Evangelistic and Newcomer Ministry

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Leader’s Guide

How to use “Evangelism/Newcomer Ministries” by BUILDING CHURCH LEADERS

Welcome to BUILDING CHURCH LEADERS: your complete guide to leadership training. You’ve purchased an innovative resource that will help you assemble concise and complete documents dealing with evangelism/newcomer ministry policies, procedures, and programs. These documents include various evangelism methods, an evangelism program in Spanish, and checklists for newcomer and outreach events, including Sunday and weekday follow-ups. Documents also provide ideas for invitation and welcome letters and an e-mail sample. Selected by the editors of BUILDING CHURCH LEADERS at Christianity Today International, these documents address various methods for gathering many different ideas to reach out to all kinds of people in the community, from a variety of churches and denominations.

We have assembled 17 documents that include methods to reach out to the unchurched without threatening them spiritually, as well to address those who received Christ into their hearts as part of participation in a worship service. There also are church checklists for outreach preparation. You may use these sample texts and documents as part of your policy and procedures handbook—especially for evangelism and outreach activities, and for helping even the most quiet and shy members to have a clear agenda for helping people find Christ and to find a church.

These 17 descriptions and forms will provide evangelism committees, newcomer ministries, outreach groups, pastors, and other leaders with materials that offer many options for the church in communicating in a gentle but clear way with unchurched persons. With these documents in place, your church will be able to provide ways for every church member to lead people to Christ and help them to find a place in the church body. The congregation also will affirm its ability to help new Christians as well as new community residents begin to participate in the church body.

We hope these forms will assist your church in its evangelism and outreach efforts by members of every age and background.

Need more material, or something on a specific topic? See our website at www.BuildingChurchLeaders.com.

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PRINTING NOTE: To print out the forms you would like to use, put your cursor on the page to print and notice the section number located on the left side of the status bar at the bottom of the page.

| Page 1 | Sec 6 | 11/25 | At 0.5” | Ln 1 | Col 36 |

Click “File” + “Print,” select “Pages,” and type “s” and the section number in the corresponding box. For example, if you would like to print the third form, ”Evangelism Readiness Assessment,” type “s3.”

* We’ve worked hard to make sure this information is accurate and legally sound. However, we remind you that this is not a substitute for legal counsel. If your church has a legal question, be sure to talk with an attorney.
Evangelism and Outreach in the Local Church
By John R. Throop

Churches in America definitely do not have huge percentages of people in attendance at services on Sunday morning, or at other times of the week. On average, 4 out of 10 people in the United States go to church on a typical Sunday, according to some estimates. More pessimistic estimates suggest that the number is closer to 2 out of 10 Americans—especially in older Protestant churches in the Northeast and in the West.

It is important to look at this statistic from the generational angle. While 65 percent of the generations born before 1946 are Christians, a much smaller proportion of younger people are not. For example, only 4 percent of those born between 1977 and 1994 (the “bridger generation) are Christian. That’s not to say that younger persons are faithless. They may be “spiritual,” but not Christian, and they may not have attended church at all in their lives.

Another “sea change”: In 2007, the Census Bureau estimated that Hispanics have surpassed blacks as the nation’s largest minority group. The Latino population grew to 37 million in July 2001, up 4.7 percent from April 2000. The black population increased 2 percent during the same period, to 36.1 million. The Hispanic numbers are especially strong in the Southwest, and in major metropolitan areas.

This information is critical for the future of Christianity, generally in America, and specifically for local churches. Obviously, eternal life is at stake for people in every community. Churches and church leaders have to rethink ways to reach out to unbelievers (or “sort-of” believers), to invite seekers to come to church with faith questions, and to welcome newcomers, especially those who are taking their first faith steps.

Churches, then, need to be highly intentional in reaching out to their communities. They need to make evangelism a top priority and be oriented outward—not geared to maintenance or survival.

They also need to cultivate a habit of “cultural awareness” in evangelism and newcomer assimilation. They must understand the multicultural mix, but resist compromise with the general post-modern culture, or any specific ethnic culture, in their changing communities. Congregations also need to ask themselves if they are ready to commit to welcoming new people and their insights, energies, and talents—and be open to being changed by the newcomers.

Three words need to be sorted out so that a congregation can take a comprehensive approach to the unchurched in their community (however that word is defined). They are evangelism, outreach, and newcomer. People get these terms confused and think that they are the same, or that any one is sufficient. They all are meant to present the love of God, the salvation of Jesus Christ, and the power of the Holy Spirit. They are sequential, and the terms have different meanings and involve different processes and activities:

Evangelism is the presentation of the gospel to one who does not have a faith commitment. Evangelistic methods can be intellectual, emotional, and practical—but they all
are intentional and geared to specific target audiences. Individuals and groups evangelize others in truly intentional ways in their neighborhoods, social circles, workplaces, and schools.

**Outreach** is an activity-based approach to specific groups or individuals, meeting their felt or actual needs through various kinds of social, cultural, and compassion ministries—whether at the church or in the targeted communities.

**Newcomer** is a person (singly or in a couple, family, or group) who responds in some form to a passive or direct invitation to attend a worship service. They can experience the life of the congregation, meet members, and receive an invitation to participate in congregational life. They sometimes will receive a token of appreciation during or after their visit (a loaf of bread, a coffee mug).

There are **five steps** in the development and execution of congregational programs in evangelism, outreach, and newcomer ministry:

- **Strategies.** Through prayer and careful thinking, a congregation needs to develop strategies that stem from its vision and mission. While there should be a comprehensive strategic plan, an evangelism and outreach plan needs to be developed as well. Also, a congregation needs to take an inventory of its members' spiritual gifts to see how each member can use their gifts in specific ways in evangelism, outreach, and newcomer ministry. Only then are the strategies successful in implementation.

- **Target groups.** Certain groups of people need to be targeted for evangelistic presentations, outreach ministries, and assimilation methods. Congregational leaders need to study the demographics (population distribution); psychographics (lifestyle patterns); longevity (both in life and in length of residence); ethnic language preferences; and cultural habits and practices.

- **Methods.** A variety of programs in evangelism and outreach need to be developed and carried out once congregational strategies and spiritual giftedness are defined, the community’s demographic and cultural distribution is mapped out, and diligent prayer has sought God’s guidance. Leaders and workers need to be recruited and developed to set goals, design activities, and then carry out specific activities. Money needs to be budgeted for this work, logistics need to be worked out, and a master calendar must be created.

- **Measurement.** The ministry teams need to agree on external and internal measurements for effectiveness and efficiency in reaching people with the gospel. How will we know that the right approaches have been taken and that people have not only been reached, but have responded to invitations to participate in activities and specific ministries? Leaders need to set up and use specific tools to measure participation and follow-through from participants.

- **Follow-up.** Based on participation and response, a congregation needs to be ready to follow up with those who respond positively to the Christian message. Those who respond to the evangelistic message will want to give their lives to Christ. Those touched by congregational outreach will want to express their appreciation and give something back—even their times. In either case, they may want to attend the local church for worship or inquiry. In any case, the congregation will want to welcome newcomers and begin to involve them in the church.

In addition to spiritual giftedness, members of the congregation need to offer their talents and abilities for programs and activities. A man could be a high-school math teacher—but he might be a great guitarist. A woman could be a personal banker—but she might be a master gardener. The list can be endless—and can be of great value in reaching through to the people...
who may be resistant to hearing the gospel, but who also like to learn from others. Walls can break down once relationships are built.

Many outreach programs develop in a church from the dynamic combination of spiritual gifts and personal abilities. Church members also need to pray for the best opportunities to put their gifts and skills to work, the best ways to reach others in the course of a year, and the opportunities that only God can give to make a difference.

How are church members best deployed for successful implementation of the outreach and newcomer activities? Under the guidance of an outreach minister:

- Various volunteer events teams need to be formed for different types of activities (such as music, sports, vacation Bible school, and crafts). The teams are led by volunteer team leaders.
- A launch team coordinates various events so that members can be deployed without too much demand on their time.
- Another team coordinates public relations with newspaper, television, and radio stations to alert people to these programs and activities.
- Another team needs to coordinate the website to ensure it features the outreach programs.
- Another team should be responsible for direct mail to publicize all activities in targeted geographical areas.
- Others should carry responsibility for newcomer assimilation, from welcoming visitors to following through with such people during the succeeding weeks and months.

One final note: The size and extent of the activities and programs will depend on the size of the congregation. Some congregations can offer an extensive menu of events and activities with a good range of facilities and larger numbers of people. Small congregations may be able to take on a handful of activities. As long as the congregation and its pastoral leadership are committed to reaching out with gospel grace to surrounding communities, the Good News can touch many people, and great results can be obtained.

—John R. Throop
Community Church

The Role of the Pastor in Evangelism

Our pastor is the catalyst to the overall success of any outreach program. His/her input, involvement, and example are paramount. We cannot expect our pastor to attend or at least verbally support every ministry activity in the church. His/her focus must be on helping people find Christ as their Lord and Savior, and training members to do the same with family, friends, co-workers and others in their community circles.

Here are two levels of pastoral involvement in evangelism at Community Church.

Personal Involvement

- **Live the gospel every day.** The pastor’s personal goal each week is to share the gospel with someone and see that person come to faith in Jesus Christ. A pastor does the work of an evangelist, reaching out beyond the comfort zones to share the gospel with people he/she doesn’t know.

- **Stay close to the action.** The pastor is the primary leader of the outreach/evangelism program at Community Church. Even with a designated staff person for the evangelism program, the pastor’s personal involvement and visibility is essential in the effort. People need to see their pastor winning others to Jesus Christ. He/she needs to be seen on the front lines of evangelism in your church.

- **Maintain your circle of influence.** The pastor must keep a personal circle of influence and must have time for a circle of friends with whom to witness.

- **Pray daily for souls to be saved.** Our pastor is a prayer warrior, especially when it comes to praying for the harvest. Amazingly, when the laity in your church sees your prayerful spirit for the harvest, many of them also will mimic that same passion for souls.

- **Respond to cries for help.** As Community Church grows and its ministry becomes more specialized, the pastor may not be able to be involved in the lives of every single convert. But to fulfill the call to ministry and be like the Lord who called us, we must personally answer enough of those cries for help that we get our hands dirty and our hearts broken by helping hurting people at funerals, in the hospital, or in special need.

Corporate Involvement

- **Enlighten the church.** Church members may fail to witness because they are not educated or challenged on evangelism. The pastor must preach on the subject of soul-winning, challenging members about the biblical mandate to share their faith. The pastor should keep the flock accountable before God concerning the commission every Christian has received from God.

- **Enlist the church.** Evangelism must be given priority as a major emphasis of Community Church. If not, the members will be enlisted in so many committees, social functions, and recreational activities that they will have no time to commit to outreach.

- **Equip the church.** We need to learn to work with a team of members to develop meaningful relationships with lost people through acts of hospitality and grace. The pastor needs to be the primary person who leads in the equipping of the saints. As the pastor makes it a priority not only to share faith but also to equip the congregation, he/she will reap greater benefits from both his example and the training of others.

- **Engage the church.** Community Church must seek to keep its witness strong and vibrant in the community. The pastor will engage the congregation to go into the community and share their faith with everyone who is in their personal circle of influence. The pastor leads by example and challenges members to do the same.
Community Church

20 Questions to Help Evaluate Our Effectiveness in Evangelism and Discipleship

1. What is Community Church doing to make first-time guests feel welcome?
2. Does Community Church have a well-organized greeter ministry?
3. Do people of all ages in Community Church greet visitors?
4. Do members offer to sit with visitors during the worship service?
5. Do church members invite first-time guests attending your church to Sunday dinner at a restaurant at the expense of the church or church members?
6. Does Community Church have a new converts Sunday school class?
7. Does Community Church practice Sunday school evangelism techniques?
8. Does every Sunday school class have one or more persons to follow up on first-time visitors?
9. Does every Sunday school class have persons in charge of their social/community events that are designed for evangelism?
10. Does each Sunday school class offer discipleship training for its members?
11. Do Sunday school classes function as small cell groups for evangelism?
12. Does Community Church have cell groups outside the Sunday school classes designed for evangelism?
13. Do a large percentage of Community Church members and regular attenders know our church’s vision or mission statement?
14. Does a layperson visit all first-time guests who attend Community Church within 36 hours of their visit?
15. Have we looked at the possibility of changing Community Church’s worship music and style to assist in reaching the unchurched people in your community?
16. Does Community Church plan the worship service and other activities to reach specific minority populations in our community?
17. Does Community Church have programs to address special-needs populations in the communities it serves?
18. Can Community Church identify the specific ethnic and language groups in the community, and provide materials in those languages that are culturally appropriate?
19. Does Community Church adequately communicate to and successfully reach the younger populations in the church and community?
20. Does Community Church minister to the five significant generations (seniors, builders, boomers, busters, and mosaics or millennials) in light of their unique identity factors and global perspectives?
Community Church

Evangelism Readiness Assessment

How well do we at Community Church reach out to our communities? Are we ready to welcome visitors? Take this simple quiz to find out where we rank in our ability to welcome and connect the unchurched effectively.

Choose the answer that most closely matches where Community Church is now.

VISION

1. The desire to reach lost people in our community is included in our Core Values, which influence our decisions, drive our ministry, and help us set priorities.

   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True

2. Community Church has a clear, written vision statement that pictures our desired future.

   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True

3. We have a mission statement that describes who we want to reach, what their needs are, and how we do ministry.

   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True

4. Our church has completed a spiritual and demographic analysis of our target group and can describe the community’s hopes, fears, and values.

   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True

5. Our core group is well-versed in the church’s mission and vision, and they enthusiastically support it with their time and energy.

   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True

STRATEGY

6. Our church plans outreach events such as special events, guest speakers, and topical sermon series.

   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True

7. We have a clearly defined ministry plan that includes event promotion, personal networking, and direct mail.

   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True
8. We have an easy-to-navigate website with its own domain name that closely matches the name of the church, providing essential information about us and clear communication about our identity.

[ ] Not True  [ ] Partly True  [ ] Mostly True  [ ] Completely True

9. We regularly invite our target audience to church events.

[ ] Not True  [ ] Partly True  [ ] Mostly True  [ ] Completely True

10. Our church has a paid or volunteer outreach director overseeing an outreach team.

[ ] Not True  [ ] Partly True  [ ] Mostly True  [ ] Completely True

11. Our church has allocated funds for local outreach programs, events, and tools.

[ ] Not True  [ ] Partly True  [ ] Mostly True  [ ] Completely True

**PROGRAMS**

12. Attenders of our church are greeted by smiling people of various ages and nationalities.

[ ] Not True  [ ] Partly True  [ ] Mostly True  [ ] Completely True

13. Attenders are asked to fill out information forms.

[ ] Not True  [ ] Partly True  [ ] Mostly True  [ ] Completely True

14. Attenders are contacted after their visit by phone, letter, or thank-you card.

[ ] Not True  [ ] Partly True  [ ] Mostly True  [ ] Completely True

15. Attenders can get to know us by reading attractive and informative brochures.

[ ] Not True  [ ] Partly True  [ ] Mostly True  [ ] Completely True

16. We have a plan for integrating newcomers and a team of people to implement the plan.

[ ] Not True  [ ] Partly True  [ ] Mostly True  [ ] Completely True

17. We provide quality childcare and Sunday school activities for children, and a youth program for teens.

[ ] Not True  [ ] Partly True  [ ] Mostly True  [ ] Completely True

18. We make our worship service “user friendly” for newcomers.

[ ] Not True  [ ] Partly True  [ ] Mostly True  [ ] Completely True
STRUCTURE

19. Our building is well-maintained and attractive.
   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True

20. Our entrance is visible from the street and well-marked.
   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True

21. We have designated parking for visitors.
   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True

22. We have an information booth or table where attenders can learn more about our church and programs.
   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True

23. Our leadership structure is designed to facilitate outreach through a minimum of red tape and a clear priority to outreach.
   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True

24. Our outreach team has a budget for advertising, direct mail, and other tools and can easily access the funds.
   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True

BARRIERS TO OUTREACH

25. Newcomers are not easily confused, but are directed to parking, classrooms, and worship services with clear, easy-to-read signs.
   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True

26. Newcomers are not embarrassed by being asked to identify themselves by standing, raising their hands, or wearing a special name tag, but they are provided ways to get involved.
   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True

27. Newcomers are not treated as strangers, but are warmly welcomed by current members who have been assigned to the task or respond naturally.
   _____ Not True   _____ Partly True   _____ Mostly True   _____ Completely True
28. Newcomers are not expected to find the church only on their own, but are actively invited to attend by their church friends who have been trained to use specially designed invitations.

______ Not True  ______ Partly True  ______ Mostly True  ______ Completely True

29. Newcomers are not pressured to make donations, but are verbally exempted during the collection.

______ Not True  ______ Partly True  ______ Mostly True  ______ Completely True

30. Newcomers are not limited to a single point-of-entry, but are given multiple entry points in addition to our Sunday service, such as special events, women’s groups, small groups, children’s programs, and fine arts programs.

______ Not True  ______ Partly True  ______ Mostly True  ______ Completely True

**SCORING**

Add up your points for each category based on the following scale:

- Each Not True = 0
- Each Partly True = 1
- Each Mostly True = 2
- Each Completely True = 3

Add all your points together to get your final results.

**RESULTS**

**0 – 30 pts**  You need to take a hard look at your church’s commitment to outreach. Your church needs to start fresh and set new visions and goals to make newcomers feel welcome.

**30- 60 pts**  Your church is on the road to being outreach-friendly. Look back over your lower scores and see what areas need improvement – with some simple changes, you can make a huge difference in your ability to reach the unchurched!

**60- 90 pts**  Your church is already outreach-friendly, but there may be room for improvement. Invest your time and efforts into raising your lowest scores and you should see an improvement in your outreach efforts!
8 Razones para Creer en la fe cristiana

(Nota: Este artículo se titula “8 Razones para Creer en la Fe Cristiana”)

¿Tienes fe en el Dios de la Biblia? ¿Crees que la palabra de Dios nos comparte la verdad? Quizás tienes dudas, o tal vez tienes vergüenza en creer algo que no se comprueba con la ciencia. No te preocupes. La fe es razonable y hasta una parte indispensable de nuestro ser. Consideremos algunas razones para creer.

Lo inevitable de la fe
Todos creemos en algo. Nadie puede sobrellevar el estrés y los problemas de la vida sin tener fe en algo que al final es imposible de comprobar. Los ateos no pueden comprobar que no hay Dios. Los panteístas no pueden comprobar que todo es Dios. Los pragmáticos no pueden comprobar que la verdad se determina solo por las consecuencias prácticas. Tampoco pueden los agnósticos comprobar que es imposible saber lo que es verdad. La fe es inevitable, aunque decidamos sólo creer en nosotros mismos. Hay que decidir cuál es la evidencia que consideramos pertinente, cómo vamos a interpretarla, y a quién o en quién estamos dispuestos a creer (Lucas 16:16).

La limitación de la ciencia
El método científico se limita a un proceso definido por lo que se puede medir y repetir. Por definición no puede aplicarse a los asuntos trascendentales del origen del mundo, el significado de la vida o la moralidad. Para obtener ese tipo de respuestas, la ciencia depende de los valores y las creencias personales de aquellos que la aplican. Por tanto, la ciencia tiene mucho potencial, tanto para bien como para mal. Se utiliza para hacer vacunas o veneno, plantas de energía nuclear o armas nucleares. Se utiliza para limpiar el medio ambiente o para contaminarlo. Se utiliza para argüir a favor o en contra de la existencia de Dios. La ciencia por sí sola no nos guía moralmente ni nos ofrece valores para controlar nuestras vidas. Lo único que la ciencia hace es mostrarnos cómo funciona la ley natural, sin decírnos nada acerca de sus orígenes.

Los hábitos del corazón
Una vez el hombre se describió como un ser religioso incurable. En momentos desprevenidos de problemas o sorpresas, en oración o en profanación, se utilizan persistentemente las referencias a la Deidad. Aquellos que consideran ese tipo de pensamiento vacío de significado espiritual se quedan con preguntas imposibles de responder. Negar la existencia de Dios no elimina el misterio de la vida. Tratar de excluir a Dios del lenguaje de la vida diaria no elimina el anhelo constante de algo más de lo que esta vida puede ofrecer (Eclesiastés 3:11). Hay algo en la verdad, la belleza y el amor que causa un vacío en nuestro corazón. Aún cuando culpamos a Dios por permitir la injusticia y el dolor, demostramos una conciencia moral al argumentar que la vida no es como debiera ser (Romanos 2:14,15) Aún sin querer, nos sentimos atraídos hacia algo que es mayor y no menor que nosotros.

La nación de Israel
Israel se utiliza a menudo como un argumento contra Dios. Muchos dicen que no pueden creer en un Dios que demuestre parcialidad hacia un «pueblo escogido». Para otros es más difícil aún creer en un Dios que no protegiera a su «nación escogida» de las cámaras de gas, los vagones cerrados y los hornos de Auschwitz y Dachau. Sin embargo, el futuro de Israel fue predicho desde el principio de la historia en el Antiguo Testamento. Junto con otros profetas, Moisés predijo no sólo que Israel poseería la tierra prometida, sino también que sufriera incomparablemente y sería dispersado por toda la tierra, que se arrepentiría a lo largo, y que finalmente sería restaurado en los últimos tiempos (Deuteronomio 28-34; Isaías 2:1-5; Ezequiel 37-38). Todo esto nos da a entender que Dios está en control de la historia de su pueblo escogido. Por sus propios motivos Dios quiere demostrar su soberanía y amor a través de su elección de una nación común y corriente.
Las afirmaciones de Cristo

Muchos que dudan de la existencia de Dios se tranquilizan con el pensamiento de que «si Dios quisiera que creyéramos en Él se nos aparecería en persona». Según la Biblia, eso es exactamente lo que Dios ha hecho. Escribiendo en el siglo VII a.C., el profeta Isaías dijo que Dios daría una señal a su pueblo. Una virgen daría a luz a un hijo que sería llamado «Dios con nosotros» (Isaías 7:14; Mateo 1:23). Isaías dijo que este Hijo sería llamado «Admirable, Consejero, Dios Fuerte, Padre Eterno, Príncipe de Paz» (Isaías 9:6). El profeta también dijo que ese niño moriría por el pecado de su pueblo antes de que su vida fuera prolongada y honrada por Dios (Isaías 53). Según el Nuevo Testamento, Jesús dijo que era el Mesías. Bajo la supervisión de un gobernador romano llamado Poncio Pilato, fue crucificado porque decía ser el rey de Israel y porque se había presentado como igual a Dios (Juan 5:18).

La evidencia de los milagros

Los informes de los primeros seguidores de Jesús concuerdan en que Él hizo más que asegurar ser el tan esperado Mesías. Estos testigos dijeron que se ganó su confianza al curar paralícticos, caminar sobre el agua y luego voluntariamente morir una muerte dolorosa e inmerecida antes de levantarse de entre los muertos (1 Corintios 15:1-8). La afirmación más convincente es que muchos testigos vieron a Jesús y hablaron con Él luego de que su tumba se encontró vacía, y antes de verlo ascender en forma visible a las nubes. Estos testigos no tenían absolutamente nada que ganar al hacer esas afirmaciones. No tenían esperanza de obtener poder ni riquezas materiales. Al contrario mucho llegaron a ser mártires, afirmando hasta el final que el tan esperado Mesías de Israel había vivido entre ellos, que se había convertido en sacrificio por el pecado, y se había levantado de entre los muertos para asegurarles que podía llevarlos a Dios.

Los detalles de la naturaleza

Algunos de los que creen en Dios no toman en serio su interés para con nosotros. Razonan que un Dios lo suficientemente grandioso como para crear el universo sería demasiado grande para preocuparse por nosotros. Sin embargo, Jesús confirmó lo que sugieren el diseño y los detalles del mundo natural. Mostró que Dios es también suficientemente amoroso como para preocuparse por los detalles más pequeños de nuestras vidas. Habló de un Dios que no sólo conoce cada una de nuestras acciones, sino también nuestros pensamientos, nuestras motivaciones y los deseos de nuestro corazón. Jesús enseñó que Dios sabe cuántos cabellos tenemos en la cabeza, lo que nos preocupa y hasta la condición de un pajarillo que cae a tierra (Salmo 139; Mateo 6). Ten fe que Dios te ama a ti.

La voz de la experiencia

La Biblia dice que Dios diseña las circunstancias de nuestra vida de tal forma que nos lleven a buscarlo a Él (Hechos 17:26). Para aquellos que lo buscan, las Escrituras también dicen que Él está suficientemente cerca para que podamos encontrarlo (versículo 27). Según el apóstol Pablo, Dios es Espíritu en el cual «vivimos, y nos movemos, y somos» (versículo 28). Sin embargo, la Biblia dice también muy claramente que debemos acercarnos a Dios según su voluntad y no la nuestra. Él promete que lo encontrarán, no todas las personas, sino aquellos que admiten su propia necesidad y están dispuestos a confiar en Él y no en sí mismos. Tú habrás pasado experiencias de la vida que te impulsen a considerar tu necesidad de fe en Dios.

No estás solo...

No estás solo si estás abierto a la existencia de Dios, sin estar seguro de poder aceptar la afirmación de Jesús de ser «Dios encarnado». El Maestro de Nazaret prometió ayudar a aquellos que se preocupan por hacer la voluntad de Dios. Dijo: «El que quiere hacer la voluntad de Dios, conocerá si la doctrina es de Dios, o si yo hablo por mi propia cuenta» (Juan 7:17).
Si ves la evidencia de un Dios que se reveló a Sí mismo a través de Su Hijo, ten en cuenta que la Biblia dice que Cristo murió para pagar el precio de nuestros pecados, y que todos los que creen en Él reciben el regalo del perdón y la vida eterna. La salvación que Cristo ofrece no es una recompensa por nuestro esfuerzo, sino un regalo a todos los que a la luz de la evidencia ponen su confianza en Él (Juan 5:24; Romanos 4:5; Efesios 2:8-10). La fe cristiana no es una fe ilógica. Responde tú con fe a la obra de Jesucristo en tu vida.
Community Church

Targeting Our Community for Evangelism

Here at Community Church, we have **limitless opportunities** for evangelism in Any Town. After a lot of prayer and study, we have determined how to target our efforts in this city.

**Target the right community.** There are three “cities” in Any Town: First, the business community, made up of the people who work in offices and government offices. Second, there are the several thousand students and faculty members of three colleges and universities right here in Any Town. Finally, there is the Any Town community that is around from 6 p.m. until 6 a.m., with people who struggle to survive in the official city limits. Each city has its own network and interacts only sporadically with the other two cities here.

We had to decide which “city” we were going to minister to. Located as we are near downtown and also near the state university campus, it was easy to reach out to the corporate community, residents of the city center, and faculty and students at the university.

**Allow outreach programs to trickle up.** We have a faith center where we bring key speakers to share faith stories, and how faith interacts with daily life—and we do that over a long lunch hour where we serve a delicious meal at no cost (people can give). We also do an after-work networking session with music and a cultural program. We also have a remedial education program for college students to improve in math and grammar, with live and online tutors to assist them. A businessman gave us $20,000 to help us build these programs and provide great learning experiences.

Our elders do not initiate outreach programs. Our usual pattern is to pray and wait for a concern to emerge from a group in the church. One person with a burden is not enough. But when others begin to show an interest in that ministry, the elders encourage them to develop a plan, recruit the people needed, and launch the ministry.

**Know ourselves.** We sincerely seek to meet community needs—but we may be faced with a unique temptation: to do too much.

So we pray hard. Even when a group has banded together for a particular ministry, we do not give them the go-ahead, even if the need is pressing. We are concerned about becoming overextended and ineffective. We may not have the funds to support the group’s ideas. Or we are not sure we can staff a project over the long run.

We focus outreach on God’s unique call to us, and the spiritual gifts we have available to use and to share—and we tie outreach and evangelism to spiritual gifts God has given to all members.
Community Church

An Outline for New Member Targeting
Options in Evangelism and Outreach

Types of targeted people
- Families
- Young adults (ages 21-35)
- Couples without children (biologically, or adult children)
- New residents in the communities we serve
- Middle-aged adults
- Lapsed members of our denomination
- Seekers with no former church affiliation
- Seekers from another faith tradition
- Seekers from outside the predominant ethnic group

What does Community Church have to offer the newcomer?
- What does being part of Community Church do for us?
- What do our members find most fulfilling in being part of Community Church?
- What are we doing that is unique among faith groups in our community?

In becoming a welcoming church, in what tangible ways does Community Church have the support of:
- Our leadership
- Our membership
- Our ministry groups

What resources can Community Church commit?
- Ministry teams and volunteers (greeters, parking attendants, coffee-hour hosts, follow up for visitors, marketing coordinators, new member ministry coordinators).
- Creating membership kits and user-friendly worship materials.
- Purchasing and/or placing ads for marketing our presence, worship services, and ministries (radio, cable television, newspapers, Internet banner ads, billboards, placards on buses and benches).
Seven Methods to Follow Up With Newcomers

- A **Rapid Response Team** that delivers to a visitor’s door a personal note and some cookies immediately following the morning worship. We try to drop this off before they arrive home.

- A **personal letter** from the pastor along with information on the church, plus any specific information they requested and a First Impression Survey on a postage-paid, self-addressed card. The card states, “Community Church wants to serve you better, so would you please give us your opinion? What did you notice first? What did you like best? What did you like least? Thanks for your input!”

- **Response cards** in our worship bulletins, with perforated tear-offs that members and guests are asked to fill out and place in the offering plate. It has spaces for all kinds of quick interaction (such as “My decision today,” “I’d like information,” “Prayer need”), which we try to respond to quickly.

- A **Deacon-of-the-week** who attempts to call guests following the worship services to thank them for attending. This gives our guests a personal touch from someone other than staff.

- **Proactive small groups**, which is our primary means of assimilation. Small groups meet twice a month and are asked to invite guests to their meetings (we do this in lieu of our evening worship service). We provide group leaders the names of interested guests to contact each Monday.

- **Discovery Class**, where persons interested in the church can get their questions answered.

- A **web page**, which provides information about the church’s service times, programs, staff, and so on. The website address is on all the church’s brochures.
Community Church

Guest Welcome Center

At Community Church, we follow these priorities in welcoming guests to our church services on Sunday and at other times during the week.

Preparing the congregation:
About four times a year, the senior pastor gives a “manners talk” to the congregation. He reminds the members what it’s like to visit a church for the first time. He gives examples of how to meet people without embarrassing them or yourself: “Hi, my name is John/Jane Smith. How long have you been attending Community Church?”

Before entering the church:
- Church members direct guests to the best parking spaces that read: Guest.
- Guests are led to the Welcome Center to receive a visitor’s packet with plenty of literature explaining each of the church’s ministries and information about the church’s web site.
- Guests are shown the cleanest restrooms.
- Guests are presented with the highest-quality nursery.
- The church provides complimentary cappuccino, latte, and donuts for guests (optional after the service).

When entering the church:
- Guests receive the warmest welcome we can offer.
- Members introduce guests to others near them.
- Members invite guests to sit with them.
- Members offer directions to hospitality locations after the service.
- Members, when possible, invite guests to lunch.

Immediately after the service:
- We have a hospitality time—either between our two services or after the late service—when we provide coffee, juice, and donuts in our lobby.
- Greeters and hosts mingle and welcome people with a cup in hand.
- Greeters and hosts collect the visitor card for lay and clergy follow-up after the service and into the new week.
Dear xxx:

On behalf of all of us at Community Church, thanks so much for being with us this past Sunday at the 10:30 a.m. service. I’m so happy that you could join us.

I hope that you found Community Church to be a warm and peaceful place to worship God in Jesus Christ. I also hope that Pastor Smith’s sermon was inspiring and thought-provoking for you. Many visitors just like you appreciate his clear and strong way of presenting the Gospel, and they report that they have a lot to think about as they move into a new week.

But most of all, visitors like you report that they turn to Jesus Christ as Lord and Savior—whether it’s on their own or through the help of a friend or acquaintance. If that’s true of you, we praise God; if not, then we pray that you will receive the Spirit’s invitation to let Christ into your life.

Whatever the case, please come back for another solid worship experience. I also want you to get to know some of our members—many who have had similar experiences—and find some new friends. Finally, I hope that you will take advantage of an opportunity to attend the newcomer session at 9 a.m. You can get to meet some new people and some of our members, learn about Community Church’s ministries and educational opportunities, and make contact with our ministers in case you need to talk to someone about your faith journey or personal issues. Come check out our web site at www.anychurch.org to learn about our ministries.

And feel free to give me a call at 123-4567 during the week to set up a time to come in and talk over your faith and life, and receive some encouragement from me and others here at Community Church.

I sure hope that we’ll see you again, and that this church family will be a great way to connect with the larger family of faith in Jesus Christ! God bless and keep you!

Amazed by grace,

(The Rev.) John Smith
Pastor
Dear xxx:

Thank you for attending our services this past weekend. We place a high priority on positive, uplifting services focused on the teachings of Jesus Christ. We believe God has a wonderful plan for your life and we seek to communicate ways in which the Bible applies to practical, everyday living.

Each week, the bulletin highlights activities that bring the people of Community Church together to learn, grow, and serve. In addition to reviewing the bulletin, I encourage you to visit the information center, located in the center of the atrium, for up-to-date information on all that is happening at Community Church. You may want to explore our bookstore, which carries a good selection of resource books, message tapes, and music CDs for sale. Every attempt is made to welcome newcomers and provide a safe place for them to explore Community Church, become known by others, and take their next step.

Community Church offers three basic classes to help you get connected and informed. Classes 101, 201, 301, and 401 are sequential and will take you from the basics of membership to the excitement of finding the ministry that was made for you. Begin by discovering the true meaning of membership at Community Church and our unique strategy at Class 101. If you choose, continue with Class 201, which covers an introduction to the basic disciplines of the Christian life. Class 301 lets you explore all the possibilities you have for ministry at Community Church and is for those wanting to get plugged in. Sharing your faith with others in evangelism and missions is the focus of Class 401. The next scheduled date for Class 101 is xxx at xxx.

When you determine the time is right, I trust you will take your next step and join in one of these events or activities. You will be glad you did! If you have specific questions about the Community Church ministry or any of the Core Classes, feel free to call me at our offices. I would be delighted to answer your questions.

In Christ’s service,

John Smith
Pastor
Community Church

Newcomer E-Mail

Thank you so much for being with us this past Sunday at the 10:30 a.m. service. I’m so happy that you could join us.

Please come back to see us—and to find some new friends. Attend the newcomer session at 9 a.m. and get to meet some new people and some of our members, learn about Community Church’s ministries and educational opportunities. Our ministers can be in touch in case you need to talk to someone about your faith journey or personal issues.

Check out our web site: www.anychurch.org. You can learn about our many activities for all ages.

I hope that this church family will be a great way to connect with the larger family of faith in Jesus Christ! God bless and keep you!

Amazed by grace,

(The Rev.) John Smith
Pastor
Community Church

Newcomer Follow-up Plan

When guests come to Community Church, they are searching actively for a church. Most people visit at least two or three churches before returning to their favorite.

So the Evangelism Team and the Newcomer Team need to maintain contact with guests for several weeks to increase the percentage of those who return for a second visit.

Here is our plan for making 10 contacts with guests in the 30 days following their visit.

1. On the day of the visit, a personal phone call from someone in the church is made thanking the guests for attending.
2. On Monday, a signed letter from the pastor is sent to the guests.
3. On Tuesday, the guest is sent a newsletter or other information about the church.
4. On Wednesday, a short personal note is sent to the guest from someone in the congregation. The note thanks the guest for their visit and invites them to attend again next Sunday.
5. During the second, third, and fourth weeks, another informational letter is sent as well as a letter from a different staff member or a ministry team leader.
6. The other three contacts could include some of the following: a doorstep visit, e-mail, mailings about church programs, an offer to help the person discover their spiritual gifts (through a discernment process), a gift of fresh bread (or other item), or other creative ideas suited to the context of the church.

Track guests so that you can make the letters as appropriate as possible. It is not necessary to send the same letter to everyone in the family.
Community Church

Newcomer Party Plans

Introduce established members to new and "not-yet" members by inviting a group of 12 to 20 persons together for a newcomer party. Following simple questions to help persons get better acquainted, have brief presentations by Pastor Smith and another congregational leader. End the evening with refreshments and informal interaction.

WHAT'S INVOLVED?

Invite 12 to 20 persons, about half of whom are established members, to a home for an evening. Include the congregational chairperson and/or the evangelism committee chair. The other half should be new members or prospective members.

The host or an evangelism committee member should greet people as they arrive and see that everyone has a name tag.

Pastor Smith or an evangelism committee member leads a get-acquainted "name game" with simple questions such as:

- What is your name?
- Where did you go to school in the first grade?
- How did you begin attending this church?

Once people feel comfortable with one another, a final question elicits a deeper response: Tell about a time in life when God became more than a word. Be sure to give each person freedom to "pass."

Have Pastor Smith share examples of "when to call your pastor."

Have the congregational or evangelism chair briefly share different aspects of the church program (Bible studies, youth group, choir, Sunday school classes, women's/men's groups, and so on.) and invite involvement.

End the formal part of the evening with a benediction and blessing for the refreshments to follow.

In the days following, leaders should follow-up with prospective members, encouraging them to make a decision to unite with the congregation of Community Church.

DO'S AND DON'TS

DO…hold this party in a home to create a warm feeling and allow persons to relax and be more informal.

DO…make arrangements for children in another room during the formal part of the evening.

DO…select persons who are already members and either have the most in common with the new/prospective members or already have a relationship with them. This will provide natural connections for “friendship partners.”

DON'T…fail to follow-up with personal calls to prospective members. This makes the invitation to join more personal and caring.

RESOURCES NEEDED

A gracious host.

Light refreshments.

COST: Minimal

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Community Church

Current Year Outreach Plan

Purpose
The purpose of the Community Church outreach plan is to provide a safe and fun environment for seekers to experience the church before they try our Sunday morning services or small groups. These fun, relevant events, seminars, and community service activities offer a healthy environment for people to build trust with the church and provide great opportunities for our launch team to invite their friends. These events start conversations about Community Church—and Jesus.

Start of the Outreach
Our outreach plan will begin in earnest in (month/year) and extend through launch on Easter Sunday in (month/year). We will conduct at least one major event per month in (define period). In some months, the number will be well in excess of one. For example, during the summer months, several backyard vacation Bible school events will be hosted. We will conduct at least one high-quality, felt-needs seminar per quarter (i.e. at least three community seminars). Small groups will be challenged to plan and participate in at least one community service project per month.

Priorities
Our priority is to maintain consistent themes throughout our outreach so that the community can connect the dots as we build name recognition. Specific themes include family, children, service, and fun.

Top priorities for events include:
- Family movie nights (ongoing and regular—e.g. 1st Friday night of every month)
- Information meetings (one per quarter to share vision for new church)
- Backyard VBS during the summer months
- Fourth of July picnics
- Fall Carnival – just before Halloween
- Spring Easter “Eggstravaganza” just prior to launch Sunday
- Christmas Eve service
- Saturday or Sunday evening concerts in early fall (after heat but before cold)
- 9/11 memorial and/or public servant approbation

Top priorities for seminars include:
- Newcomers Guide to the Community—a practical seminar to get new people in the community familiar with the services and features of the community (one day each month)
- College Preparation for Parents Seminar (getting ready for the college years)
- Estate planning workshop (out of the workshop we get people plugged into a second seminar/workshop on finances/budgeting)
- Parenting seminar (led by a local school principal who is a Christian)

Top priorities for service projects include: Launch team/small groups to select ongoing service projects. The bias will be to an adopted community charity/cause (e.g. adopt a highway or road).
Specific Schedule

June:
- Backyard VBS
- Neighborhood/community cookouts/pool parties
- Service Project (small group/launch team)

July:
- Backyard VBS
- Neighborhood/community cookouts/pool parties
- Service Project (small group/launch team)
- Community Concert
- Friday Night Fun Night

August:
- Backyard VBS
- New Mover Seminar/Workshop
- Concerts (several Saturday or Sunday nights) in the park
- Friday Night Fun Night
- Service Project (small group/launch team)

September:
- Booth at Any Town Days
- Parenting Seminar/Workshop
- New Mover Seminar/Workshop
- Family Movie Night
- Service Project (small group/launch team)

October:
- Estate Planning Seminar
- Fall Fun Fest Carnival
- New Mover Seminar/Workshop
- Family Movie Night
- Service Project (small group/launch team)

November:
- New Mover Seminar/Workshop
- Family Movie Night
- Service Project (small group/launch team)
December:
- Christmas Eve Service
- New Mover Seminar/Workshop
- Family Movie Night (pictures with Santa Claus)
- Service Project (small group/launch team)

January:
- Estate Planning Seminar
- New Mover Seminar/Workshop
- Information Meeting (share vision for new church)
- Family Movie Night
- Service Project (small group/launch team)

February:
- New Mover Seminar/Workshop
- Parenting Seminar/Workshop
- Family Movie Night
- Parent’s Guide to College Preparation Seminar
- Service Project (small group/launch team)

March:
- New Mover Seminar/Workshop
- Family Movie Night
- Service Project (small group/launch team)
- Community Sock Hop/Dance

April:
- Easter Eggstravaganza
- New Mover Seminar/Workshop
- Launch Sunday
- Service Project (small group/launch team)

Program Coordination
Jill Jones and Bill Smith will lead the coordination and implementation oversight for this outreach plan. A volunteer events team will be formed. The team will be lead by a volunteer team leader. Jill and Bill will provide support/coaching to the volunteer team. The launch team will be relied on for manning the events team. Jill and Bill’s responsibilities include assistance in recruiting team members, communicating regularly with team leader, ensuring the church calendar is maintained up to date with planned events, ensuring proper coordination with marketing, keeping Community Church staff informed of upcoming events, and providing general support and oversight of the events process.

Communities/neighborhoods where we will be evangelizing will be targeted with a higher priority than other areas (but not exclusively).
Community Church bands will play at as many of the scheduled events as possible. No new equipment is anticipated. A dedicated events band will be considered (potentially the same band that will be used on Sunday mornings). Community Church’s existing events equipment (e.g. moon bounce, popcorn machine, snow cone machine, and cotton candy machine) will be used. No new major equipment is required.

For events and seminars, we will market via handout flyers (door-to-door and placed in local businesses), posters, outdoor signs, invitations mailed to homes, and ads placed in community newsletters, community websites, and on community bulletin boards. We will consider a direct mail card that identifies the upcoming three months of events. We will have a high-quality newcomer package to hand out to people at these events. Jill Jones will coordinate marketing activities and newcomer packets. The launch team will be relied on for getting the marketing into the community (e.g. flyers, posters, ads in the advertiser newsletters, and so on).

**Short-Term Priorities**

Short-term priorities include:

- Scheduling events through the summer (including Backyard VBS—being deliberate to have some events in outreach communities)
- Consider daytime kids events
- Consider Friday Night Fun Nights (few times during summer)—a prelude to Family Movie Nights starting in fall)
- Establish expectations with the launch team for summer service projects
- Developing a “newcomer seminar” (content, speakers, locations, partnerships, and so on)
- Pin down dates for major events (Fall Fun Fest, Easter Eggstravaganza). Confirm plans for the Christmas Eve service
- Establish expectations and plans for bands to support summer events (cookouts and concerts)
- Begin planning for Family Movie Nights (starting in the fall)
- Begin planning for seminars (starting in the fall)

**Budgeting**

We will spend up to 15 percent of our total expenditures through launch on outreach events.
Ten Steps to Planning Outreach Events

Here at Community Church, we need to follow a particular pattern to evaluate various possible outreach events to reach the maximum number of community residents with no church home. Here’s our planning process for making outreach event decisions.

1. **Start with understanding our demographic/target families. Conduct demographic studies (hard and soft data).** Find out what makes our customers tick so that we can learn where to find people just like them.

2. **Brainstorm a list of every possible outreach event, community felt needs class, and service opportunity.** Develop three different lists (events, classes/seminars, service opportunities). Examples include:
   a. Events (typically larger and more costly, but reaching far more people in Any Town. They include:
      - Carnivals (such as moon bounces, kids programming, and so on)
      - Co-sponsor large community events (partnering with Any Town service and civic organizations)
      - Free community skating party
      - Celebrity Golf Tournament
      - Public servant recognition day (for police, firefighters, EMTs)
      - Free movie sponsored by the community
      - Free concerts (series of summer evening concerts)
      - Vacation Bible School (or backyard Vacation Bible School in numerous homes)
      - Neighborhood cookouts and pool parties
      - Community/neighborhood block parties
      - Family movie nights (free movies with popcorn and drinks)
      - Sporting tournaments (such as 3-on-3 basketball tournament, flag football league, and so on)
      - Sponsor classic car show
      - Community New Year’s Eve party
      - Fireworks on July 4th
      - Parents’ night outs (fun activities for kids at a local school while parents go out)

   These types of events will typically take more effort, coordination, and money than service projects, but they will reach more people. NOTE: Give strong consideration to doing a large event within a week prior to launch Sunday. In identifying events, consider researching local community/city and neighborhood association plans. Look for ways to partner/participate in events already planned by the community.

   b. Classes/Seminars (typically target specific felt needs of the target demographic—can target large or small groups of people). Examples include:
      - Parenting seminar
Newcomers Guide to the Community (practical seminar to get new people in the community familiar with the services and features of the community)

- Marriage workshop
- Estate planning workshop
- Personal finances/budgeting workshop
- Time management workshop
- College Preparation for Parents Seminar (getting ready for the college years)
- Basic computer skills
- Job interview and resume skills
- Basic gardening/landscaping seminar

The key to prioritizing classes and seminars is to ask: “who will we reach?” “How big is the felt need (such as how many people is this likely to appeal to)?” “Where will the class be held?” “Who will lead it” (such as, get a community leader with credibility—the local high school principal to lead a parenting seminar)? Get innovative. Use these seminars to network in the community. The best contacts we make may be in finding seminar leaders and facility locations.

c. Service Opportunities (typically smaller scale and low cost—usually target localized groups of people), including:

- Adopt-a-highway for cleanup
- Volunteer service at local schools
- Car wash
- Pumping gas and car window washing
- Carrying groceries to cars
- Giving away bottled water to commuters
- Giving away stamps at the post office
- Visiting people in nursing homes
- Taking fresh baked goods to local police and firemen
- Handing out snacks or hot chocolate to people standing in line at the Department of Motor Vehicles

Service opportunities take very little planning and very little money. Each small group should be challenged to make service opportunities a regular part of their focus. Imagine groups that do a weekly service project.

3. **Prioritize the items** on each of the three lists from highest to lowest priority (e.g. priority #1, #2, #3, and so on) based on consideration for community needs, cost, effort required per person reached, number of people to be reached, and what other community minded organizations are or are not doing. Also, consider the “brand identity” and “niche” that you are trying to establish as a church. If we want to become known as a church that helps single parents or the homeless or community cleanup, we bias our outreach to that specific direction. Remember, every outreach event is an opportunity to market church to the community. Will this event allow us to get at least three positive marketing touches to Any Town?
4. **Establish standards/expectations** for how many events will be conducted up through launch. Decide very early (as soon after being hired as possible) how many events we want to be held accountable for. For example, an aggressive outreach strategy may involve one major event per month in the three months leading up to launch (three total), one class or seminar per month in the three months leading up to launch (three total), and one service opportunity per week in the three months leading up to launch (12 total). These 18 touches each have multiple marketing touches per event and will help establish positive name recognition in the church.

5. Based on #4 and #5 above, **schedule events** on your calendar. Do this as early as possible to give time for planning. Challenge your launch team to take ownership for the events. For each event, identify specific marketing opportunities.

6. Identify the level of **music support** required for the events. For example, will a church band be needed? When? Will sound equipment be needed? Will a DJ be hired? Will music CDs be played?

7. Identify any **special equipment needs**. Examples include moon bounces, popcorn machines, snow cone machines, cotton candy machines, sports equipment, kid’s games, and so on. Determine whether to rent or buy equipment. In some cases, it will make sense to purchase equipment rather than rent based on the number of planned usages.

8. Identify **special needs for serving food**. In many areas, special permits are needed to serve hot food. Based on planned events, determine any special permitting requirements.

9. **Establish a budget** for each planned event.

10. Issue a **written outreach plan** that will (most items are taken from the work above):

    a. Identify the purpose of the outreach plan
    b. Identify the standard/expectations for the number of events to be held
    c. Identify list of top priorities for the three types of outreach (events, seminars, service)
    d. Identify schedule of events
    e. Identify organizational structure for coordinating events
    f. Identify special needs (music, equipment, food, and so on)
    g. Identify budget for events as a percentage of total expenses through launch
Dear xxx:

One step at a time. Each of us. Together.

This past weekend you indicated that you have taken a bold step to follow Jesus Christ. The most important choice any of us will ever make is to turn to the one true God as our Guide and Father. I’m proud of you—for your courage—and I’m thrilled for you as you made your decision to take this bold step toward Christ.

Here at Community Church, we are committed to taking our very next step toward Christ …together.

I want to offer some steps you may choose to take with others to help you understand and follow through on your recent decision.

- Don’t miss a weekend. The help you have experienced recently is offered every weekend, regardless of the series. Service times are: Saturdays – 5 p.m. and 6:45 p.m. and Sundays – 8:45, 10:15, and 11:45 a.m.

- Participate in Core Class 101 on DATE (5:45 – 10:00 pm). This offers you an evening with our Senior Pastor, John Smith, who will explore the Christian faith, as well as Community Church’s mission, vision, values, and purposes. The cost of $10 covers your meal and materials. If you’ve already attended 101, your next step may be 201, 301, or 401.

- Contact our Connection team about community opportunities, where you can meet people in your same stage of life. Contact Jane Doe at 123-456-7890, x373.

- Explore questions regarding your new relationship with God in a New Beginnings Group. These smaller groups meet in homes and are facilitated by people who will help you understand the Bible better, learn about how God wants to interact with you personally, and how to talk with Him in conversation. Contact Ben or Brenda Miller at 123-987-6543.

- Attend a New Community service on Thursday nights at 7 p.m. This evening is designed specifically for people who’ve decided to follow Jesus. The evening includes Bible study from one of our pastors, and worship through singing.

- Next time you’re at a service, stop by our bookstore, where you’ll find Bibles, daily books, music, and other tools to help you take next steps toward Jesus.

If you’d like to speak with someone from our Connection team who can help you take your next step, pray with you, or answer any questions, please call 123-456-7890 x462.

Again, I’m proud of you and grateful to God for you!

Yours in Christ,

John Doe
Pastor for Families
Your friends and neighbors at Community Church—“The Church at the Heart of the City”—wish you a joyous holiday season and invite you to join us for an intimate family worship experience at Christmas Eve Services by candlelight in the beautiful historic Church in downtown Any Town.

Pastor John Smith

Christmas Eve Service
5:00 p.m. (4:45 p.m. Carol Sing)

and

8:00 p.m. (7:30 p.m. Carol Sing)

All are welcome! Handicap accessible

Church location:
123 City Street
Any Town, Any State
Phone 123-4567 for directions
www.anychurch.org
Additional Resources

Resources for evangelism, outreach, and newcomer ministry.

Organizations and Electronic Resources

An excellent resource for Hispanic evangelism and outreach is RBC: www.rbclatino.org. There are all kinds of materials in Spanish that help church members to share with their Spanish-speaking friends.

A popular evangelism site is www.tellthestory.net, featuring R. York Moore’s insights into local church, campus, and neighborhood evangelistic efforts.

The Rev. D. James Kennedy, pastor at Coral Ridge Presbyterian Church, helped to create a popular local church evangelism effort called Evangelism Explosion at www.eeinternational.org. Go to the Ministries page for information about a variety of evangelistic ministry workshops.

A great demographic resource website is Percept, at www.perceptgroup.com. The site will help your church study potential evangelism and new-member outreach opportunities in your area. Percept puts demographic materials together in several different forms so that your church can reach out to specific population groups.

Books and Printed Resources


