

Four aspects of public faith essential to creating an Evangelism culture

Branding

- *"If you don't brand your church, someone will do it for you."*
- What's your congregation's central story?
- Who is your neighbor? Do you have a sense of who your neighborhood and community?
- Do you have a logo that is used numerous times and places so that when people see it they immediately think of you? Are you guiding principles (values) known and claimed?
- Are worship time(s) and location on the main page of your ministry's website?

Hospitality

- *Just because your church feels warm and welcoming to you, doesn't mean it's a shared experience.*
- Most congregations retain 15% of first time guests.
- Is it easy to tell which entrance to use for worship, fellowship and evening programs?
Does the exterior and overall appearance of your facility look well maintained?
Are all rooms clearly marked?
- Are the bulletin and media prepared with the needs of the visitor in mind?
Do announcements contain "insider" references which would make a guest feel excluded?
Have you thought through a way to identify visitors to your church that is inviting and non-threatening?
- Do volunteers and staff model hospitality toward the stranger or spend most their time with insiders? Are all members of the congregation prepared to welcome guests? Is a follow-up system in place?
- The bottom line here is ability to build *relationships*.

Invitation

- *"In churches across the world, 20% of Christians invite another person to faith community. 70% had someone in mind they thought of inviting. 80-90% want to, but have no intentions of actually doing it." - Michael Harvey, Culture of Invitation*
- Is there a culture of invitation in your ministry? How and when do people in your congregation invite others to worship or congregational events? Are people encouraged and given tools to invite others to ministry events?
- The act of invitation is a faith/discipleship practice.

Faith Sharing

- *Faith is experienced and/or affirmed in community. Christ's presence becomes real in the water of baptism, breaking of bread, hearing God's word, and the sharing of where God's story intersects with our own story.*
- How are people identifying and sharing how and where they experience God in their own lives? It is difficult to share our faith in our homes and daily lives if we cannot share our faith with our brothers and sisters in Christ within the Body of Christ.

Reflection: *Among these four areas, what are you (your ministry) doing well?*

Which area(s) might you feel called to strengthen in the next season of ministry?

What might it look like to make one "next step" in each of these areas over the next 12-18 months?