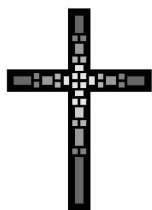


THE MAGNETIC CHURCH

If you build it, they will come,
If you live it, they will stay.©



www.magnetic-church.com

A Conference Presented by Andrew D. Weeks

CURRICULUM (As time permits)

Introduction to Evangelism as a Ministry of Lay People: Parts 1 & 2

- ☐ Opening prayers; scriptural foundations; portions of Andy's own journey from ethical Christian to believer to evangelist.
- ☐ Equipping all the saints for ministry; distinct roles: clergy - resource, lay - apostles; valuing all personality types (MBTI).
- ☐ Moving beyond inexperience, ignorance, confrontational modes and stereotypes; recovering Jesus' "Walk With Me" model.
- ☐ Redefining the purpose of your church; avoiding pitfalls, frustrations & misdirection; how to practice evangelism while still respecting others' beliefs & traditions.
- ☐ Realities of the 21st century paradigm: past decline and new paths to recovery; encouraging change; shifting your church from "community" to "destination", from "reactive" to "pro-active", to help attract potential visitors *and* retain newcomers.

3. Presenting Your Church: Signs, Property and Media

- ☐ Inviting the Community to Visit:
 - Why bother? What's your Message?
 - National trends; Demographic targets.
 - Recognizing "their" unfamiliarity with our "product", symbols, and terminology.
 - Responding to their different wants, needs and expectations, of multiple, older and 3rd millennial generations.
- ☐ Seeing a Church Through Visitors' Eyes:
 - Signs: roadside, bulletin board, entrances, special services, events & interior.
 - Property: Grounds; Buildings; Parking Lots and Driveways; general access.
- ☐ Developing and using External Media:
 - Bulk-mail, bulletin boards, coupons.
 - Cable TV, newspapers, Yellow Pages.
 - Websites and the Internet.
- ☐ On-site Critique (& **tour**, if time permits).

4. The Ministry of Greeting: Developing Skills and Teams

- ☐ Greeting as ministry - not task, and as part of a complete incorporation process.
- ☐ Developing strong and versatile Teams; avoiding over/underwhelming visitors.
- ☐ Effective practice dialogue for greeters; the power of story telling; developing listening skills; getting educated.
- ☐ Materials for Greeters and for Visitors.
- ☐ What to do before, during, after the Service; for subsequent clergy, lay visits.
- ☐ *Workshops* in mixed groups of four.

5. Developing Effective Internal Communications Tools

- ☐ Using positive, clear language, clean design and good organization to overcome newcomers' unfamiliarity and encourage their participation.
- ☐ Auditing all existing forms; guidelines to create or upgrade Worship Bulletins, Newsletters, Response Cards, Welcoming Brochures and letters, Web pages.
- ☐ *Workshops*, mixed groups; host church may also choose to have leadership and property groups meet at this time.

6. Managing Growth:

Tracking and Involving Visitors and Newcomers

- ☐ The basic system; records; personnel; procedures for lay and clergy visits.
- ☐ Tracking newcomers: critical first year; adapting incorporating events and processes from the "3-6-9" Options List.

Structuring Groups and Organization For Growth Highlights and Overview Only

- ☐ Meeting Needs: Analyzing current profile, context, culture, structure (org. chart).
- ☐ Identifying each group's intended purpose, relative position in the overall structure and membership profile; assessing their evangelism potential, attitudes, inherent capacity for growth.
- ☐ Blueprint for the Future: Planning new groups and structures; setting realistic goals based on these plans; documenting the results and creating a budget to empower the future.