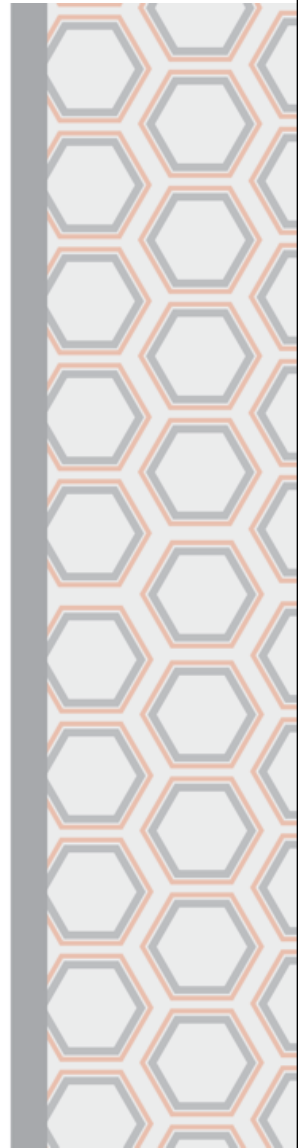


FORMULA TWELVE

The Formula of Outreach
Leader's Notes



The Formula of Outreach: The 63% Truth

The single greatest need for your church to thrive is its ability to leverage outreach efforts. Many churches spend time, energy, and money on efforts that simply don't accomplish this purpose.

The 63% Truth will clarify where your church's time, energy, and efforts will be most fruitful in fulfilling its God-given purpose in your context.



Your Church Should Grow

1. God wants your church to grow.
As long as heaven and hell are a reality, we need to grow.
2. Everyone's growth potential is different.
God will only hold you accountable to YOUR assignment
3. We can all get better.
It is not all up to God. We play a role in our communities.

Once a young seminary student complained to Charles Spurgeon, "I don't understand it - whenever I preach, no one comes to Christ. But whenever you preach, people always come to Christ!" Spurgeon replied, "Do you expect people to come to Christ every time you preach?" The young man said, "Of course not." "That's your problem," said Spurgeon.



The Need For Outreach

“Approximately 83% of adults in the US are staying home on the weekends - that’s more than 250,000,000 people in the US who do not attend church.”
- Bill Hornsby, Former President of ARC



The Early Church

“But you will receive power when the Holy Spirit comes upon you. And you will be my witnesses, telling people about me everywhere - in Jerusalem, throughout Judea, in Samaria, and to the ends of the earth.” - Acts 1:8



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Power was given for a purpose

Spirit filled churches should be the most outreached focused - See Appendix A

God provides power to accomplish his designated vision, we don't accomplish that vision when our energies don't focus on what has been designated to us.

“In the American church, over 95% of all money and time resources go toward the members instead of those outside the church.” - Thom Rainer, Lifeway research (2013)

Outreach is not a one time effort or a single ministry/event. Your church's vision should center on the work of Outreach.



The Early Church

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- Acts 1:8

Outreach requires an intentional targeted goal.

1. We must be intentional (everything we do should be effective and fruitful)

“The practice of evangelistic targeting is especially important to small churches. In a small church with limited resources, it is vital that you make the most of what you’ve got. Focus your resources on reaching the people your church can best communicate with.”
- Rick Warren (Purpose Driven Church)

Our efforts have done more to reach Africa than they have to reach our own neighborhoods.

2. The needs, desires, fears, etc. of your community must drive your church’s approach to Outreach (the culture outside of your church should drive your church’s approach)

“Jesus often knew what unbelievers were thinking (see Matthew 9:4; 12:25; Mark 2:8; Luke 5:22; 9:47; 11:17). He was effective in dealing with people because he understood.” - Rick Warren (Purpose Driven Church)

“Time and time again, I have found that people are most open to hearing the truth of the gospel when God has them in one of these three situations.” Nelson Searcy



History Of Outreach

"Methods are many, principles are few; methods change often, principles never do."

Prison Ministry - 1st Century AD

Unfortunately, this target audience very rarely attends the local church.

Benevolence - 1st Century AD (Acts 6)

Although needed, it is not an effective strategy in a self-sufficient western culture.

Sunday School - 1780s

By 1970 the term encompassed an exhaustive list of strategies to teach the Bible.



History Of Outreach

Revivals and Crusades - 1890s

It is estimated that only 1-2% of converts from an American Christ Crusade are actually still in church one year after their “conversion.”

Visitation - 1900s

Difficult due to changing demographics - members in many countries commuting great distances to church rather than living in the community where the church is located.

Tracts - 1940s

They provide no ability for follow up and often come with preconceived notions and varying messages.



History Of Outreach

Bus Ministry - 1960s

Disciplinary issues and reinforcing bad parental behavior make this a less effective strategy.

TV Ministry - 1970s

This effort often exhausts budget, does not allow for true relational discipleship and most churches cannot produce the quality to compare to the other 500 channels offered in most.



Programs vs. Relationships

Many of the “older methods” of Outreach in churches were built around events and programs that were designed to attract people to attend. Many of these methods, while still helpful in certain settings, are less effective than Outreach methods that build on relationships.

86% of people currently attending a church, started because a friend or family member invited them.



Partnership - Pastor's Role

The success of growing churches hinges on a partnership between the Pastor and the congregation.

The Pastor has the message that the people need to hear, but the congregation has the relationships with the people who need to hear it.

“We partner with our regular attenders to reach the unchurched. Instead of training our people in the art of personal evangelism, we instruct them to invest in the lives of unbelievers with the express purpose of inviting them to an event where they will be exposed to the gospel in a clear, creative, and compelling manner.” - Andy Stanley

I tell our congregation that evangelism is a tag-team event. It takes both the staff and the congregation to work together to get people to visit our church.

Explosive growth occurs when the type of people in the community match the type of people that are already in the church, and they both match the type of person the pastor is.



Developing Successful Outreach Culture

Pastor must initiate and protect a culture that focuses on Outreach.

Exposure

Making people aware of your church through conversation starters (Mass Media, Billboards).

“Generally accepted definition of marketing: “Learning the needs of the customer and then providing a product or service to meet those needs, delivering it in an appropriate way in the appropriate time, place, and context.” - Neal F McBride

Repetition

It's going to take more than one time (database, regular targeting mailers).

Involvement

Networking

Facebook Metrics (Appendix B). Every person you win opens a new network of unchurched people, get new people inviting quickly.

Focus

The more frequently these principles are present in your church, the more the culture of outreach is created.



Partnership – People’s Role

Believers are responsible for leveraging their relational influence for the sake of the kingdom of God.

“Even a casual reading of the New Testament will show that the Gospel spread primarily through relationships. As soon as Andrew heard about Christ he went and told his brother, Simon Peter. Philip immediately contacted a friend Nathaniel. Matthew, a tax collector, held an evangelistic dinner party for other tax collectors. The woman at the well told everyone in her village about Christ. The list goes on and on.” -Rick Warren

“Whatever type of people you already have in your congregation is the same type of people you are likely to attract more of.” - Rick Warren (Purpose Driven Church)

Our invest-to-invite strategy is easy to communicate and easy to apply. More importantly, it reflects one of the first instances of evangelism in the New Testament. (John 1:42)

The fruit of a believer is another believer.



LEADERS NOTES

What causes people to invite to church?

“Even with the best media advertising and social media, word of mouth is still the best form of marketing.”
- Bill Hornsby

“People invited by a friend are more likely to invite a friend on their own. Whereas those who came because of a public announcement assume that others will begin attending for the same reason they did.”
- Neal F McBride

Excellence

E-Myth Statement - when customers were asked why they frequented certain locations they're response was comfort and their feelings comfort were generated by a sense of excellence

“I promise our regular attenders that if they will invite someone to Fellowship, we will make sure that the moment their friend or family member pulls into the parking lot, he or she will feel comfortable and welcome.” - Ed Young

Relevance

I use the word culture to refer to the lifestyle and mind-set of those who live around your church (See Appendix C for further explanation)

Confidence

(See Appendix C for Saddleback Church Survey)



The 63% Truth

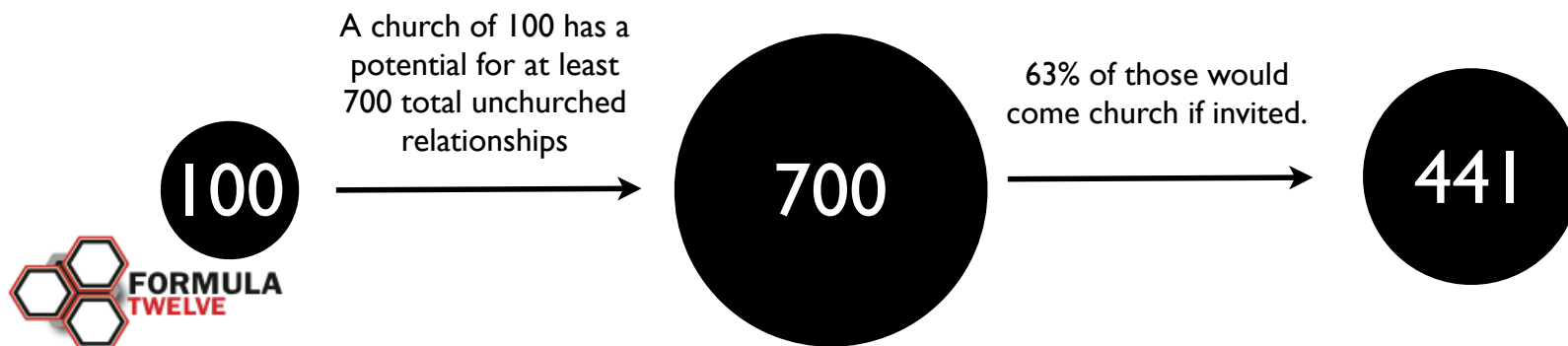
“Every person that attends your church knows seven others that do not attend regularly.” - Win Arn

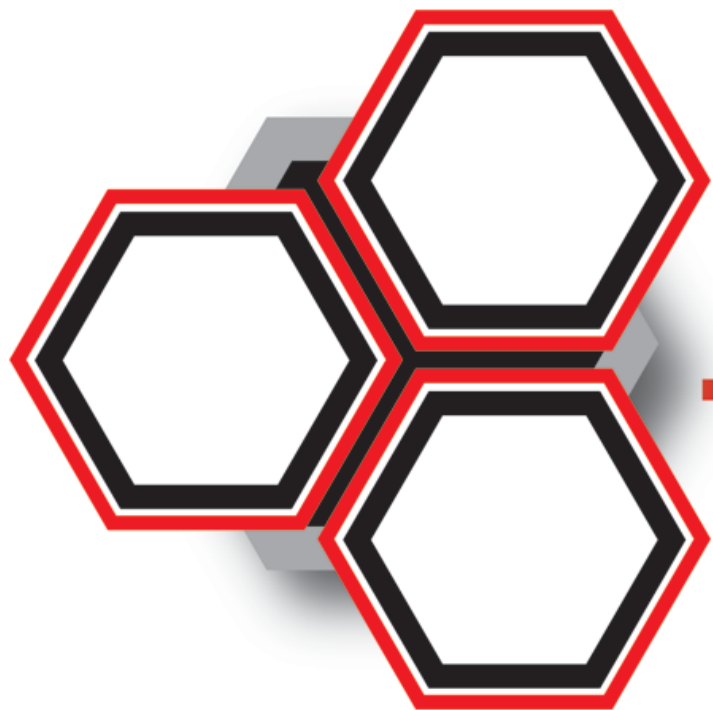
Every Christian has 7 unchurched relationships with at least 7 unchurched people. 63% of these people would come if invited.

This means that a church of 100 people potentially has 441 people who would attend a service if invited (100 people x 7 unchurched friends x 63% who would attend if invited).

“Our surveys indicate that 98% of the people who attend Fellowship Church show up for the first time because someone invited them.” - Ed Young

Whatever type of people you already have in your congregation is the same type you are likely to attract more of.





FORMULA **TWELVE**



Whiteboard

Applying The 63% Truth

Help people see their 7 unchurched relationships

Capitalize on invite opportunities (Baptisms and baby dedication)

Create invite opportunities (Big Events)

Control the details (make the most of the relationships, know the timing, know the most effective language and graphics)



Whiteboard

Applying The 63% Truth



Dear _____,

Your friend _____ would like to invite you to join them for Easter at Twin Rivers Worship Center. Join us as Pastor Bryan Cutshall unpacks the exciting message of who *Jesus Is* and how He wants to fill in the many blanks of our lives. You'll want to be a part of this powerful weekend!



Whiteboard


Applying The 63% Truth

-  Begin collecting invite information (names & addresses of unchurched friends) 4-5 weeks before your event.
-  Invites should go into the mail 17 days before your event.

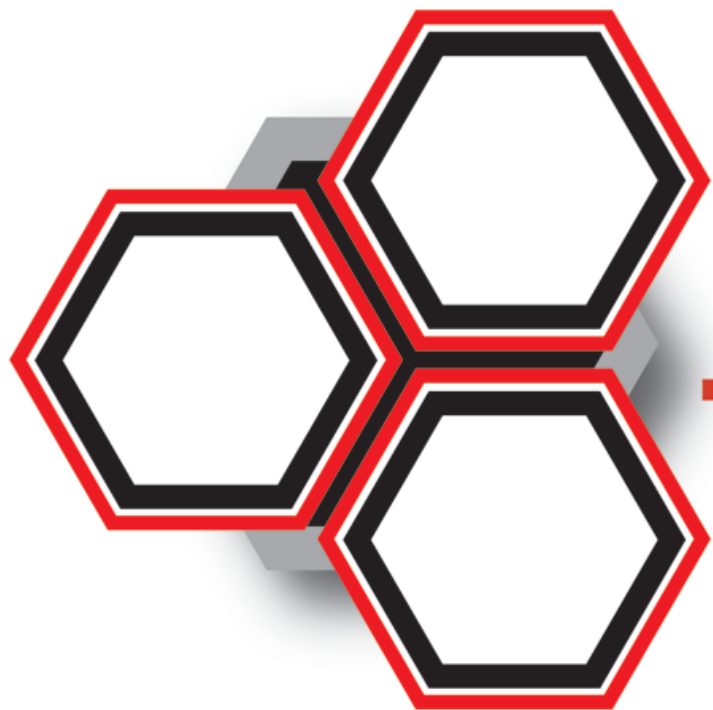
MARCH 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
						1	
2		3	4	5	6	7	8
9		10	11	12	13	14	15
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

APRIL 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2		4	5
6	7	8	9	10	11	12
13	14	15	16	17	18 Good Friday	19
20 Easter Sunday	21	22	23	24	25	26
27	28	29	30			





FORMULA **TWELVE**



The Formula of Outreach:

Lab

Checklist:

✓ **Schedule** a 30 day period in which every meeting and worships service includes prayer for the lost in your community.

✓ **Read** Purpose Driven Church by Rick Warren

✓ **Meet** monthly with your team to brainstorm how you can employ the 63% truth in your current programming.

Discussion Questions:

? What activities, events or programs are currently thought of as 'outreach' but have little effect on growing your church?

? What stories, sermons, or ideas can you share to increase the 'outreach temperature' of your church? How do you do it regularly/systematically?

? What steps need to be taken to better organize your contacts for future outreach mailings/promotion?

Tool: Outreach Planning Packet





FORMULA **TWELVE**



Appendix A (power for purpose)

The miracle that takes place in the upper room in Acts 2 among the small group of believers becomes their strongest catalyst for outreach. Many church leaders stop halfway through this wonderful chapter in the Church's history and focus their attention only on the **power** that is received when the Holy Spirit falls on the people in this room. What we miss if we stop too early in this chapter is the fact that this **power** was given for a **purpose**. The Holy Spirit descended on these people, they received **power** and then, they left the Upper Room to fulfill the **purpose**. When these newly Holy Spirit baptized believers went out into their community they saw 3,000 people come to Christ in one day. And then, this chapter ends with verse 47 telling us that the growth of the church did not end on this day with Peter's single sermon, but that God continued to add "to their fellowship daily those who were being saved."



Appendix B (Facebook Metrics)

Facebook is a great example of how information spreads these days. The interesting thing about how information spreads on Facebook however is that it points to a principle that is true (and always has been true) outside of social media.

When you post a status update, image, video, or link on your Facebook page, a relatively small portion of your followers or friends are likely to see that post (typically around 10-25% of them) but in some rare instances, **MOST** of the people who like your page may see a particularly powerful post. So if the social media stars align for you, you may reach most of the people who like your page on your own. If, however, you post something that your followers **SHARE** on their own timelines, you have the potential to reach, not only those who have already liked your page, but you can also reach each of their entire friends lists.

EXAMPLE: A particular Facebook page has 439 **LIKES**. This means that when this page posts a new message, that message can (best case scenario) reach up to, (but never more than) 439 individual people. But if this page administrator can convince even just 20 of those 439 people to share a post on their own timeline, the potential **REACH** of that message goes from 439 to around 3,000 individual people. If an administrator could convince all 439 people in his online community to **SHARE** a post it can reach about 250,000 individual people.

This same principle is true in our churches. Every Sunday morning you have the potential to speak a message to (best case scenario) all of the people who call your church home. If, however, you could convince the people of your church to share the message with their friends and family members, you could reach exponentially more people for Christ.



Appendix C (Purpose Driven Church notes)

To reach each of these groups you need to discover how they think. What are their interests? What do they value? Where do they hurt? What are they afraid of? What are the most prominent features of the way they live? What are their most popular radio stations? The more you know about these people, the easier it will be to reach them.

SADDLEBACK SURVEY

We discovered four common complaints about churches from our survey in the Saddleback Valley:

1. "Church is boring, especially the sermons. The messages don't relate to life." - It is amazing how churches are able to take the most exciting book in the world and bore people to tears with it. The unchurched aren't asking for watered-down messages, just practical ones.
2. "Church members are unfriendly to visitors. If I got to church I want to feel welcomed without being embarrassed." - Many unchurched people told me that they felt like the church was a clique. When they didn't know the "inside" terminology, songs, or rituals, they felt foolish and felt the members were watching them in judgement. The greatest emotion the unchurched feel when they visit a service is fear.
3. "The church is more interested in my money than in me." - We decided to counteract this complaint by giving a disclaimer when we take an offering. We explain that offering is only for those who are a part of our church family.
4. "We worry about the quality of the church's child care." - The church must earn the trust of parents. If you want to reach young couples, you must have an excellent program for their children.

