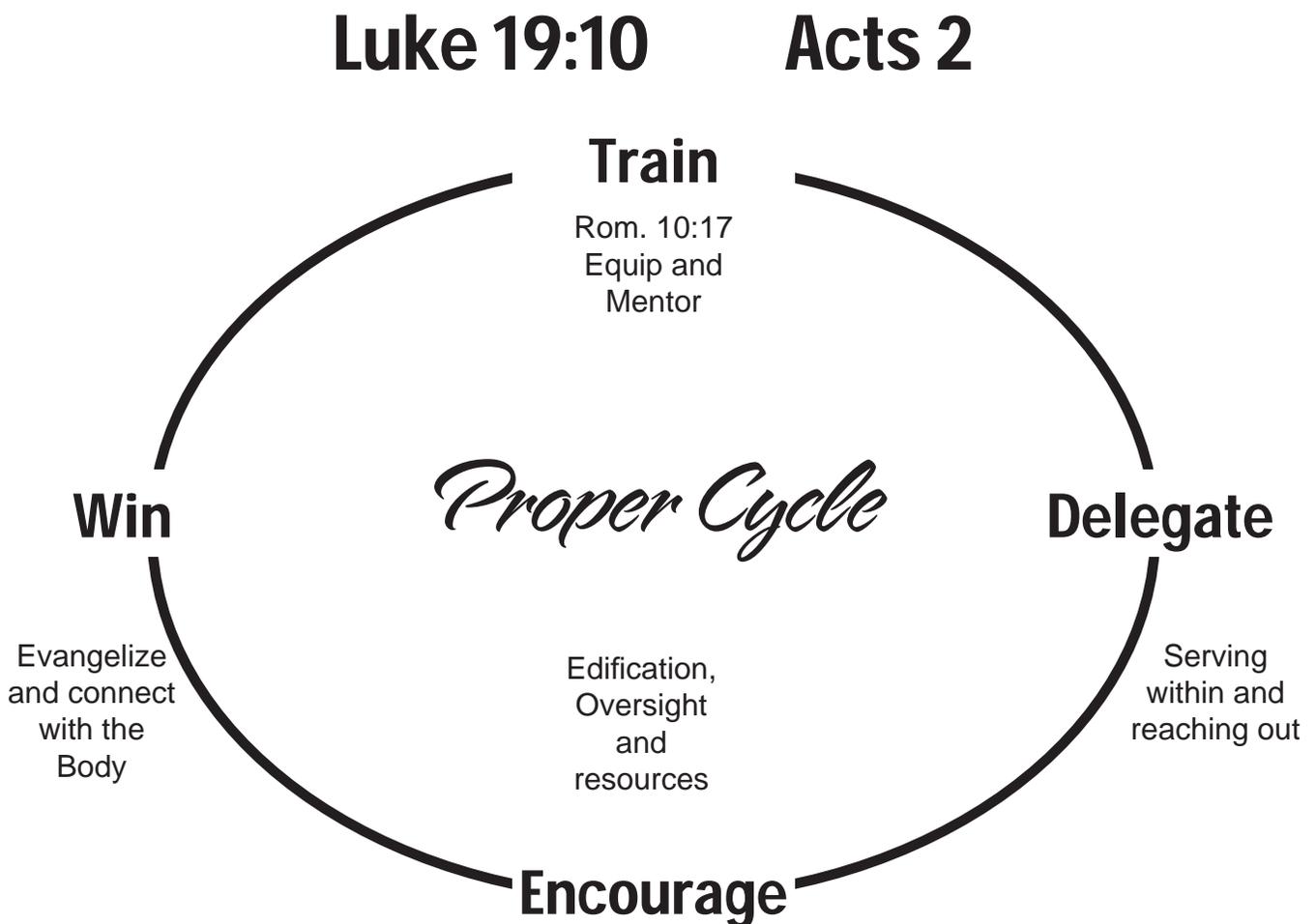
“When Church members were asked what the purpose of the Church is 85% said the purpose of the Church was to meet their family’s needs and only 15% correctly identified it’s purpose to reach the lost.”

He further observes: *“Your Church, beginning with you, must change it’s heart & it’s behavior; learning to build intentional relationships with people in your community who aren’t yet Christians.”* (Thomas Clegg, Lost in America)

What is your point?

- If you intend to be obedient to the Lordship of Jesus, you (individually & corporately) must have a true heart for seeking the lost, establishing connection with them, sharing the Gospel with them and nurturing them in faith.
- Outreach must permeate every part of your personal & corporate personality.

Identity: *the collective aspect of the set of characteristics by which a thing is definitively recognized or known.*
The American Heritage Dictionary



Church Growth Myths

“Growing Churches only care about numbers & attendance.”

- Implies numbers are not important.
- Typically identifies hypocrisy, lack of concern or irresponsibility for the Gospel.
- Creates a cattle mentality, showing disregard to the lost & disobedience to the Lord.

99 sheep, 5,000 & 4,000 fed by Jesus, 1 lost coin, 3,000+ at Pentecost, ‘Myriads’ of angels.

“Quality -vs- Quantity”

- Implies that you cannot have both.
- Impresses man’s limitations upon God’s limitless abilities & resources.
- Usurps God’s will by walking within the limitations of man.

The Gospel converts, restores, heals, establishes, builds, grows... in excellence.

“Churches must sacrifice the Truth in order to grow or attract people.”

- Implies that Truth is not attractive, or appealing.
- Condemns the methods of Jesus, who identified the Father’s word as Truth.
- Condemns our own conversion.

Jesus said He would draw all men to Himself if He be lifted up.

“One of the casualties of growth is the sense of connection & intimacy... too impersonal.”

- Implies that large groups do not enjoy connection & intimacy.
- Places negative & unfair connotations upon large groups.
- Assumes that small groups share greater intimacy & connection.

Will the wedding feast of the Lamb be a small banquet or a great feast?

“Adopt or Adapt? There is 1 secret method to Church growth.”

- Implies growth can only come through replicating the methods of others.
- Fails to recognize the individual dynamic of communities & cultures.

The Universality of the Gospel underscores the need for understanding culture & methods.

“Outreach & Evangelism are the same thing.”

- Outreach is broader in scope & intent than evangelism.
- Outreach often provides preliminary preparation for the Gospel.
- Evangelism is intentional, direct, and focussed upon the Word.

Outreach requires proper Identity

Building Blocks for Identity

Identity is who you are and what you do.

1. _____ (Who you are)
2. _____ (Who lives near you)
3. _____ (What you do)
4. _____ (What you use)
5. _____ (How you use them)
6. _____ (How others perceive you)

Mission

- A mission statement defines your purpose, providing clear focus.
- Acts as a point of reference for every area of programming & ministry.
- Should reflect your culture as represented within your congregation.

Community

- Geographics... physical proximity.
- Psychographics... values, attitudes, shared cultural experiences.
- Demographics... Characteristics of your community. (Gender, ethnicity, economics, etc)

People

- Your congregation's gifts, skill, talents & abilities.

Resources

- Facilities, community & public resources, hardware, etc.

Programs

- Developed under consideration of mission, community, people, resources.

Image

- Community perception of your congregation.
- First impressions, lasting impressions.

92% of people will not initiate friendships. Employ the **8%** rule.

The 3 minute rule

Constructing a Mission Statement

Why is a Mission Statement necessary?

- A mission statement defines your purpose, provides clear focus and a point of reference for every area of programming & ministry. (See Below)
- In order for your congregation to grow, your mission statement must have outreach at its core.
- Your mission statement must be written on the hearts of your members. (Simple is better.)
- Your mission statement must reflect the culture of your congregation.

“To exalt God in our worship and honor Him by reaching and equipping people to be fully devoted followers of Christ.”

This sample mission statement, based upon Matthew 28:18-20 and Acts 2:42-47 provides the foundational purpose statement for all that the Church is called to do. An effective Mission Statement must be more than a cute little, cliché phrase. Employing a Biblical identification for the congregation, add purpose & focus to her programs & ministries.

Consider the following elements:

- Exalting God is key in Christian worship focus.
- Fulfilling Jesus’ Great Commission comes through reaching people for Christ... evangelism and relationship building.
- Discipleship is accomplished in teaching & equipping and provides valid places of ministry and service for all Christians.

Key elements to consider in constructing a mission statement:

- What is the purpose of your congregation?

- Does this stated/written purpose have outreach at its core?
- What Scriptural passages best reflect the mission, purpose, values & culture of the congregation?

It should be noted that a concise mission statement is best, and often, constructing one is difficult. Opinions vary as to the number of ‘heads’ involved in the task of construction... some feel less is more, while others involve as many as possible. Having assisted numerous Churches in the task of constructing a mission statement, I have found that this ‘rule’ will vary by the culture of the congregation, her leadership & ministry staff. Ensuring that team members understand the intent & purpose of the statement greatly aids in the task.

Constructing a mission statement only benefits when it is embedded upon the hearts of your people.

Mission Statement samples

- The mission of the United States Marine Corps is to attack the enemy and defeat him.
- The mission of the Salvation Army is to make citizens out of the rejected.
- The mission of Evangelism Explosion International is to glorify God by equipping the body of Christ worldwide for friendship, evangelism, discipleship, and healthy growth.
- The mission of Willow Creek Community Church is to turn irreligious people into fully devoted followers of Jesus Christ.
- The purpose of Saddleback Valley Community Church is to bring people to Jesus and membership in his family, develop them to Christlike maturity, and equip them for their ministry in the church and life mission in the world, in order to magnify God's name.
- The mission of Northwood Community Church is to develop people into fully functioning followers of Christ.
- The mission of Christ Community Church is to make disciples of Jesus Christ by winning people to faith in Christ, building them in the Word of Christ, and equipping them to fulfill the Great Commission of Christ.
- The mission of Crossroads Church is to win the lost and empower believers to become fully functioning followers of Christ.
- The purpose of Wooddale Church is to honor God by making more disciples for Jesus Christ.
- The mission of Pantego Bible Church is to transform people, through the work of the Holy Spirit, into fully developing followers of Christ.

The above sample statements are borrowed from an article by Gregory L. Linton; "Developing a Mission Statement for Your Church"
http://www.jbc.edu/college/friends_churchlink_issues_1-3_linton-statement.php

Critique the following samples

Seeds of Hope Friendship House, Pittsburgh PA

The mission of Seeds of Hope is to sow "the Seed of Hope," Jesus Christ, in the hearts of many in Bloomfield, Pittsburgh, and to the ends of the earth. Our context is the emerging post-modern culture. Post-moderns have rejected the "trinity" of modernism: reason, nature and progress-and the church that is built on it. Lacking a metanarrative, post-moderns turn to a sort of primitive tribalism, or bury their pain in technology or consumerism. Our mission involves creating a Church that can be a safe gathering place for post-modern people to come experience the grace and forgiveness of God; a family of believers where they can find healing for the things that have hurt and wounded their souls; where they can "belong to believe"-that is, where they can be nurtured and disciplined into faith in the one true God and in Jesus Christ whom He has sent.

Calvary Christian Church, Winchester, KY

Helping people fully become who God created them to be! Seek, Serve, Share

Antioch Mills Christian Church, Berry, KY

We exist to bring people to Christ and build them in His image

Demographics of your impact area

Reference the demographic profile from the 2000 US Census

- Median age: _____
- Male Population: _____
- Female Population: _____
- Ethnicity: _____
- Median Income: _____
- Married %: _____

This basic information identifies your **“Target Group”**

Identifying the gifts & skills of your people

What gifts & talents do our people possess?

Artists, Singers, Missionaries, Teachers, Graphic Designers, Counselors, Actors, Musicians, etc

Do you offer programs & opportunities to develop or strengthen skills & talents?

Are ample opportunities created for people to implement these gifts & talents?

What gifts & talents do I possess?

Identifying Resources

What resources do we have as a congregation? (Remember, these are Kingdom Resources)

Auditorium, Classrooms, Playground, Sports field, Gymnasium, Shelter area, Camp, Transportation, Projection Equipment, Community Resources, etc.

Developing Programs

Based upon our target group, what programs are we offering?

Based upon our target group, what program can we/should we offer?

Developing an Image

The beginning point for implementing people, talents, resources & programs

Church Logo, Program Logo, Professional Signage, Brochures, Business Cards, Advertising Pieces, Communication Materials, Website development

Keep in mind that your community makes judgments about your congregation based upon what they see... your image. This image may be fair, or unfair, consequently, it can aid or impair the success of your congregation to reach people for Christ.

Creating Synergy

Marketing or advertising your congregation

Residual items, Signage, Newspaper or Magazine ads, Digital Social Networking, Website.

Rules for Attracting Guests

Acts 2:1-14

Strategic Timing

Religious or Secular Holiday, Cultural Events, Fairs & Carnivals, Cultural Experiences (9/11)

Targeted & Receptive Audience

Based upon your demographic, Your message must be communicated in a relevant method.

Compelling Message

Get their attention, Capture their interest, Speak the Truth in Love, Pray earnestly.

Appropriate communication method

“For David, after he had served the purpose of God in his own generation, fell asleep, and was laid among his fathers and underwent decay;”

Acts 13:36, NASB'95

Remember the following facts

Only **25%** of the population has been **invited** to Church. An amazing **15%** of those who have not yet been invited say **they will accept** if invited. In addition, **65%** said that **if they knew the person inviting them, they would accept the invitation.**

Barna Research Group

The average person attending a service will look at their bulletin 7 times during the service alone.

10% of first time visitors become “regulars”; 25% of 2nd time visitors become “regulars”; 45% of 3rd time visitors become “regulars”. **Always give a 1st time guest a reason to return.**

Connecting people with people is essential to growth & retention. Be the 8% mentioned earlier in this class by introducing yourself to a guest that you do not know.

Top 10 reasons people don't invite

Five personal Reasons:

1. "I don't know enough."
You don't have to know everything to invite someone to worship.
2. "I'm not an evangelist."
Inviting people to Church is not evangelism.
3. "I may appear too pushy."
Our culture teaches tolerance... we must teach truth.
4. "I don't know any non-Christians."
Numerous opportunities around us to meet new people.
5. "I'm struggling with my own walk right now."
Vulnerability lends to credibility.

Five Church related Reasons:

1. "I'm afraid my Church will offend my friends."
May actually be saying: "We're tied to tradition & dated forms."
2. "I'm afraid my friends will be put off by the sermon."
We announce sermon series here at Stringtown in advance.
3. "I'm afraid my friends won't like the music."
We're gearing up to offer two choices: traditional & blended.
4. "I'm afraid the message will be about money & giving."
No one is ever expected to give out of compulsion.
5. "I'm afraid my friends won't relate to my Church."
Requires a hard look at the methods used & their relevance.

6 tools for inviters to use:

1. Business cards, flyers, Newsletters, invitations, brochures.
Ask for materials
2. Sermon series on special relevant topics.
We "advertise" topics in advance
3. Special events
Special Shelter services, campfires, picnics, Sunday School outings
4. Church Website
Striving to constantly update & revise. Encourage friends to visit it.
5. Our New Testament Plea
Tell friends that we are a Bible Based Church, invite them to studies.
6. New Resident info
Grab a new resident info pack and drop by a new neighbor's house.

Thank you for attending this class. Please feel free to use this information to guide & equip others in developing an outreach program. Printed material is available for download at our website:

www.unioncitycc.org
Check the resources link