



IDEA SHEET

Outreach Ministry

Copyright Apostolic Information Service, a ministry of Indiana Bible College, PO Box 47917 Indianapolis, IN 1-800-800-0247 T. W. Massengale, Editor

Outreach Strategies for Small Churches

- **Identify Community Needs.** A surefire way for your outreach department to fail is if it only understands the needs of its own congregation. Do some investigative work to identify the needs that your local community is facing. Plan your outreach events to work at meeting those needs. This will greatly increase your ability to witness to the local people. Remember, you are dealing with potential members, not current ones.
- **Use Social Media.** Outreach can take place with, relatively, a very few amount of people on social media. Inspire your congregation to outreach on the Internet by encouraging them to invite their friends and followers to services. While this may not be the most effective outreach tool in terms of exponential growth, it's cost-effective, and every soul matters to God.
- **Think Smaller—As in Height.** The kids are the single most important part of your outreach ministry. Work tirelessly to create and improvise your Sunday school bus ministry, as well as your outreach efforts to their parents. By witnessing to children, you can establish them in the faith, as well as get their parents hungry for the truth and the change that they see in their kids.
- **Utilize Your Strongest Assets.** Every church has someone that has a talent. Whoever they are and whatever they do, take advantage of it. The outreach department should include everyone in the church, especially if your congregation is smaller. This involves utilizing the abilities of all participants to maximize involvement, effectiveness, and overall quality of outreach.
- **Themed Message Series.** This is a simple way to create outreach opportunities for your small church. This is because this method involves the ability to create and print advertisements, as well as share them on social media. People are more likely to attend church if they know what to expect.
- **Network with Other Pastors.** Let the passion and vision from other pastors and church planters rub off on you. It can be refreshing to hear suggestions and share burdens with other ministers regarding outreach. You might learn something new.

Outreach Ministry Calendar:

- **November:** Host a community Thanksgiving dinner for families who cannot afford to cook one on Thanksgiving Day. Plan a Saturday outreach event to invite members of your community to this dinner. Host the event on the Saturday before Thanksgiving.



Recognizing a Majority. It can be common for a small church to adopt the mentality that their impact on the surrounding community will be small as well. This is something that you must not let happen to your congregation. Instill in them the fact that God desires for a move of God to happen in your city, and that the only way this will happen is if the church reaches out to the people around them. Therefore, no matter the size of the congregation, one plus God always equals a majority. It is crucial to keep the morale of the outreach department consistently refreshed and established in this powerful principle.

Resource Files for You

OPGP01.txt

“Outreach Principles That Bring Results”

Implement these important elements.

OPMC06.txt

“Utilizing an Outreach Director”

The importance of this office is stressed.

IBC Perspectives Magazine

If you are in ministry leadership, be sure not to miss out on an excellent publication written just for church leaders. The IBC Perspectives magazine is a 20-page color publication published monthly by Indiana Bible College. It features interviews with growing revival churches and explores the methods and programs that make them successful. It also features articles devoted to: Feature Ministry Opinions, Plainly Speaking, Columnists, World News, Apostolic News, News You Can Use, Guest Pulpit and more. To receive a free copy and subscription form, call 1-800- 800-0247 or write Perspectives, P.O. Box 47917, Indianapolis, IN 46247, or e-mail: Perspectives@Apostolic.edu or visit our web page at www.apostolic.edu. Subscription cost is just \$20 per year for 12 issues.