

A CHURCH STRATEGY FOR EFFECTIVELY CONNECTING PEOPLE WHO DON'T ATTEND CHURCH WITH GOD

Assemble a steering team to help the church carry out its strategy.

Identify passion and purpose (e.g., goal, calling)—a church must know why it wants to connect with those who don't attend. (e.g., bring people into a relationship with God)

- What is the church passionate about?
- Why does the church want to communicate that passion to others?
- Does the church have a clear understanding of its purpose/calling?
- What are the non-negotiable values held by the congregation?

Determine church giftedness—a church must know its strengths, gifts and weaknesses.

- What makes the church/people unique?
- What does the church do really well? What are your strengths?
- What do church members brag on about the church to outsiders?
- What are various interests of church members?
- What do the members sense as God's giftedness? (e.g., prayer, affirmation)

Identify a specific target group—a church must understand the needs and interest of the unchurched community and who the church should target for ministry.

- Who lives in the church community? (Demographics)
- Identify community needs. Make a comparison of the demographics of the community the demographics of the church? (Similarities and disconnects)

Identify clear and specific objectives—a church must not only know what it plans to do to connect the community with God. It must know when it has succeeded.

- Objectives need to be clear, specific and measurable.
- Objectives, when met, will help the church to fulfill its purpose or goal.
- Objectives describe what will result from actions taken.

Identify specific action plans—what will it take to meet objectives and fulfill goals?

- Missional action plans—include actions that will go to where the unchurched people live, work and play.
 - Outreach community projects (e.g., VBS, block parties, fair booths)
 - Mission service project in the community
 - One-on-one networking with family, friends and co-workers
- Attractional action plans—includes actions that will attract unchurched people to the church facilities or church sponsored homes.
 - Sunday School and small group participation and assimilation
 - Worship participation and assimilation
 - On-site ministries for specific age-groups
 - Hospitality (e.g., parking, signage, welcome center, parking valet)
- Determine resources needed to carry out the actions.
 - Human resources needed.
 - Financial resources needed. (Amounts, sources, partnerships/matching)
 - Time/schedule resources needed.

Develop a system of accountability reporting and evaluation.

- Who is responsible for reporting and record keeping?
- When are report expected?
- Conduct evaluation and adjust system to accommodate needed changes to ensure success.

Implement action plans.

- Determine start and ending dates.
- Enlistment by steering team and appropriate organizational/ministry leaders of persons responsible for implementation of the actions.
- Training/coaching provided by the church in partnership with outside organizations (e.g., Dover Association, Virginia Baptist Mission Board, LifeWay).
- Communication
- Conduct reporting and evaluation.
- Adjust actions as needed to ensure success.

Celebration of Successes

- Stories
- Numerical reporting
- Recognitions of participants
- Relieve the steering team

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Dover Project, 6/23/09