Outline for PNW District Mission presentation

**Personal outreach**

Starting a spiritual conversation.

Inviting friends/friendship evangelism.

**Congregational outreach**

Worship welcome.

Worship guest follow up.

Discipling prospects through BIC and small groups.

Identifying prospects.

**Outreach beyond the congregation**

Multi-site

**Starting a spiritual conversation  
Thanks to Pastor David Scharf for help with this section.**

**Introduction:**Marlon Philips.   
We all would like to have the stories like that.   
We all know we *should* talk about Jesus. We all know we *should* invite friends to church.   
But how to start the conversation?   
How to turn a conversation to spiritual things?

**Getting started:**We find it easy to talk about the weather, the Packers (or Seahawks?), the new president.   
**Why do we find it so hard to talk about spiritual things?**

Starting a conversation about spiritual things requires the skill of listening first. Listening to people talk about feelings and fears, problems and opinions, hopes and dreams.

**Active listening:**

* Give feedback: “Good point.” “I agree.”
* “That’s interesting. What makes you say that?” You can clarify and learn more about people with such questions. Listen patiently and intently to foster respect and trust, so that people are more inclined to listen when you turn the conversation to spiritual things.
* Take note of any statement that can bridge the conversation to a spiritual discussion. Recent death in the family. Big life change. Hot button topics like abortion and gay marriage may not be the best initial opportunities.
* Don’t interrupt. Limit your own talking. Watch for body language.
* You can make a friend in two minutes by listening. You can make a friend in two months by talking.

**Keep in mind:**

* Drive safe and save. Save me money or make you money?   
  Are you conveying, “I want something from you (time, church attendance) or I’m giving something to you (Jesus, eternal life)”?
* Be genuine. Be yourself. We are sold a lot of stuff and people can sniff out a salesman. Sometimes the more shy a person is, the more sincere the message is.
* Care for people and rejoice with them. This can open doors to why you care. Remember showing Christ’s love is its own goal, not just a means to another goal.

**Turn the conversation**

* **What topics give openings to turn the conversation?**
* **Would it be ok if I share with you what I believe?**
* **Feel, felt, found.** I can see how you *feel* that way. I know others and myself at times have *felt* that way. But can I share with you what I have *found?* (This is a good approach, but also used in other circles like sales, so be careful it doesn’t come across as canned.)
* **Problems, problem, solution, solutions.** People often speak about problems: family issues, job troubles, spouse, etc. These problems all have their source in one problem: our sin. That one problem is solved by our Savior. Then we can discuss other solutions.

**Talk about Jesus**

* **Be prepared to answer.** We prepare not to make the Word more powerful. It already is. We prepare to be able to unleash the power of the Word and speak it clearly and completely.   
  How do you defend a lion? You don’t. You let the lion loose and he will defend himself.
* **Create jealousy.** What do you have as a Christian that someone without Jesus doesn’t have?
* **Describe the hope you have in Christ.** Think how this could be a witnessing tool.
* **Find a witness outline that works for you.**

One verse? Romans 6.23

One parable? The lost son. The Good Shepherd.

God’s great exchange? What God demands. What God sees. Man-made remedies. God’s remedy.

**Confidently trust God’s promises**

* **Luke 10.16 He who listens to you, listens to me; he who rejects you rejects me; but he who rejects me rejects him who sent me.**
* **Matthew 10.19-20 Do not worry about what to say or how to say it. At that time you will be given what to say, for it will not be you speaking, but the Spirit of your Father speaking through you.**
* **Matthew 28.20 Surely I am with you always, to the very end of the age.**

**Follow-up**

* **Pray.** What can I pray about for you? Let your friend know you are praying!
* **Devotional materials.** Meditations. Daily WELS devotion via email.
* **Website.** WhataboutJesus.com, church website.
* **Connect with other Christians.** Informal gatherings at home, fellowship at church.
* **Don’t give up.** Bryan Hellenbrand. Rick and Kathy Kindermann.
* Cucumbers from the store vs. from your own garden.

**For small-group discussion (Groups of two or three at your table)**

Pick one of the following scenarios. Have the older (oldest) person in the group be Joe first. Then switch.

Joe just lost his job in IT. He’s 50 years old and doesn’t think he’ll be able to find another position.   
You are Joe’s friend. Listen. Turn the conversation. Talk about Jesus.

Joe’s wife just left him. Totally out of the blue. Things weren’t great, but he had no idea this was coming.   
You are Joe’s friend. Listen. Turn the conversation. Talk about Jesus.

**1 Peter 3.15  
But in your hearts set apart Christ as Lord.   
Always be prepared to give an answer to everyone who asks you  
to give the reason for the hope that you have.   
But do this with gentleness and respect.**

**Friendship Evangelism**

**Introduction:** Recent soccer camp. Who actually attended church for the first time?

70% or more (depending on which stats you read) of new members come from friendship witnessing.   
You almost have to ask, “Why would we feel the need for anything else?”

**Outreach lessons from fishermen.**

Peter, Andrew, James and John knew **when** fish were caught most easily.

What is the best day of the week for harvesting souls in your community?

What is the best time of year in your community?

They knew **where** fish were likely to be caught.

Where can your members go? Where are they already going?

They knew **how** fish were most likely to be caught.

1.Identify. (Friends who need Jesus form). See appendix. My friend Mike.

2. Pray for them.

90 days of prayer before major inviting opportunity? Try this for Easter?

Pray for friends by name. Ask other members to do the same.

3. Serve them. (Servant evangelism is a prelude to verbal evangelism, not a substitute.)

Meals at crucial times.   
Child care for families.   
Handywork with household projects. Phil and Muslim friend.   
Limited only by imagination and opportunity.

4. Invest in them. Time, money, skills. Luke 16.9 Use worldly wealth to gain friends for yourselves, so that when it is gone, you will be welcomed into eternal dwellings.

Take out to events.   
Have over for meals.   
Gifts at Christmas, birthdays, etc.

5. Invite them. Worship first or other opportunities? Dawn Knowlton.

Create (or utilize existing) events for members to invite friends to.   
Worship at Christmas/Easter/start of school year. Echt printing for postcards. ([Schroeder.email@gmail.com](mailto:Schroeder.email@gmail.com)) $.10 per printed postcard.   
Secular holidays like Mother’s Day/Father’s Day.   
Specific Friendship Sundays. (Possibly connected with event like picnic/outdoor worship)  
How many invite opportunities each year?

Provide high quality materials for members to give to friends. Postcards, business cards.

**Sample Friendship Outreach strategy for Easter.**

ASAP by February 19 for sure: Distribute Friends who need Jesus forms. (order from NPH)

February and March: remind people to continue to pray for their friends, serve them, invest in them.

Early March: Have invite materials available. Postcards, business cards.

March 26 and April 2: include materials in each service folder.

April 16: Easter.

**For group discussion at your table. Give each person one minute. Start with the one who will be the next to celebrate his birthday.**

What is the single best day in your context for members to invite friends?

What are you doing well to capitalize on this opportunity?

What could you improve?

**WORSHIP WELCOME (Change tables! Two/three youngest move.)**

**Introduction: Strengths of the WELS**

* **Preach** Biblical messages. Specific Law and Gospel.
* **Teach.** BIC is a gem, getting people into God’s Word.
* **Reach** Pastors still make house calls and visit people personally. Mt. Horeb canvass.

Guests, not visitors.

**Before the service**

The guest who took one step closer each of six weeks. Got up. Got dressed. Got into the car. Actually drove. Made it to the parking lot. Actually went inside.

Look at everything through the eyes of the first-time guest. Consider the power of the subconscious. Everything speaks to the first-time guest. Everything!!

* Signage to church.
* Appearance of grounds/facility. Sights. Sounds. Smells. (First time at Resurrection)
* Parking lot (close spots available? Guest parking? Or not?)
* Entrance easy to see and find. (Obvious which entrance to use?)
* Parking lot greeters? Front door greeters? “Secret” greeters?
* Whom to choose as greeters? (Or just take first volunteers?)
* Smile!!!
* **Three people to say hello. One person to chat more.**
* Interior signage. Walk. Don’t point.
* Usher people to seats. (Have members sit in middle of rows?)
* Think of this as a fancy play, rather than a ball game.
* Food before? After? Both?
* Consider pros and cons of staffed nursery/cry room.

**Table discussion. Each person take one minute to say one thing his congregation is doing well in this area (before the service) and one thing to improve. Guy in the ministry longest goes first.**

**During the service**

* Worship folder. Easy to follow. Print it all out. Every service.
* Clear instructions from leader.
* Sermon. Nothing attracts people to the church like good preaching.

1. Clear introduction.
2. Specific law. Level 1: We are sinners. Level 2: We lust. Level 3: What were you looking at last time you were in the grocery store checkout line?
3. Specific Gospel. Variety. Textual. Resurrection. Sacraments.
4. Specific applications. A different line at the grocery store. You know your people.

* Dealing with the “magicians.”
* Pros and cons of guest book, friendship register, communication card. (see attachment)
* Thought process for communication card.
* Benefits.

1. Guests are not weird.
2. Faster than friendship register. (Council demonstration.)
3. Something to place in offering basket.
4. Prayer requests for members/guests.
5. Easier follow up.

* Communication card logistics.

1. Every folder every week. (copier and paper 1.5% of church budget.)
2. Pen with every folder every week. ($.29 less than 1% of church budget for 1000 pens.)
3. Announce before offering.
4. Allow ample time to complete. (those not filling out are weird.)
5. Success sells itself. Over 50 people in less than two years checked interested in church membership.

**Table discussion. One minute for each to say one thing doing well. One thing to improve. Thoughts on communication card. Guy newest to the ministry goes first.**

**COMMUNICATION CARD**

Name (please print all info): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_New? \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_New? \_\_\_\_\_\_\_\_\_\_\_\_\_

City and State: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Best contact phone: ( )\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Check one: 1st time guest \_\_\_ Regular attender \_\_\_\_ Member\_\_\_\_\_\_ If member, took communion?\_\_\_\_

If 1st time guest, how did you hear about Resurrection? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(name of friend who invited you, website, etc.)

Place this card in the offering basket or leave it with Pastor. Thanks for your time in filling this out!

**SEND ME INFO ABOUT**

\_\_\_\_\_\_\_ Bible 101 \_\_\_\_ Church membership \_\_\_\_\_ Vine and Branches groups \_\_\_\_ Preschool

Comments, Prayer requests (use back side if needed): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**After the service.**

* Don’t let “magicians” disappear. Man all exits. Greeters sit in back/entryway?
* Friendly. Most important part of outreach. Secret greeters. One standing by pastor?
* **Three people to say hello. One person to chat more.** (Narrow Lutheran middle)
* **Never leave guests standing alone. Never.** (School of outreach experience.)
* Food!!!!! Every service. Every Sunday! Visible from sanctuary.

**Worship guest follow up.**

* **The more prepared a church is to receive guests, the more guests it is likely to receive.**
* Goals for follow up. Always know the next step.

1. First time guest becomes second-time guest.
2. Second time guest becomes regular attender.
3. Regular attender becomes member/disciple.

* Keys to follow up

1. Fast. 36 hours. In person. At the doorstep.
2. Friendly. Check first if invited by member.

* Pastor and lay people involved in follow up. (Jacki. Third shift in yard.)

Pros of Pastor first: Cons:

1. Wow! It’s the pastor! 1. Too professional.
2. Easier for him to get there quickly. 2. Less saint equipping.
3. Vetting before lay member visit. 3. Could be scary.

We do pastor first, 36 hours. Lay people later. Week or two.

Great resource for outreach team/evangelism committee: Fusion by Nelson Searcy. Great on thinking through welcoming guests. Weak on membership class.

**Table discussion. Two minutes to privately jot down personal evaluation of after the service and worship guest follow up. Then one minute for each to share one good thing and one thing to improve. Start with guy who has been at his current call the longest.**

**Discipling Guests. Table change. Two/three tallest move.**

**BIC**

* **Huge strength of the WELS!**
* **Not just about membership, about discipleship.**
* Show of hands. How many have written own class? How many use other materials?
* Personally, I use Jon Hein’s *Four Key Concepts, Faith Builders, Growing in Grace and Knowledge.* We call it Bible 101, 201, 301. Others: First Step, Page One, Next Step, etc.
* Strengths: Shorter time frame to sell at start. Class participants more involved through “homework.” Easy to follow.

Weaknesses: Almost no Bible history. Big gap in difficulty between 201 and 301.

* **Offer the class regularly.** After Christmas, Easter, September? (VIMS requests. Amber. Angie.)
* More people in my situation taking the class before coming to worship. Your experience?
* **Group class or individual? Collectively list pros and cons of each. What tips the scale in your context?**

**Small group Bible studies**

* **Be aware of pros and cons.**

**Pros: Cons:**

Gets more members into Bible study. Cliques.

Members develop closer friendships. Not as deep of study.

Accountability to attend. Pietism.

Biblical example of 12 apostles? (ideal size) May not have strong lay leaders.

Lay members involved in leading/facilitating. Pastor not present/false doctrine.

Others to add?

* People longing for community, close friendships, interaction with other Christians.
* Regardless of church size, easy to not really know anyone outside of Sunday morning.
* Consider all the one another passages. Pray for each other. Be devoted to one another. Competent to instruct one another. Love each other deeply.
* **Sticky Church by Larry Osborne.** A great resource. Can disagree with someone else.
* Small group, in-home, sermon-based.
* Good opportunity for new members to get involved.

**Service teams**

* For church and community.
* How to use these for reaching new people?
* How to use them for assimilating new members?
* How to use them to involve prospects even before membership?

**Fun events**

* What events do you already have?
* Formal/informal.
* How to better use these for outreach and assimilating new members?

**Table talk. Share one service project and/or one fun event. Could these work as outreach opportunities in your context? Start with the person who travelled the farthest.**

**Locating prospects**

**Introduction.**Mission Counselor said, “In the South, you can walk down the street and fart and get three people in BIC.”   
Is that true in the Northwest?

**Know your community.**

* Demographics. Info from synod. [Audrey.bluhm@wels.net](mailto:Audrey.bluhm@wels.net); thearda.com; zipskinny.com
* Identify people/culture/demographic groups/major employers.
* Who are the people you are trying to reach? Maybe there’s a group no one is reaching.
* Some things to consider when planning evangelism strategies.

1. What are the gifts of your members? Do what they are good at.
2. What is no one else doing? Probably behind if try to copycat a child care, Easter egg hunt, other event. Find your niche. Could be traditional worship?
3. Find the place where these intersect. Member gifts. Community needs.
4. What are the existing events in your community? Be part of an event, instead of trying to create your own. (Good News art fair. Children’s expo.)
5. Ask, “Whose idea was this?” Church members or those we are trying to reach? (Southside ministry question.)
6. Consider naming and branding things in ways that are more appealing to the unchurched. Church picnic vs. summer fun fest. Vacation Bible School vs. soccer camp.

**Community involvement.**

* Community involvement can be great, but is mainly a stepping stone to talking about Jesus.
* Chamber of Commerce, networking, meeting community leaders. Know the mayor or city council people? Know the school district administrator? Police? They may be the ones to identify community needs the church could meet.
* Participate at food pantry, parade, community events, roadside trash pickup.
* Host community events like food drive, blood drive, at your church.
* Have your members coach sports teams/intentionally invite friends from community groups like 4H, karate, dance class, etc.

**Outreach Ideas. Remember indirect blessings.**

* Canvassing. Is this dead in your community? Maybe not! (Chamber guides.)
* Prospect canvassing before major events like Christmas and Easter. (Meyer. Faltersack.)
* New movers.
* Outreach to a targeted demographic. Young families/retirees/college students/military.
* Mercy ministries: hospital visitation/nursing home/jail ministry.
* Children: Mornings with mommy. Christmas/Easter for Kids, etc. Start small and grow.
* Bible studies on topics: marriage, family, raising children, etc.
* Consider using salesforce.com for managing prospect data. Free for churches.

**Each community is different. Take two minutes to think about and write down a community need you could meet or a community event you could be part of. Then take one-two minutes to share with your table. Remember what is blessed in one community may not be blessed in another.**

**Multi-site ministry**

**NEW CHURCHES BRING JESUS TO NEW PEOPLE.**

Why do we need new churches?

New congregations are more focused on **reaching the lost.**  Doug and Heidi.

New churches often **grow faster.** Good News: 30 in 2013 to 90+ in 2016. Bethel, Arcadia.

New congregations make for a **place for new people to come. We’re new, you’re new.**

New congregations allow for more **opportunities for service.**  Bruce Arnoldy. Bob Kniprath.

**MULTI-SITE OR MOTHER/DAUGHTER?**

A Multi-site congregation is:  
One congregation with one ministry plan (leadership, budget, name, etc.) carrying out ministry in multiple locations. (Best terms: Original site and new site? Commissioning site and mission site?)

A mother/daughter congregation is:  
Two congregations working together to carry out ministry in multiple locations. Usually most initial members of the daughter are from the mother church.

A dual parish is:  
Two separate congregations sharing a pastor. Usually for financial reasons. (My first call to a dual parish. “Can’t wait until we can get our own pastor.”)

**WHY MULTI-SITE?**

Addition to ministry, not subtraction  
(Starting new location, not losing members)

Positive identity.   
(Gus’ Diner is so cool they are starting another site.)

**Pros of multi-site Cons of multi-site**

Better connection between locations More cumbersome decision-making

Less duplication of administration Less local ownership

Share resources, especially people Possibly burn people out

**Pros of mother/daughter Cons of mother/daughter**Faster process to stand on own Daughter easily “orphaned”

New identity and independence Redoing structure, paperwork

Faster/more local decision-making Less communication

**What would be the next opportunity in this district?**

**“Wrong” reasons to start a new church?**

Shorter drive.  
Want to do things I could never get away with at my current church.   
Solve friction among members.  
Have a “cheaper” church, one without a school or other such expenses.   
Others?

**WHEN YOU ARE READY TO START A NEW SITE/CHURCH, REMEMBER THE THREE D WORDS.**

D\_\_\_\_octrine\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Andy and Jessie Rice

Discussion: God is using you to start a new congregation. Would you rather have life- long WELS or new adult confirmands?

D\_\_\_\_emeanor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Paul and Debbie Koch

How will you measure the demeanor of your congregation?

D\_\_\_\_\_etermination\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Susan Schue. Told we can’t do it.

Celebrate the indirect blessings. Christmas prospect canvass. Luke and Courtney Olson.

Constantly keep the established congregation and the new connected! Communicate!

**PRACTICAL CONSIDERATIONS.  
Community.** Find out all you can. Talk to community leaders, demographics, area churches etc. Mission Counselors can be a huge help!

**Committed Core Group.** Who’s really in? What are their gifts? Focused on reaching the lost?

**Collaboration.** What are churches have members in the area? Special offerings? People power?

**Clergy.**  Who will be the point pastor? Current pastor? New? Shared?

**Cost.**  For clergy. Meeting space. Outreach expenses.

Resources:

*Who will go? We will go?* A manual available on weslcloud, through home missions.

Mission Counselors. District Mission Board. Board for Home Missions.

Brothers in the ministry.

*The Nuts and Bolts of Church Planting* by Aubrey Malphurs.

*Better Together.*

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This page left blank for notes, comments, etc. Feel free to take evaluation notes here and give to presenter.