

# TOPICAL UPDATE Outreach and Equipping STRATEGY



## 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.



## 1. 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 'unstuck' people, generating new activity!**

## RESOURCES:

### Pulpit Resources:

(full outreach-equipping sermon series notes)

[AllTogether.co.nz/sermons-studies](http://AllTogether.co.nz/sermons-studies)

### Matching small group:

Resources and more, [AllTogether.co.nz/small-groups](http://AllTogether.co.nz/small-groups) the above 'pulpit series' link + 'Because We Care' video series

[AllTogether.co.nz/equipping-videos-members](http://AllTogether.co.nz/equipping-videos-members)

### Youth leadership training:

and also outreach equipping resources are at [godtalk.nz/leadership](http://godtalk.nz/leadership) and [godtalk.nz/equipping](http://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](http://whychristiansbelieve.nz)

**Please put this to good use!**

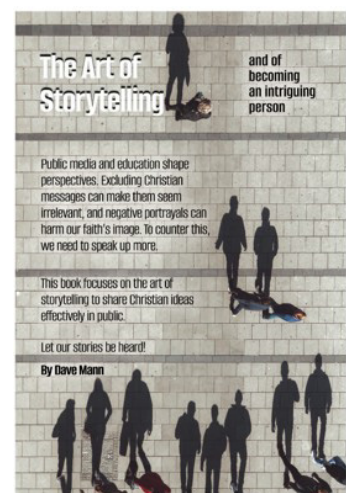


## A SPECIFIC NEED: Helping members be more confident to speak in secular environments

- 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. 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 [AllTogether.co.nz/rationalfaith/#skillsbook](http://AllTogether.co.nz/rationalfaith/#skillsbook)

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



## 2. 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:

#### Known:

A testimony series, gifted to us all by Life Church in Auckland

[knownnz.com](http://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...**

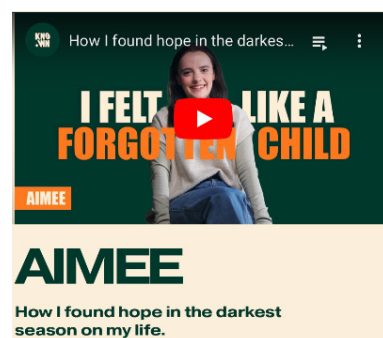
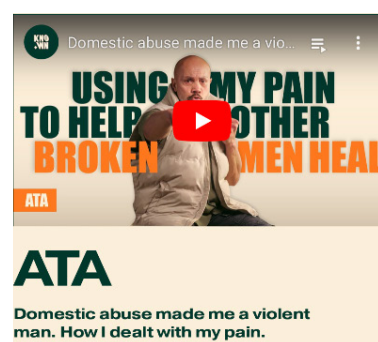
- Social media in your city/town.
- To play at 9.55am as people come into church
- ...or during services / offering time to encourage.
- Or in small groups or other church programmes as part of a communication.

**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](http://knownnz.com/stories)

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

# KNOWN



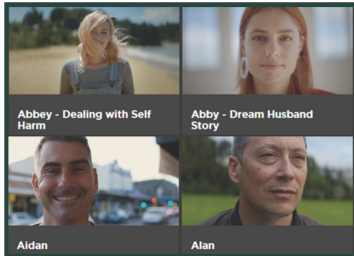




## OTHER NZ-MADE TESTIMONIES RESOURCES

**'Unpacking Life' NZ testimony series:** from Hope Project (30 + stories)

[10daychallenge.co.nz/stories/](https://10daychallenge.co.nz/stories/)



### Life TV:

We also note the extensive testimony resource created by Life TV (200+ stories)

[www.lifetv.co/life-stories](https://www.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.

## 3. 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 are able to SEE.

Vision-casting is an important part of leadership.



**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!



**Church small groups** can become outreach-focused. Read our comprehensive article on 'outreach and small groups' within this series with support resources offered. How could you use this resource this year?



**Community initiatives** by your church are needed – and with focus. Read our comprehensive article on 'outreach and community engagement programmes' within this series. Also 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.



**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. Read our comprehensive article on 'outreach and unity' within this series.

## 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/discipled 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

[AllTogether.co.nz/atconsulting](https://AllTogether.co.nz/atconsulting)