



Kia ora pastors and key church leaders

Our updates have fresh content every month. Please engage with them, to be encouraged in your outreach.

To start the year, *are you open to a health-check – and to consider afresh the 'outreach plan' for your church?*

- **Application:** If yes, this link has two SIMPLE surveys. These will give you a simple measure of the 'evangelistic health' of your church. Click here [now](#) - then come back for three inspiring / resourcing points to help your outreach.

To keep it fresh we've grouped ideas and resources under 3 different titles/questions:

- Will you EQUIP?**
- Will you intentionally ENCOURAGE?**
- Will you EMPOWER them with a practical vision?**

There could not be a more important topic!

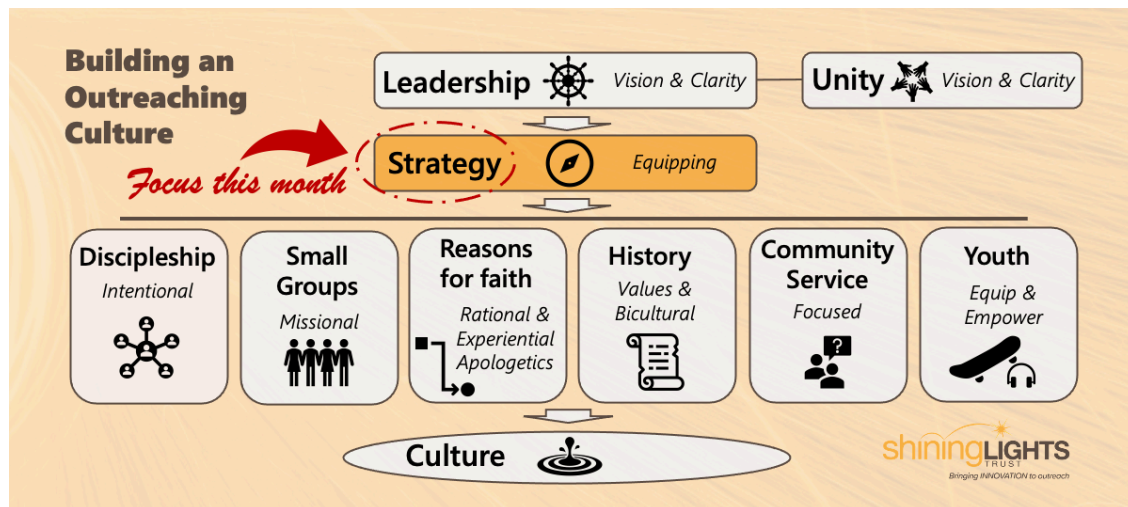
The video:

>> A Vision Cast '[message](#)' for outreach' from Dave
14 minutes long
articulating this update



because sometimes things are more caught than taught.

Introduction: Building an outreaching CULTURE



Leading a congregation in its **MISSION** is one of the most important responsibilities of a local church leader.

However, it isn't automatic that this happens - or happens well.

- Sometimes, leadership practices that generate positive results have not been modelled.
- Sometimes outreach is sidelined as we become busy with other areas of church life.
- Sometimes we focus on one aspect of outreach, neglecting others that might actually be vital to the success of our mobilisation.



Here are three questions - with ideas and resources to help you.

i. Will you intentionally EQUIP?

Sometimes people don't engage because they **don't KNOW** how. (**Skills**)

At other times they don't engage because they **can't SEE** how. (**Perspectives**). For example, there are many long-term Christians who've been through 'evangelism training' before who can no longer SEE the opportunities. They are stuck.

Holistic, sensible EQUIPPING can change that!

If you will engage with good content, to bring relevant practical equipping to your members, you can 'unstick' people, generating new activity!

RESOURCES:

- **Pulpit Resources** (full outreach-equipping sermon series notes) [here](#).

- **Matching small group** resources and more, [Small-groups](#) + the above 'pulpit series' link + 'Because We Care' video series [here](#).

- **Youth leadership training** and also outreach equipping resources are at [Godtalk.nz/leadership](#) and [Godtalk.nz/equipping](#)

- **Ensuring members are CONFIDENT re WHY we believe this faith to be true is also very important.** 'Thinking Matters', as a ministry, exists in NZ for this reason.

In addition, as a specific resource, we have created a 7-part video-discussion series for church small groups (and youth groups) including 7 x 15min videos + discussion guides + free PDF booklets (read in the week prior to discussion).

Called 'Why Christians believe Christianity to be true' it is free online at

[WhyChristiansBelieve.nz](#).

Please put this to good use!

A SPECIFIC NEED: Helping members be more confident to speak in secular environments

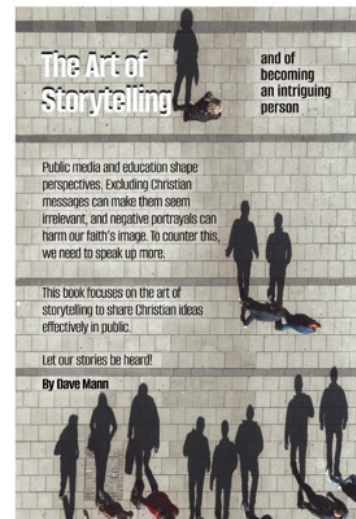


- The above 'Because We Care' video series and (2) also pulpit resource both include a series on the topic of '**conversational skills**' and also then '**conversational skills for hostile environments**'. In both cases Jesus is the role model we learn from.
- As a specific skill, how might we better communicate christian messages in secular places? We suggest the answer is through **WISE storytelling**. We began to create fresh resources on this area in 2024. This skillset has particular relevance to those leading Community ministries, Mainly Music, as well as for youth and young adults in their witness to their peers. This can help people re-find their voice in secularised environments.

As a first resource, Dave has written a short book / audio book titled “*The Art of Storytelling – and of becoming an intriguing person*” available [here](#).

We hope to create further resources to make this content even more accessible in the future.

Might this book or its audio book version (2 hours) be of use to you?



ii. Will you intentionally **ENCOURAGE** (and remind) ...to sustain momentum by shifting short-term learning to long-term application?

The strategic significance of this point to RESULTS, is very-easily missed.

Very few do this.

Imagine INTENTIONALLY including a testimony per month in your Sunday services - specifically from someone who sought to engage a spiritual conversation in Christian witness. You then leverage that by standing to (a) applaud their initiative (b) while reiterating something you taught on the topic earlier in the year.

- Since the inception of this work in 2011 we have encouraged this HABIT of a MONTHLY testimony - and the same in each church small group. Very few have applied it. We believe the leadership wisdom remains. (I applied this habit when I was a pastor. It shifted things - *and then also sustained them*).
- This kind of leadership habit can UNIQUELY shift short-term teaching into long-term memory, while keeping the vision fresh and the heart encouraged. I know of no comparison for generating this particular result and outcome.
- (And if you are stuck for a testimony, play one that tells how someone came to faith - again then standing to reiterate something taught earlier in the year,

encouraging conversational engagement).

RESOURCES:

- PROMOTING -
A BRAND NEW NZ-MADE GOSPEL RESOURCE

KNOWN

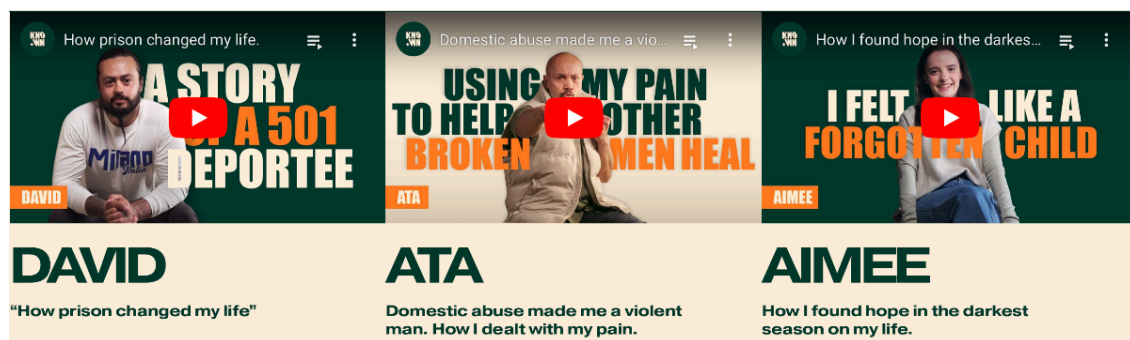
“Known” is a new testimony series, gifted to us all by Life Church in Auckland. knownnz.com

What’s unique? The videos are BRIEF (the primary versions being approx. 2.5mins).

This gives you a NZ testimony video per week to use via...

- Social media in your city/town.
- To play at 9.55am as people come into church
- ...or during services / offering time to encourage.
- Or in small groups or other church programmes as part of a communication.

AN IDEA: What if one church per city/town put up a story per week, boosted locally with even just \$5 or \$10?



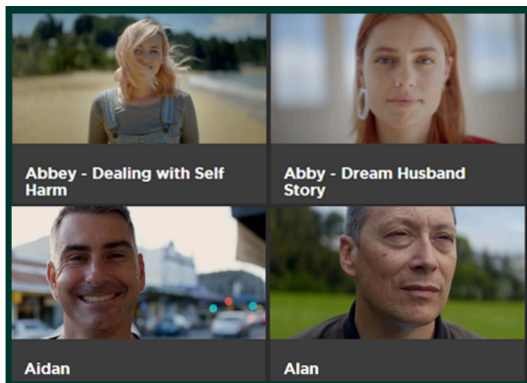
The stories: knownnz.com/stories

Profile for your church: Add your church to the 'find a church map' via their website.



OTHER NZ-MADE TESTIMONIES RESOURCES

- 'Unpacking Life' NZ testimony series from Hope Project (35 stories)
 - 10daychallenge.co.nz/stories/
- We also note the extensive testimony resource created by Life TV (200+ stories)
 - lifetv.co/life-stories



Summary: Sometimes the simple things are the most powerful.

- We suggest this is the case here.
- **CULTURE is shaped through HABITS.**
- The above 'testimony + reminder' habit is strategic.
- It works. Please consider it.

iii. Will you then **EMPOWER** them with a practical *vision*?

Where and when will they engage conversations? VISION needs casting to help people see HOW and WHERE they might be a witness via their work/school, church small group or your community initiatives.

Here are four areas of vision for YOU to consider - because you can only promote what you can SEE - while your members will only then do what they can are able to SEE.

Vision-casting is an important part of leadership.



- o **Workplace** (and school) prayer groups are, we think, the BEST mobilisation strategy imaginable. (A big statement.) These rally believers together in the context of their mission!



o **Church small groups** can become outreach-focused (RESOURCE: Read our comprehensive topical summary on 'outreach and small groups' [here](#), with support resources offered. How could you use this resource this year?)



o **Community initiatives** by your church are needed – and with focus (RESOURCE: Read our comprehensive topical summary on 'outreach and community engagement programmes' [here](#). We note the 'storytelling' training above also, noting this is a vital skillset to empower important verbal witness via these platforms - even if with the simplest of messages.)



o **UNITY amongst churches** is a vital component – even if the 'workload' isn't huge. This is again principally about culture while (a) finding something to do together that meets a community need, while also (b) knowing **WHAT** each other is doing to serve in the community - so every pastor can stand as a representative of God's united Church - rather than only their own local church. (RESOURCE: Read our comprehensive topical summary on 'outreach and unity' [here](#).)

In summary

Regarding vision, we can only promote what we can SEE.

The above can position you to lead in a catalytic way - mobilising others.

Regarding the reality we observe in our work across NZ:

While above 'equipping' and 'encouraging' isn't difficult, few do it.

Why?

- These leadership practices are not part of current church culture.
- Most have never seen their application modelled - despite decades of church involvement.
- These leadership practices are also not yet being taught/disciplined via many of our Bible Colleges - despite their simplicity.

You must assess

**whether or not what is written above
is true from a leadership point of view.**

If so, apply the habits - to mobilise your members!

GOAL:

The Shining Lights Trust's faith-goal regarding 'equipping' is to see intentional outreach equipping practices being embraced by every church leader, empowering believers in every church, as applied through every pulpit, every small group and every youth group - every year.

PRIMARY RESOURCE FOR CHURCH LEADERS

See here for our specific four-part video series for pastors on ['Building_Outreaching_CULTURE'](#).

