



Action Guide.

1. Increase your accessibility to all.

Discuss and decide which gateway strategy to adopt (p90-91):

- Course first strategy
- Mission first strategy
- Compassion first strategy
- Church first strategy
- Community group first strategy
- Web first strategy

To help decide, questions to ask include:

- what are the main fears people have about starting to explore faith in a more institutional way than an informal chat in daily life?
- which entry point is going to make people feel more at home and most willing to open up in thinking about faith?
- does the entry point chosen have a natural follow on that takes people from a stage of listening to discussing and being challenged to respond?
- when the activities are linked together into a process, does the church have the capacity to sustain all of these parts and if so how often?

Discuss and decide what assimilation plan to adopt (p92-93):

Elements of assimilation to discuss include:

- how to identify newcomers on a Sunday (response card, hands up in the notices, text phone number advertised, newcomers desk etc.)
- what information to give newcomers in printed form and on the website
- what welcome events to offer (straight after a service, Sunday lunch or evening meal in the week etc)
- what system to adopt to enable newcomers to get into a small group, start giving, become members etc.
- what courses to offer to give newcomers understanding of the church's mission, vision, values and strategy as well as to help newcomers start using their gifts, growing as Christians etc.

Output: Agreed gateway strategy and a plan for the activities that will involve starting, reshaping and stopping.

Output: Agreed assimilation strategy.

2. Increase your visibility to all

Investment review:

Review what proportion of your financial resources, buildings, staff time and volunteer time is invested in people not yet in contact with Christ. Are you investing in people, not buildings?

Discuss and decide ways to build the visibility of the church in the community (p94-97):

- Publicity: Website; Design; Profile in local media; Publicity for local services provided; Mailing list
- Plant: Office base; Use of building; Drop-in café
- Person to person: Door to door; Leafleting; Magazine; Resources for current members to give out
- Cold contact: Street band / drama; Vox pops; Respond effectively to weddings and funeral enquires; Offer a spiritual health check
- Social: Regular social events; Special social events; One-off social events

Output: Agreed visibility strategy with a plan of what activities will be developed, reshaped and stopped.

3. Build a culture of everyday evangelism

Discuss how to make evangelism a daily lifestyle rather than something professionals only undertake. As a starting point look at how to adopt the ideas on pages 97 to 98:

- Regular prayer
- Partnership prayer
- Decide who you're going to invest your life in.
- Follow the 50:50 rule.
- Add another person to your day.
- Take up a sport or hobby.
- Be a strategic consumer.

Output: Agreed plan for ongoing prayer for unbelievers and regular encouragement in teaching to be investing in the lives of unbelievers