

WELS EVANGELISM SCHOOL OF OUTREACH

General Information

The School of Outreach is a ministry provided by the WELS Commission on Evangelism and your District Evangelism Commission. The program serves congregations of the WELS with planning, assistance, and resources for congregational evangelism programming and implementation of outreach strategies. There are two one-day workshops that are scheduled several months apart. Pastors who have been trained in the School of Outreach program make the presentations. There are breakout sessions at each workshop during which the presenters work with individual congregations to advise them regarding outreach plans and strategies. In the months following each of the workshops, these advisors offer follow-up assistance specific to the needs of congregations.

The four phases of the School of Outreach:

- Phase 1: Registered congregations prepare for the program by completing a Congregational Profile and Community Profile. Congregational leaders gather for a 6-hour workshop at which there are presentations on planning outreach strategies and organizing for follow-up. Breakout sessions with trained advisors facilitate the process for developing an annual outreach plan with specific strategies and follow-up methods.
- Phase 2: Advisors stay in contact with their congregations after Session 1, specifically to assist them with their outreach planning and implementation of strategies.
- Phase 3: After several months, a second plenary workshop is conducted with presentations on Friendship Witnessing, Church Identity in the Community, and Worship Welcome. In breakout sessions with their advisors, congregational leaders explore ways for accomplishing these important aspects of their evangelism program.
- Phase 4: Advisors are available for their congregations to offer help and resources.

Goals of the first session are to help participating congregations develop/enhance a...

1. Workable organization for evangelism
2. Written plan of outreach strategies
3. Managed prospect list for faithful follow-up

The schedule is this (although times may vary according to local preference):

AGENDA – Session 1	
8:30 am	Sign-in
9:00	BIBLE STUDY: <i>The Word Works</i>
9:45	EVANGELISM ESSENTIALS <i>Key Components of a Congregation's Evangelism Program</i>
10:00	PROSPECT DISCOVERY <i>Locating People who Need Jesus</i>
10:45	Breakout session
12:00 pm	Lunch
12:45	PROSPECT MANAGEMENT <i>Connecting with People on the Prospect List</i>
1:30	Breakout session
2:45	Wrap up & Closing

Another workshop will be scheduled several months after Session 1 – the date to be determined. The time schedule of the Session 2 will be similar to Session 1. The goals of the second workshop are to help congregations develop/enhance plans for...

1. Training members for witnessing to people they know (Friendship Evangelism)
2. Raising awareness of their church in the surrounding community (Church Identity)
3. Improving the way guests are welcomed at worship services (Worship Welcome)

In the months following each of the workshops, advisors follow-up with congregations in order to answer questions, supply resources, and give advice for fulfilling the goals that were discussed and planned at the workshops. Follow-up work is accomplished primarily by phone or email with appointed contact people of congregations. However, onsite visits can be arranged, if desired/needed.

Registration

The registration fee is \$225 per congregation. The fee includes workbooks for each participant, lunch and refreshments for both sessions and the follow-up contacts by the advisors done by phone and email.

Contact Information

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