



Liberty Baptist Theological Seminary

A Plan for Developing an Effective Community Outreach Strategy for Churches in  
the Northeast

A Thesis Proposal Submitted to  
Liberty Baptist Theological Seminary  
in Partial Fulfillment of the Requirements  
for the Degree

Doctor of Ministry

By

Roscoe J. Lilly II

Lynchburg, VA  
August 2013



LIBERTY BAPTIST THEOLOGICAL SEMINARY

Lynchburg, VA

Dissertation Project Approval Sheet

---

**Grade**

---

**Dr. David Wheeler**  
Director, Center for Ministry Training  
**Mentor**

---

**Dr. Charlie Davidson**  
Director, Doctor of Ministry Program  
**Reader**

## ABSTRACT

Roscoe Lilly

Liberty Baptist Theological Seminary, 2013

Mentor: Dr. David Wheeler

Community outreach is an essential part of a church's mission to be "salt and light" to those around them. Community outreach creates the crucial platform for a church's evangelistic efforts. While many churches want to reach out to their community, few have a clear understanding of how or where to begin. The purpose of this project is to help churches in the Northeast better understand how to increase their community's receptivity to the gospel through a strategic community outreach plan. The project will use NorthStar Church as a case study. It is the aim of this project to demonstrate how churches can start and maintain a successful community outreach strategy resulting in greater evangelistic effectiveness.

Abstract length: 115 words.

## DEDICATION

First, I would like to dedicate this to my wonderful wife, Maryanna, who when things seemed the darkest encouraged me to keep serving and reaching out. Without her love, support, and shared dedication, NorthStar Church would not exist.

Secondly, I would like to dedicate this to my children Annabelle, Adeline, and Rykard. May you continue in a legacy of serving, going further and reaching more people than I can ever possibly imagine. My prayer is that God would use you to turn the Northeast into the new Bible-belt.

I also would like to dedicate this to my wonderful in-laws Martha and Willy who paid for my very first seminary classes and always cheered me on to go further with my education.

Next, I dedicate this project to the wonderful people of NorthStar who have allowed me to grow and learn as their pastor. They believe that we can do the impossible and have dedicated 1000s of hours each year to living out the ideas in this project. This would just be theory if not for their dedication to *showing God's love in such a way that people exchange ordinary living for an extraordinary life through the transforming power of Jesus Christ*. It is one of the greatest honors of my life to be called their pastor.

*Now to Him who is able to do immeasurably more than all we ask or imagine, according to his power that is at work within us, to Him be glory in the church and in Christ Jesus throughout all generations, for ever and ever! Amen. –Ephesians 3:20-21*

# CONTENTS

CHAPTER 1.....	1
Statement of Problem .....	5
Statement of Limitations .....	8
Theoretical Basis .....	9
Statement of Methodology .....	14
Literature Review .....	16
CHAPTER 2.....	26
What We Mean When We Say Community Service .....	26
What Community Service Isn't .....	26
What Community Service Is.....	31
CHAPTER 3 .....	39
A Plan to Cultivate a Community Service Culture.....	39
CHAPTER 4.....	49
A Plan to Develop Community Service Partnerships .....	49
Practical Suggestions.....	64
CHAPTER 5.....	66
A Plan to Maintain and Develop Volunteers .....	66
CHAPTER 6.....	72
A Year Long Strategic Outreach Plan.....	72
Improving the Community Service Outreach Strategy.....	86
Summary.....	95

BIBLIOGRAPHY.....	101
APPENDIX A: Serving-Focused Scriptures .....	108
APPENDIX B: Northeast Southern Baptist Churches' Survey Responses.....	111
APPENDIX C: Christmas Offering Sample .....	123
APPENDIX D: Town Hall Cookout Supply List.....	128
APPENDIX E: School Cookout Supply List.....	129
VITA .....	130
IRB APPROVAL.....	131

## CHAPTER 1

### Introduction

#### Why the Topic Is Needed

According to research, 70% of North American churches are plateaued or declining.<sup>1</sup> Other researchers note that less than 17 percent of the American population attended a church last weekend.<sup>2</sup> The Leavell Center at New Orleans Baptist Theological Seminary reports that only 11 percent of Southern Baptist churches are growing.<sup>3</sup> Those who consider themselves “non-Christians” are a fast growing segment of the American population. David Kinnaman and Gabe Lyons report that “outsiders are becoming less of a ‘fringe’ segment of American society.”<sup>4</sup>

Each generation contains more than the last, which helps explain their growing influence. For instance, outsiders make up about one-quarter of Boomers (ages forty-two to sixty) and Elders (ages sixty-one-plus). But among adult Mosaics and Busters, more than one-third are part of this category, a number that increases to two-fifths of sixteen-to twenty-nine-year olds.<sup>5</sup>

The situation in the Northeastern part of America is even more dire. The Barna Group recently conducted research which identified the “Most Post-Christian Cities in America.” Of those cities, 8 of the top 10 are in the Northeast.<sup>6</sup>

The author’s city ranked number 1 on the Barna Group’s list. The author’s city also ranked number 2 as the “Least Bible-Minded” city in a different research project conducted by the Barna Group.<sup>7</sup> Obviously what the majority of churches are doing in the Northeast are not

---

<sup>1</sup> Ed Stetzer and Mike Dodson, *Comeback Churches*, (Nashville: B&H Books, 2007) 27.

<sup>2</sup> Bill Easum and Bill Tenny-Brittian, *Effective Staffing for Vital Churches*, (Grand Rapids, MI: Baker Books, 2012) 20.

<sup>3</sup> Stetzer and Dodson, *Comeback Churches*, 25.

<sup>4</sup> David Kinnaman and Gabe Lyons, *UnChristian*, (Grand Rapids, MI: Baker Books, 2007) 18.

<sup>5</sup> Ibid, 18.

<sup>6</sup> Barna Group, <http://cities.barna.org/the-most-post-christian-cities-in-america/>, accessed 6/12/13.

<sup>7</sup> Barna Group, <http://cities.barna.org/americas-most-and-least-bible-minded-cities/>, accessed 6/12/13.

working. If the Northeast is to experience another “Great Awakening,” a different strategy must be developed than the one currently being employed.

The first response that usually is proposed to change the Northeast is to start more churches. That solution normally results in just more worship services and not necessarily more churches impacting their community. The need is not just for more worship gatherings, but for a different type of church. The problem in the Northeast is not that people do not have access to the gospel of Jesus Christ. A simple Google search turns up 806,000,000 hits with many of those sites being theologically accurate to the mission, purpose, and identity of Jesus.<sup>8</sup> The majority of people living in the Northeast are able to drive to a church (worship gathering) that preaches the gospel faithfully every week, but still churches are declining and closing. If one’s life depended upon the finding of answers to whom Jesus was or what His message was it could easily be obtained from a nearby church or a Google search.

The problem does not seem to be so much an access problem but instead a credibility problem as the gospel is lived out in the lives of the followers of Jesus. If the Northeast is to experience revival and grow once again it must not just talk about God’s love it must show it in proof-positive, tangible ways. The church cannot just proclaim God’s love, but must actively demonstrate it to those outside its walls. The church, according to Archbishop William Temple, is “the only cooperative society in the world that exists for the benefit of non-members.”<sup>9</sup> The Northeast needs first and foremost a different type of church.

When the church exists for nothing greater than itself an isolation mentality sets in. The natural dynamics of any group is to focus inward. If a group is asked to hold hands and form a

---

<sup>8</sup> Google search of “Jesus” conducted 6/12/13.

<sup>9</sup> Philip Yancey, *Church: Why Bother?*, (Grand Rapids, MI: Zondervan, 1998) 31.

circle the group is always facing inward instead of outward. This must change if the spiritual climate in the Northeast is to ever change.

It is the belief of this author that tremendous growth and transformation could occur in the Northeast if an intentional community outreach strategy was developed and implemented within each church. This strategy would lead to a majority of ministry happening off-site and in the community, thereby resulting in evangelism that is both demonstration and proclamation.

The approved topic for this Doctor of Ministry thesis is the following: “A Plan for Developing an Effective Community Outreach Strategy for Churches in the Northeast.”

### **Background Leading to Awareness in the Problem**

The author was first made aware of this issue when he tried to start a church in the Northeast. The author’s first attempt at church planting failed miserably. At the first service that was planned, no one from the community showed up except the author and his family. The second service was “covered” in more prayer and still no one showed up. Before the third service the author was reminded of Jesus’ encouragement of prayer and fasting for spiritual breakthroughs, so he spent the week doing just that. The day for the third service came but no one from the community came. Not being one who gives up easily, the fourth service was planned and again attended only by the author and his family.

After the fourth service the author decided to shut it down. The author struggled with questions like, “Did he miss God’s calling?” and “Was he out of God’s will?” He prayed and believed that God had truly called him to the Northeast, but what was the problem? Why was no one attending the service? The problem was not the calling but his plan and strategy. So he set out to read through the New Testament and when he got to Matthew 20:28 where Jesus said, “I

didn't come to be served, but to serve," the author paused. The passage caused the author to examine why he came to the Northeast. Was it to be a servant or to be a celebrity? Jesus came to serve and so must those who come in His name.

The author and his wife set out with a new focus to serve their town and they began by cleaning every public restroom in town 4 times. They enlisted the help of other mission teams to serve the town and at their second "first service" had 6 people from the community attend. Now 10 years later and thousands of community service hours later, the church has had an all-time high attendance of 577.

This topic is of great importance for three reasons. First, it will ensure that as NorthStar Church grows it will not lose its focus on community outreach. As the church grows there are competing demands for time and resources. This strategy will help keep community outreach at the forefront of mission and purpose. Secondly, this strategy will help in the yearly planning and life cycle of church life including: the preaching calendar, budgeting, volunteers, and programming. The strategy will assist in giving a bird's eye view of each ministry and how they are being involved in community outreach. Finally, this project will benefit other churches in the Northeast by helping them to establish or strengthen their community outreach strategy resulting in greater fruitfulness for God's Kingdom. The goal is that this project could be a model for other churches to build upon and improve as they reach out to their community in the Northeast.

### **Rationale for Choosing This Topic**

The rationale for this topic is to create a strategy that is practical and systematic for churches to become more outward-focused in the Northeast. The aim is that churches would not

only be “come and see” churches, but also “go and do” churches. The author’s goal is for more churches to get out of the seat and into the streets showing God’s love.

### **Statement of the Problem**

The Northeast at one time was the epicenter of American Christianity with many of our nation’s most prestigious universities such as Harvard, Yale, Princeton, and Brown being founded as centers of religious training.<sup>10</sup> The great revivals and awakenings led by Jonathan Edwards, George Whitefield, and Charles Finney all occurred in the Northeast.<sup>11</sup> Today, 8 out of the top 10 “Most Post Christian” cities in America are found in the Northeast.<sup>12</sup> If the spiritual climate is to change, the church must change the way it is reaching out and ministering in its communities.

The problem can best be illustrated through the metaphor of the sickle and the plow. One tool is intended to harvest and the other is intended to prepare the soil for the seed so that one day it can be harvested. The question for churches in the Northeast is “Which tool is primarily in their hand?” Many churches in the Northeast have a sickle in their hand waiting for the harvest to come, but it does not come. Members sweep the barn, paint the barn, and wait and still no harvest comes. Churches in the Northeast need to switch tools and pick up the plow. Jesus in Matthew 13 gives the parable of the sower in which he describes the various conditions of the soil or how people respond to the Word of God. Jesus clearly taught that some ground was good and some was not. The problem is not the “seed” or the Word of God because Romans 1:16

---

<sup>10</sup> Earle E. Cairns, *Christianity Through the Centuries*, (Grand Rapids, MI: Zondervan, 1996) 365.

<sup>11</sup> Ibid, 365.

<sup>12</sup> Barna Group, <http://cities.barna.org/americas-most-and-least-bible-minded-cities/>, accessed 6/12/13.

states “it is the power of God unto salvation.” The only thing that can be changed and improved is the soil. The soil through cultivation can be improved and made more receptive.

The author has a friend who directs a church-planting network in Atlanta. The director made a statement that if a new church launches with less than 150 people on their first Sunday in the Atlanta area it is clear that not a lot of prayer went into the new church plant. If a church plant launched with 150 in their first service in the Northeast it would be front page news. How can one launch of 150 people in a certain geographical area of our country be considered carnal and in another area be considered a work of God? The answer lies in soil preparation. In the South the soil has been managed and plowed for years in comparison to the Northeast, where soil preparation is less. In the Northeast the soil hasn't been plowed since Jonathan Edwards, George Whitefield, and Charles Finney came through. The fields have become overgrown with briars and thorns resulting in few seeds finding good ground to take root.

What if churches in the Northeast swapped the sickle for a plow and went to work clearing the fields for the gospel to have good ground to be planted in? There is a cyclical nature to planting and harvesting. A time exists in which each tool is necessary, but now the time is to clear and plow. Seed cannot be continually cast into unprepared fields where the sower hopes for the best. The soil must be prepared. If the Northeast is to change it will require more churches working outside their walls in service, preparing the fields. It is time to pick up the plow.

The problem could also be stated in terms of getting a tattoo. If one was not interested in getting a tattoo it would not matter how close the tattoo parlor was to their home, how amazing the child care was, how funny the tattoo artist was, or the type of music that was played there. Those things would not sway a person to get a tattoo who was not interested in getting one.

Those points would only matter to someone who was already interested in a tattoo. Yet, that is the exact rationale many are using in trying to reach their community in the Northeast. Churches will state that they play a certain style of music, have amazing children's programs, and their pastor is relevant and funny. If someone is not interested in Christ, those things alone will not change their perspective or make them want to come to church. The challenge for the churches in the Northeast is to help people in their community who do not currently want a tattoo, to get one of Jesus on their heart.

### **Terminology Defined**

This project will use the term "community service" throughout its entirety. The author struggled to find a term that would capture the evangelistic, theological, and practical implications and richness of what is being conveyed. Others have used terms such as the following: "servant evangelism," "holistic ministry," "incarnational ministry," "social justice," "social action," and "missional" to communicate the ideas that the author wishes to express through the term "community service."

The author chose "community service" for this project in hopes it is used by churches in the Northeast as they try to express to their communities what they wish to do. When a church comes to their local government or school in the Northeast and tells them they would like to do a "servant evangelism" project or be "missional" the response will not be favorable to creating a lasting partnership. Local government officials and schools can understand a "community service" project whereas "holistic ministry" and "social justice" can remind them of separation of church and state issues.

“Servant evangelism” is the term most often associated with this type of project. The author feels that “servant” should be a noun and not an adjective. Whenever “servant” is used as an adjective it gives the impression of a technique or a style “lined up alongside of other styles from which the leader can choose.”<sup>13</sup> Being a servant is “a condition, not a style” to pick and choose from a menu of options.<sup>14</sup> Serving is a state of the heart and not a style to pick.

### **Statement of Limitations**

This project is designed with churches in the post-Christian Northeast in mind. The aim is to help them establish a strategy for effectively reaching out to their communities to demonstrate the gospel before they declare the gospel. The strategy is specific to NorthStar Church and its local community context, but has many transferrable principles and applications for other Northeastern contexts. This project is not meant to be a panacea for all church growth issues nor is it meant to convey guaranteed church growth or conversions. Churches must still exegete their culture and understand what forms of worship styles are most relevant and give heed to conventional wisdom on parking, children’s spaces and programming, facility appearances, and worship styles. Churches must also examine their follow-up systems, discipleship systems, volunteer systems, and stewardship systems to be healthy. Community service is one thing in a link of many things when it comes to church growth. The importance of community service is not found exclusively in terms of Sunday morning but in that it answers what the church is supposed to do in the community and how it is supposed to live the other 6 days of the week. Northeastern churches have worked hard on the pieces that involve Sunday morning, now it is time to work just as hard on what they are doing beyond their four walls.

---

<sup>13</sup> Kevin W. Mannoio and Larry Walkemeyer, *15 Characteristics of Effective Pastors*, (Ventura, CA: Regal Books, 2007) 80.

<sup>14</sup> Ibid.

## Theoretical Basis

The term “Community Service” is never found in the Bible, but the ideas and heartbeat behind being a servant in both an individual and a corporate sense are deeply rooted in the Old and New Testament. The term may be new but the concept is theologically and historically accurate as to the nature of the church functioning in the communities it finds itself in.

## Theologically

In the Old Testament one example we see is Rebekah in Genesis 24:17-21:

The servant hurried to meet her and said, “Please give me a little water from your jar.” “Drink, my lord,” she said, and quickly lowered the jar to her hands and gave him a drink. After she had given him a drink, she said, “I’ll draw water for your camels too, until they have had enough to drink.” So she quickly emptied her jar into the trough, ran back to the well to draw more water, and drew enough for all his camels. Without saying a word, the man watched her closely to learn whether or not the LORD had made his journey successful.

Rebekah’s servant’s heart resulted in her marrying Abraham’s son who was one of the richest men in the land and becoming part of the Messiah’s lineage. Rebekah was not following a strategy on “How to Marry a Millionaire.” Who she was at her core was overflowing into everyday interactions she was having with a complete stranger. Serving was not a style she was following it was the condition of her heart. Rebekah significantly inconvenienced herself by volunteering to water his camels. Each camel could consume 25 gallons of water. This was “far more than common civility to volunteer to water ‘ten’ thirsty camels.”<sup>15</sup> It is important to observe that Abraham’s faithful servant was “watching her closely.” One is left to wonder, if the community is watching or observing the local church, what impression are they left with? Is the

---

<sup>15</sup> Bruce K. Waltke, *Genesis*, (Grand Rapids, MI: Zondervan, 2001) 328.

impression one of lots of talk of servitude, love, and kindness, or one where they can point to specific examples of those virtues?

Jeremiah, the Old Testament prophet, found himself in a foreign land, surrounded by foreign gods. The nation of Israel was displaced and God's word through Jeremiah to his fellow people would serve well the church who is also foreigners in this land (1 Peter 2:11)

Jeremiah 29:5-7 Build houses and settle down; plant gardens and eat what they produce. Marry and have sons and daughters; find wives for your sons and give your daughters in marriage, so that they too may have sons and daughters. Increase in number there; do not decrease. Also, seek the peace and prosperity of the city to which I have carried you into exile. Pray to the LORD for it, because if it prospers, you too will prosper.

God's message to Israel through Jeremiah was to "seek the peace and prosperity of the city" because "if it prospers, you too will prosper." One is left to ponder what would a community in the Northeast look like if the churches in it said, "We are actively working toward the peace and prosperity of our community". Unfortunately, some churches view it as a badge of honor to fight with the schools in their science departments or at the town government level. Even sadder still is that the only time many local governments hear from a church is when they need a zoning variance or want to use the sports fields of the school. Every church leader should personally know town and school officials as they actively seek the peace and prosperity of the city. This follows the example of not only Jeremiah but also Daniel and Nehemiah.

In the New Testament a book of the Bible is named "The Acts of the Apostles". God was drawing attention not only to the beliefs of his early followers but also to their behaviors by recording their deeds alongside of the creeds.

Jesus in His Sermon on the Mount stated, "Let your light shine before men, that they may see your good works."<sup>16</sup> Jesus assumed that His followers would be doing good works to those

---

<sup>16</sup> Matthew 5:16

outside of His tribe. At times the idea of doing “good works” or “serving” has just been applied to serving inside the church within a children’s ministry, Vacation Bible School, or music ministry. Granted there is a certain aspect of serving that involves serving inside the church, but there is an even larger aspect where serving must also be outside of the church. The question one must ask is, “Where is the serving outside of one’s church taking place?” Where are the places that one can see our good works in this community?

The Golden Rule that Jesus gave in Matthew 7:12 where he said “do unto others what you would have them do unto you” was a revolutionary change in the way other religions and religious leaders taught. Others were teaching, “don’t do to others, what you don’t want them to do to you.”<sup>17</sup> If you don’t want them to cheat, lie, or steal from you, you don’t do that to them. Jesus turned it from inaction to action. He encouraged his followers to take the first step, to be the initiators, to be the ones who do first. As R. H. Mounce stated, “In its negative form, the Golden Rule could be satisfied by doing nothing. The positive form moves us to action on behalf of others.”<sup>18</sup> Jesus was moving his followers toward actions, showing that faith is demonstrated.

The term “Christian” was not a term that the early followers of Christ chose to call themselves by, instead it was a label given first in Antioch.<sup>19</sup> When the term was given it was originally intended with a derogatory sense to label the followers of Jesus as “little Christs”.<sup>20</sup> It was meant to convey that one was just like Jesus or that one had the mind of Christ. Matthew records for us in his gospel that Jesus said that He didn’t come to be served, but to serve and give

---

<sup>17</sup> D. A. Carson, *Jesus’ Sermon on the Mount*, (Grand Rapids, MI: Baker Book House, 2001) 120.

<sup>18</sup> Craig L. Blomberg, *Matthew*, (Nashville: Broadman Press, 1992) 131.

<sup>19</sup> Acts 11:26

<sup>20</sup> I. Howard Marshall, *Acts*, (Downers Grove, IL: InterVarsity Press, USA, 1980) 215.

His life as a ransom for many.<sup>21</sup> To call oneself a Christian and not serve is a contradiction because Jesus said plainly that He came to serve.

Mark 10:43-44 records, “Not so with you. Instead, whoever wants to become great among you must be your servant, and whoever wants to be first must be slave of all.” Jesus turned the entire idea of greatness on its head. Greatness in His economy was not measured in how many people served an individual, but instead how many people that individual served. One is left to wonder how this verse might apply to greatness when one considers a local church. The common rubrics of greatness are attendance, buildings, and offerings. According to the Gospel of Mark, Jesus’ scorecard of greatness would look much different.

The writer of Hebrews encourages believers to “consider how to spur one another on toward love and good deeds.”<sup>22</sup> He is saying put some thought into how you can encourage each other to keep doing good deeds inside the church and outside the church. Serving will become tiring and at times seem impossible to continue so it will be important to consider ways to encourage each other to keep going.

Paul has much to say about serving. Ephesians 2:10 states that Christians are created anew in Christ Jesus to do good works. Paul goes even further than saying one is to do good works, but that there are specific good works God needs done in the world and part of His plan of accomplishing those things are those whom He redeemed. In Galatians 6:9, he says “...don’t grow weary in doing good...” because you will eventually reap a harvest. One is left to wonder if too many churches give up too soon on serving their community. A church may “try” a community service project and not realize any new attendees the following Sunday and deduce that the “method” does not work. Paul is reminding the readers that “doing good” isn’t a method

---

<sup>21</sup> Matthew 20:28

<sup>22</sup> Hebrews 10:24

but a lifestyle and that we should always be serving regardless of the harvest. In Romans 12:21 Paul states, “don’t be overcome by evil, but overcome evil with good.”

When writing to the young pastor Timothy, Paul encourages him to “command them to be rich in good deeds.”<sup>23</sup> Paul also reminds Timothy that one of the purposes of the Scriptures is so that one will be “thoroughly equipped for every good work.”<sup>24</sup> God is expecting or commanding his followers to do good deeds in the world in response to the preparation they have received from His Word.

There are numerous other passages that speak of God’s desire for His followers to serve the communities in which they find themselves. A larger sampling is listed in APPENDIX A.

## Historically

The church has a long history of “good deeds”. One can see this from the care for widows in Acts 6, but this did not end after the writing of the New Testament. Emperor Julian who followed Constantine encouraged Hellenic priests to copy Christians’ good deeds: “For it is disgraceful that, when no Jew ever has to beg, and the impious Galileans [Christians] support not only their own poor but ours as well, all men see that our people lack aid from us. Teach those of the Hellenic faith to contribute to public service of this sort.”<sup>25</sup>

The first hospital of note was founded in 370 AD by Basil, bishop of Caesarea.<sup>26</sup> The slave trade was ended by William Wilberforce’s actions in 1833.<sup>27</sup> The list continues with the founding of orphanages, the first to help during plagues, to the Salvation Army.

---

<sup>23</sup> 1 Timothy 6:18

<sup>24</sup> 2 Timothy 3:16-17

<sup>25</sup> Christine D. Pohl, *Making Room: Recovering Hospitality as a Christian Tradition*, (Grand Rapids, MI: Wm. B. Eerdmans Publishing, 1999) 44.

<sup>26</sup> Ibid.

<sup>27</sup> Mae Elise Cannon, *Social Justice Handbook*, (Downers Grove, IL: InterVarsity Press, 2009) 50.

## **Statement of Methodology**

The proposed design of the project will involve 6 chapters. The chapters will result in the creation of a community service strategy for churches in the Northeast modeled after the case study of NorthStar Church. The chapters will be as follows:

**Chapter 1:** Introduction

**Chapter 2:** What We Mean When We Say Community Service

**Chapter 3:** A Plan to Cultivate a Community Service Culture

**Chapter 4:** A Plan to Develop Community Service Partnerships

**Chapter 5:** A Plan to Maintain and Develop Volunteers

**Chapter 6:** A Year Long Community Outreach Plan

### **Chapter One – Introduction**

The preceding remarks have served as an introduction to this proposal. The need, background, rationale, terminology, limitations, theological, and historical bases were examined. The concluding remarks will consist of a current Literature Review and the surveys of 46 churches from 6 Northeastern states.

### **Chapter Two – What We Mean When We Say Community Service**

This chapter will look at common misperceptions concerning what is meant by community service and how it is expressed in the local church. The chapter will also create a philosophical framework for what community service should look like in a healthy local church.

### **Chapter Three – A Plan to Cultivate a Community Service Culture**

Chapter three will look at 8 ways to transition a church culture from just serving inside the church to also serving outside the church walls. Culture change is never easy, the longer a

church has been established the harder it is to change it. This chapter will give practical ideas for church leaders to encourage their church to “get out of the seats and into the streets.”

#### **Chapter Four – A Plan to Develop Community Service Partnerships**

Locating places to serve in one’s community can seem like a daunting task, especially if this is the first time or other attempts have not been successful. The church will have a more meaningful impact if the partnerships that are developed are strategic. This chapter will help churches think through a “laser” focus instead of a “shotgun” approach to community service exploring the 3 strategic partnerships NorthStar Church focuses on.

#### **Chapter Five – A Plan to Maintain and Develop Volunteers**

After community partnerships have been established and areas of meaningful service have been identified, how does one go about inspiring and developing volunteers to serve? The pastor is just one person. How can he instill within others a passion for community service that begins to transform a town?

#### **Chapter Six – A Year Long Strategic Outreach Plan**

This chapter will look at a sample outreach strategy for a calendar year based on NorthStar Church. The strategy will include monthly projects that each church could adapt for their ministry context.

The chapter will also note areas that other churches can improve their strategy as this project has identified areas in which NorthStar Church can strengthen their community service

outreach strategy in the future. Specific changes and improvements to become more effective in the Northeast will also be discussed.

## **Literature Review**

### **Books**

*Conspiracy of Kindness* by Steve Sjogren was the first mainstream book to gain traction on a church serving one's community. Sjogren is also credited with coining the phrase "servant evangelism." *Conspiracy of Kindness* gives practical projects that any church can begin to implement immediately to show God's love to their town. Sjogren believes it is important to "be the good news before one speaks the good news."<sup>28</sup> These acts of kindness take time to produce fruit, according to Sjogren, and one shouldn't evaluate the effectiveness of their serving for six months.<sup>29</sup>

*The Church of Irresistible Influence* by Robert Lewis is required reading at NorthStar Church. This book has shaped the "what" of ministry at NorthStar in significant ways. Lewis tells several stories about actual bridges being built and relates how the church is to build bridges into the community. The church has to make a conscious effort to build bridges or it will remain an island unto itself, existing for nothing greater than itself. The challenge becomes even greater when considering the church has Christian schools, universities, papers, magazines, tv channels, even Shepherd Guides to keep Christians from reaching out. Lewis asks 7 probing questions every church should unpack:

- Can you imagine the community in which you live being genuinely thankful for your church?

---

<sup>28</sup> Steve Sjogren, *Conspiracy of Kindness*, (Ann Arbor, MI: Servant Publishers, 1993) 32.

<sup>29</sup> *Ibid*, 136.

- Can you imagine city leaders valuing your church’s friendship and participation in the community—even asking for it?
- Can you imagine the neighborhoods around your church talking behind your back about “how good it is” to have your church in the area because of the tangible witness you’ve offered them of God’s love?
- Can you imagine a large number of your church members actively engaged in, and passionate about, community service, using their gifts and abilities in ways and at levels they never thought possible?
- Can you imagine the community actually changing because of the impact of your church’s involvement?
- Can you imagine many in your city, formerly cynical and hostile toward Christianity, actually praising God for your church and the positive contributions your members have made in Jesus’ name?
- Can you imagine the spiritual harvest that would naturally follow if all this were true?<sup>30</sup>

*The Externally Focused Church* by Rick Rusaw and Eric Swanson encourages churches to shift the focus beyond just building, staffing, growing, and funding their own internal programs to focusing on being an active part of the community. The authors profile various churches who are doing just that. This book is the perfect place to start to give one a good overview of the philosophy, theology, and “how-to’s” of serving one’s community.

*A New Kind of Big* by Chip Sweney discusses a different way to evaluate whether a church is “big.” The traditional measurements of attendance, buildings, and cash should be replaced with “reach.” The size of the church should also be measured by the impact it is making within the community. Big attendance without big community impact rings hollow to a watching world. This work traces the journey of Perimeter Church in forming community partnerships with other churches and organizations to impact the Greater Atlanta area in the name of Jesus.

---

<sup>30</sup> Robert Lewis and Rob Wilkins, *The Church of Irresistible Influence*, (Grand Rapids, MI: Zondervan, 2001) 13-14.

*Churches that Make a Difference* by Ronald J. Sider, Philip N. Olson, and Heidi Rolland Unruh is community service 2.0. This work explains how to take a church from just being a good neighbor to helping the least of these that results in reaching the community with the gospel.

*Good News and Good Works* by Ronald J. Sider seeks to develop a framework that does not err on the side of Walter Rauschenbusch's social gospel, but also doesn't leave real physical need to just the government either. Sider considers the good news and good works an "inescapable partnership" where evangelism promotes social action.<sup>31</sup>

*Compassion Evangelism* by Thomas Nees examines the Nazarene tradition of being involved in meeting the needs of the community. Nees states that when one has the right focus "words and actions merge into one gospel presentation."<sup>32</sup>

*Move* by Greg Hawkins and Cally Parkinson is based on the REVEAL study that was made famous by Willow Creek which examines how people grow closer to Christ. The same study that was conducted at Willow Creek was also conducted at over 1000 churches and the results along with "best-practice strategies" are identified from those churches that were most effective in moving people along the growth continuum. One of the "best-practice strategies" was to "pastor the local community."<sup>33</sup> This best practice strategy demonstrated a high commitment of serving inside the church and serving outside the church. These highly effective churches built bridges into their communities and made serving a platform for the gospel.<sup>34</sup>

---

<sup>31</sup> Ronald J. Sider, *Good News and Good Works*, (Grand Rapids, MI: Baker Book House, 1993) 172.

<sup>32</sup> Thomas G. Nees, *Compassion Evangelism*, (Kansas City, MO: Beacon Hill Press, 1996) 19.

<sup>33</sup> Greg L. Hawkins and Cally Parkinson, *Move*, (Grand Rapids, MI: Zondervan, 2011) 237.

<sup>34</sup> *Ibid*, 240.

*Comeback Churches* by Ed Stetzer and Mike Dodson was written to help churches who have plateaued or are in decline break free and experience growth again. One of the key factors of a “Comeback Church” was intentional and strategic church evangelism. It is important for these churches to be, do, and tell the gospel.<sup>35</sup>

*Social Justice Handbook* by Mae Elise Cannon creates a reference guide for almost every imaginable social concern and need a church would encounter. The guide addresses foundational issues and then provides short articles with practical exercises on how a church can start doing something to help with some very large and complex issues.

*When Helping Hurts* by Steve Corbett and Brian Fikkert is about how one can help the poor and needy without causing unintended harmful consequences. Corbett and Fikkert give wise guidance and counsel to churches who seek to serve those who are in need without causing more problems. As churches move from random acts of kindness of free popcorn and carwashes to more intentional, specific, need-meeting kindness, this work will serve as a guiding light.

*What’s Right with the Church* by Elmer Towns is written during a time when it seems that many books just report on what’s wrong with the church. Towns points to 12 positive trends and innovations he sees in today’s churches that are making a difference for God’s Kingdom. One of the things that is right with the current church is when it is helping the needy in its community. Towns even uses NorthStar Church as an example of how serving the community resulted in evangelistic growth.

*The Apostolic Congregation* by George Hunter III examines the history of the church growth movement. He then reapplies previous principles to current situations as well as adds new principles for this generation. Of significant note to this project is Hunter’s assessment that

---

<sup>35</sup> Stetzer and Dodson, *Comeback Churches*, 103.

when churches reach out to pre-Christian peoples they will need to be involved in some type of compassion ministries to their communities. Hunter admonishes those who refuse to serve their communities by stating, “Most Protestant leaders virtually count on words alone to communicate all of the meaning that Christianity has to offer. If preaching and teaching can’t get it all done, that is too bad, because that is what we were trained to do and like to do!”<sup>36</sup>

*The Next Christians* by Gabe Lyons talks about what Christianity will look like in the coming years. This work builds off of his previous book *UnChristian*. Here he unpacks six characteristics that will define the future of Christianity. One of the overarching principles of the next generation as it specifically relates to this project is that they view themselves as “restorers.” If local churches aren’t a part of community restoration which looks beyond their own interests, those churches will increase their irrelevance in their community and to the next generation.

*Growing an Engaged Church* by Albert Winseman looks at how to “stop doing church and start being the church again.” The act of being a church is defined by having dedicated and energized members who are growing and reaching out in service to the world around them instead of adding more activities and programs. The median hours served in the community by those who are engaged with their church was 2.5 hours per week.<sup>37</sup>

## Websites

[www.externallyfocusednetwork.com](http://www.externallyfocusednetwork.com) is a website that offers articles, resources, and ideas for a church to begin shifting the ministry focus outward. The site also links to 6 other sites that promote community engagement. This website helps to compliment the book *The Externally Focused Church*.

---

<sup>36</sup> George G. Hunter III, *The Apostolic Congregation*, (Nashville: Abingdon Press, 2009) 77.

<sup>37</sup> Albert L. Winseman, *Growing an Engaged Church*, (New York, NY: Gallup Press, 2009) 41.

[www.servantevangelism.com](http://www.servantevangelism.com) is a site by Steve Sjogren the author of *The Conspiracy of Kindness*. The website has helpful articles on kindness and what “servant evangelism” is. It even lists 10 of his best evangelism outreaches.

[www.edstetzer.com/missional](http://www.edstetzer.com/missional) is the website blog of Ed Stetzer, a leading missional strategist and church researcher. Stetzer’s articles are thought provoking and timely. His category on “missional” is of particular importance to this project as he examines current thinking as well as theological and philosophical issues as more churches embrace community service. Every Monday is “Missional Monday” as Stetzer posts specifically on this topic.

[www.perimeter.org/communityoutreach](http://www.perimeter.org/communityoutreach) is the website hub for Perimeter Church’s community outreach initiatives. This site will serve as a solid reference point for churches to get an insider’s look at how one church is structured for community service. The website demonstrates Perimeter Church’s commitment to being externally focused. One can see the significant infrastructure in place to move their members from the seats to the streets. The site should not discourage churches just beginning the process, but inspire one to the possibilities when community service is a core focus of a church.

[www.qideas.com](http://www.qideas.com) is the website of the Q Conference founded by Gabe Lyons. The site seeks to “educates church and cultural leaders on their role and opportunity to embody the Gospel in public life.” The group is seeking to stimulate “ways the gospel can be expressed within our cultural context.” This website is at the forefront of ideas that will be shaping the future culture of Western churches. While one may not agree with all of the contributors’ conclusions, the topics and the issues they address will have an impact on future outreach initiatives of the church.

[www.evangelicalsforsocialaction.org](http://www.evangelicalsforsocialaction.org) is the website for the group with the same name.

Ronald J. Sider is the president of this group, which seeks to bring a holistic ministry focus to the church. Depending on one's political background, he or she may or may not struggle with some of the views expressed on this site. Regardless of one's political views these are social and spiritual issues that must be addressed by the church even if one disagrees on the best method. The issues that are addressed on this site are issues every thoughtful person in the Northeast is discussing and concerned about. A person who desires to engage his community and culture in the Northeast would be well served to be versed in these topics as well as an active part of the solution to win the hearts and a hearing for the gospel in the Northeast.

### **Articles**

“Servant Evangelism” is an article from Christianity Today that reported on how Christians were mobilized by Luis Palau in a massive group effort to partner together with the openly gay mayor of Portland to serve that community. The Christians of Portland were trying to build bridges instead of becoming more isolated from a city with a history of being anti-church.

“The Church's Vocation in Society through the Ministry of the Laity in the Languages of Their Daily Live” is an article that challenges all believers to respond to human needs in their communities in such a way that people can hear the good news. Because of the priesthood of all believers every Christian is called to serve others as modeled by Jesus. It is the vocation of Christians to serve others in the communities they are placed.

“Powered by Kindness” discusses how teens and youth groups can lead the way in culture change by serving their communities. The author encourages leaders not to view servant

evangelism as a way to build the youth group attendance because if that is the impression the true idea of servanthood is not understood.

“Experiencing Spiritual Growth through Missional Involvement” discusses how God continues to grow and develop the believer from the moment they become a Christian. Part of that growth process involves using the gifts and talents God has given them to help and benefit others.

“How 35 Congregations Launched and Sustained Community Ministries” is an article on research conducted to learn how community ministries were started and maintained. The authors identified 7 major findings: the congregation had a culture of community service, a leader proposed the congregation’s involvement, the congregation determined the fit with the congregation as a “Community”, the congregation assessed its capacity for the community ministry, the congregation made the decision to support the community ministry, the congregation sustained involvement, and impact on the congregation.

“Moral Ambitions of Grace: The Paradox of Compassion and Accountability in Evangelical Faith-Based Activism” is an article discussing the complexities of suburban churchgoers reaching out to serve less privileged areas. The author seeks to address theological dilemmas of compassion and accountability that will inevitably be encountered when working with the poor. He seeks to also expose romanticized notions of serving and the political implications.

## Surveys

The author of this project sent out 189 anonymous electronic surveys to Southern Baptist pastors serving in churches in the Northeast. Of the 189 anonymous surveys sent out 46 were completed. The breakdowns of the locations of the surveys sent are as follows:

New York – 92  
 New Jersey – 13  
 Massachusetts – 29  
 Vermont – 9  
 New Hampshire – 16  
 Maine – 19  
 Connecticut – 5  
 Rhode Island – 6

Total = 189

The author chose to limit the research to within the Southern Baptist Convention as they are the largest evangelical denomination in the country and are representative of the author's own background. The total responses sent represent the total number of identifiable Southern Baptist churches that had working email addresses listed for their pastor or church within 8 Northeastern states.

New York has the largest Southern Baptist State Convention in the Northeast. As a point of reference the Baptist Convention of New York has 411 churches and 8 associations compared to the Georgia Baptist Convention which has 3,607 churches and 93 associations.<sup>38</sup> The population of New York State (19.57 million) is more than double that of Georgia (9.92 million) yet there are over 3,000 more Southern Baptist Churches in Georgia.<sup>39</sup> Whereas the Southern Baptist Convention is typically broken down into state conventions (with some states having 2 conventions such as Virginia and Texas) and then associations within that state convention, it

---

<sup>38</sup> Kathleen Harris, telephone interview with Georgia Baptist Convention Research Department, August 30, 2012.

<sup>39</sup> Google summary, accessed 6/12/13.

takes 6 Northeastern states to comprise one convention. The Baptist Convention of New England has so few Southern Baptist Churches that each state has to be its own association (Vermont, New Hampshire, Maine, Rhode Island, Connecticut, and Massachusetts). One can quickly see how the Barna Groups research identified 8 out of the top 10 Post Christian cities in the Northeast with so few churches to make a difference. The churches that are there in the Northeast cannot afford to just survive, they must learn to thrive and reproduce if the tide is to turn in this part of the country.

The full survey questions can be viewed in Appendix B.

## CHAPTER 2 – WHAT WE MEAN WHEN WE SAY COMMUNITY SERVICE

The goal of this chapter is to look at common misperceptions about how community service is expressed within the local church and what is meant when one says “community service.” This chapter will examine how a healthy local church can create a philosophical framework for community service.

### **What Community Service Isn’t**

#### **It’s Not a Growth Engine**

The author of this project has heard from time to time individuals state that they “tried servant evangelism and it didn’t work.” Those individuals are correct that if community service is viewed as another program to try and create a growth engine for one’s church it will always fail. In those cases, serving with “no strings attached” includes the string of coming to one’s church or attending that week. On the other hand if community service is a ministry model it will never fail, because one would be following the example of Christ.<sup>1</sup> That is not to say that telling someone about who Jesus is is not important.

Some of what is called “servant evangelism” today is really just clever marketing. The author understands the need for a church to get the word out about a church, but there seems to be a marked difference between handing a granola bar out on the side of the street with a large church flyer attached and scraping gum off of cafeteria school tables in the summer. In the Northeast, someone’s first response to service often times is skepticism, especially where one

---

<sup>1</sup> Matthew 20:28

has been exposed to numerous marketing gimmicks from Madison Avenue. The burden of proof is on the church's shoulders.

Steve Sjogren encourages churches not to begin looking for fruit until after 6 months of solid steady serving.<sup>2</sup> The goal with community service isn't simply more church attendance, but community transformation and community influence. In every one of the Barna Group's top Post Christian cities in the Northeast exist large churches, some that are complete strangers to the town government and schools. Within every community there should be things that community members can point to and say this wouldn't be here or this issue would be worse if it wasn't for the church. The community should be able to point to more than a "service" about Jesus, but also to service *for* Jesus within the community. What good are numbers if life change does not happen resulting in community transformation?

NorthStar Church worked with a non-profit social service organization for an entire year before seeing any positive change. They built a gazebo, painted decks and rooms, cooked meals, helped on home repairs, adopted families for Christmas and never once did they receive a thank you. They stuck with it because the motive was not to receive praise, but instead to be like Christ through serving. An entire year passed without recognition and then that group wrote an article in a paper that was mailed to every home in our community entitled, "NorthStar Church Our Very Own Guardian Angels." Some churches would have give up after the gazebo and no positive response, but NorthStar Church remained faithful.

It will take time for a church to overcome the skepticism of their community and for the community leaders to begin to take their actions seriously. It will take time for a church to begin to build a positive track record. Depending upon the church's previous reputation or the

---

<sup>2</sup> Sjogren, *Conspiracy of Kindness*, 136.

reputation of other churches within their community it may take even longer. The community leaders need time to realize the church does not have an ulterior motive, such as using the ball fields or the amphitheater. The church is simply doing it for why they honestly said they were doing it--to show God's love in a practical way.

### **It's Not Advertising**

Community Service is not a clever way to get the name of your church out into the community. It simply is a way to begin to plow the fields and slowly change the minds of those who once were hostile towards Christianity.

Churches while serving their towns must not act like a vacuum cleaner salesman who comes to one's home offering to clean two rooms for "free", but the recipient pays for that service with a 2 hour sales pitch. Serving for free without church program information being force-fed, with no donations being accepted, and expecting nothing in return is irresistible. That kind of service compels and draws people to Christ.

In modern society one understands service as something one pays extra for. The restaurants that provide a dedicated server cost more. If a salon washes one's hair it costs more. If the salon blow dries it costs even more. No one expects to get a massage for free. In fact there exists an entire service industry, which is one of the fastest growing sectors in the market place. Service costs and if the service is exceptional it should be reflected in the tip. But meaningful, relevant service for free is irresistible. Service for free sparks conversations. Service for free creates questions that need answers.

NorthStar Church has found a by-product of their serving and expecting nothing in return is that the recipients of the act of service advertise for them. They cannot keep it to themselves,

they have to tell someone else. Comments often heard are: “You’ll never believe what happen today,” “The weirdest thing happen today, this church came and washed my toilets.” NorthStar Church members have been asked to pray with shop owners and even had a store employee state that he had always wanted to share Christ with his coworkers, but never knew how to bring it up. Now they felt the door was wide open for them to share because of the church’s action. Service not only affects the person being served, but every individual that person will talk to for the rest of the day. It creates a ripple effect in the community.

### **It’s Not Event Focused**

Event focused thinking in regards to community service leads churches to believe this form of evangelism does not adequately prepare the soil. Event focused thinking is susceptible to a ministry model being evaluated solely on one event such as a car wash, a pancake breakfast, gift wrapping, or restroom cleaning. As many leaders are results oriented, the temptation is for the model to be weighed on how many people came to church as whether it was successful. Community service is not about an event. It is about a lot of little things adding up. It’s about compounding interest. It’s about the cycle of sowing and reaping.

Churches would better serve their community by doing many smaller outreaches than one or two big yearly projects. Also of importance is to note where the actual serving is taking place. Is the serving taking place on the church grounds, which still requires people to come to the church, or does the serving require the church to go to where the need and opportunity is.

## **It's Not a Sub-Ministry of the Church**

The temptation exists to make community service a separate part or ministry of the church like a greeting team, a set up team, a worship team, a VBS team, or children's workers. If one strives to create a culture of service, then serving cannot be designated to just one group. Community service should be a part of all groups and ministries within the church. At NorthStar every small group is required to do a community service project together every semester. The leadership team, the staff, the worship team, children's ministries, teens, and Bible studies all participate in serving the community in some way of their choosing. A special web page is set up identifying community groups and contact information for how they can get involved.<sup>3</sup> NorthStar Church has found their most innovative serving ideas have come from this decentralized approach to serving. The church still offers "corporately" sponsored and organized opportunities as on-ramps and a means of communicating vision.

Good preaching alone is not enough to produce a healthy church. A healthy church needs exercise. Just like with our physical body, health is not just eating the right foods, but also getting the right amount of exercise. Physical health starts with eating right and exercising. One of the metaphors used in the Scriptures for the church is that of the physical body.<sup>4</sup> If the physical body needs exercise so does the body of Christ. If not, churches will be full of spiritual gluttons. Their hearts will begin to deteriorate and they will start becoming selfish, myopic, and before long the primary job of the church leadership will be trying to keep everyone happy.

---

<sup>3</sup> <http://www.northstarchurch.com/communityservice>

<sup>4</sup> 1 Corinthians 12:12-26

## What Community Service Is

### It's a Ministry Model

The natural tendency of group dynamics is to focus inward. A leader of the church must constantly watch for and fight against that selfish mindset. The church cannot be allowed to isolated itself from the world and become an island unto itself, where it exists for nothing greater than itself. Holiness is a call to separate from sin, not a call to separate from sinners or our community.

The church is the only organization in the world that exists for non-members, those who have yet to come into God's kingdom. A helpful exercise for church leaders would be to examine their menu of programs and do a simple calculation of how many serve those inside the church and those that serve outside the church. Karl Barth says, "the Church exists to set up in the world a new sign which is radically dissimilar to the world's own manner and which contradicts it in a way which is full of promise."<sup>5</sup>

Philip Yancey states "outreach may be the most important factor in a church's success or failure."<sup>6</sup> And he makes the comparison of the church being like manure. "Pile it together and it stinks up the neighborhood; spread it out and it enriches the world."<sup>7</sup>

Robert Lewis states, "People want to see the good news before the hear it. Where are they seeing that in your church? Our world is tired of words—it wants something real. Real is everything, real is convincing. They are asking where can I see the love of God? Where can I see a transformation, the changed lives? The selfless giving? The good works? While the world

---

<sup>5</sup> Yancey, *Church: Why Bother?*, 40.

<sup>6</sup> Ibid, 33.

<sup>7</sup> Ibid, 33.

wants to see it in their communities, the church is consumed with talking about it in their sanctuaries.”<sup>8</sup>

One may be left wondering how to adequately address the needs within one’s own church. The question as Jim Collins points out about all important questions is not about “or” but about the “genius of the ‘and’.”<sup>9</sup> A church does not have to choose between serving inside the church and serving outside the church, it can and should do both.

When a church has a focus it doesn’t mean it ignores everything else, it is just where a lot of energies and resources are directed. Every church has a focus even if they are following the Purpose Driven Model.<sup>10</sup> Some churches place a heavy focus on worship and are in fact known as the go to church for new worship music. This author believes that worship is the fuel for a serving focused church. It recharges one to go back out and serve again. Other churches can have a fellowship focus, but there is no better way to experience deep unity and fellowship than serving together. What about evangelism? Serving is a door to evangelism. The door doesn’t have to be kicked or pried open. Serving is like Jesus’ knocking at the door.<sup>11</sup> It is a gentle reminder of another way and a different value system.

Many ministry models require people to come to them. Fewer churches have ministry that takes place beyond the parking lot. The research for this proposed project identified that only 13% of churches surveyed had their entire “community outreach” taking place in the community as opposed to their church campus.

---

<sup>8</sup> Lewis and Wilkins, *The Church of Irresistible Influence*, 40.

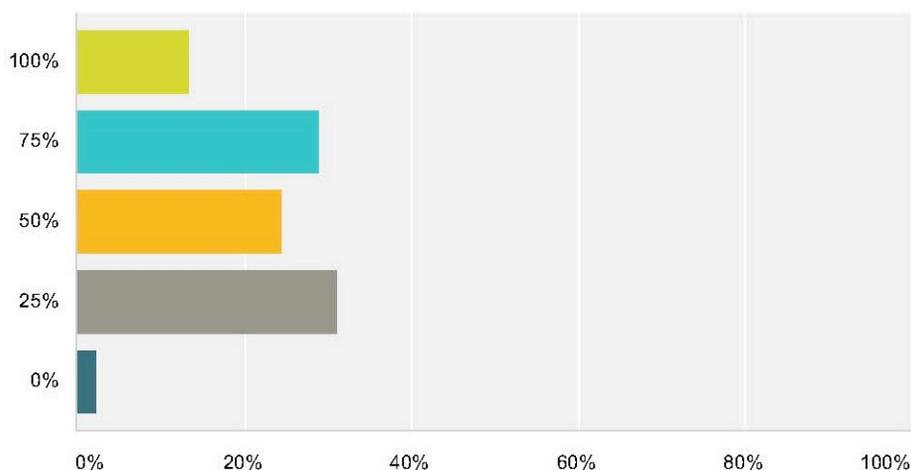
<sup>9</sup> Jim Collins, *Good to Great*, (New York, NY: HarperCollins Publishers, 2001) 198.

<sup>10</sup> Rick Warren, *The Purpose Driven Church*, (Grand Rapids, MI: Zondervan, 1995).

<sup>11</sup> Revelation 3:20

**Q5 If yes, What percentage of your community outreach takes place IN THE COMMUNITY as opposed to on your church campus?**

Answered: 45 Skipped: 1



12

The majority of churches surveyed identified that only 25% of their community outreach occurred “in the community.” When an individual looks at the survey results, it is not difficult to see why some would come to the conclusion that “servant evangelism” does not work. One in fact would be surprised if it actually did work seeing that a significant if not a majority of the evangelism is occurring on the church campus instead of in the community. The Scriptures portray a different example of Jesus going to people’s houses and going to the places people congregated like wells.<sup>13</sup> Reggie McNeal states it this way:

When we think about “missional,” almost everyone thinks about running out and painting a school or fixing up some park or something. The problem, of course, is that if that’s just an activity layered on top of our other activities, then there really hasn’t been a profound shift in focus—just a shift in activity. Being missional moves us from internal concerns to

<sup>12</sup> <https://www.surveymonkey.com> was utilized as the tool to collect the data and process the results of the research for this project.

<sup>13</sup> Matthew 9:10, Mark 2:15, Luke 19:1-10, John 4:4-42

external concerns. We start every question not with “What are we doing here,” but “What is our impact out there?”<sup>14</sup>

The perennial question is about discipleship and growing up new believers. The question that must be addressed is, “Is discipleship primarily academic or relational?” Does faith consist of knowing or doing something? It is not enough to just know what is right, but one must also do what is right. In fact that is what James said, “Don’t be just a hearer of the word, be a doer of the word.”<sup>15</sup> Doing not just knowing is what makes the difference. A deep and growing Christian is not one that knows lots of facts and figures, but a deep and growing Christian is one who is living out their faith no matter how hard it is. The primary difference between a Christian and the Devil comes down to the issue of knowing and doing. When it comes to discipleship one would much rather learn dates, historical facts, and geography than to become confronted with how they are not loving their neighbor as themselves.

In college each class has a number designation. A class in the 100s is considered a basic, entry-level class. The higher the number the harder and the more degree specific the class would be. A class in the 400s would be a capstone class reserved for degree specific seniors. When it comes to discipleship it seems that often times Christians want a 401 level knowledge of facts, figures, dates, and historical context, but only a 101 level of application. The thinking often goes that there is some obscure hidden passage in the Bible that will solve everything, when in reality discipleship is very simple information lived out at a 401 level. Christians do not need a 401 level of knowledge and a 101 level of application. They need a 101 level of knowledge and a 401 level of application of that knowledge. The issue for most churches is not that they don’t know enough, but that they already know way more than what is actually being put into practice.

---

<sup>14</sup> Chip Sweney. *A New Kind of Big*, (Grand Rapids, MI: Baker Publishing Group, 2011) 141.

<sup>15</sup> James 1:22

The problem is not that Christians do not know more, it's that they do not do more of what they already know. Jesus said, all of the laws and the prophets could be boiled down to 2 discipleship essentials: loving God and loving others.<sup>16</sup> *I John 3:18* encourages believers to stop saying they love each other and start show it.

Churches are given the privilege of being “tax-exempt” throughout America. Yet the reason for why churches are allowed this privilege has escaped many Christians. One of the reasons the government allows the church to be tax-exempt is because the church is assumed to provide a benefit for the entire community. In fact, the application for that tax-exempt privilege asks newly formed churches to demonstrate how they will be providing a benefit for the community. Churches would be well served to go back and examine how they are currently benefiting the community. The author fears some churches would lose their tax-exempt status if the sole criterion were providing a tangible benefit to the community.

The Federal Government is not the only organization that feels the church should be serving, the Southern Baptist Faith and Message 2000 states that community service should be a ministry model for all Christians:

Section 15 The Christian and the Social Order.

We should work to provide for the orphaned, the needy, the abused, the aged, the helpless, and the sick...In order to promote these ends Christians should be ready to work with all men of good will in any good cause...<sup>17</sup>

If more Southern Baptists lived out all of the Baptist Faith and Message one is left to wonder if the number of churches experiencing healthy growth would begin to climb above the current 11 percent mark.<sup>18</sup>

---

<sup>16</sup> Matthew 22:37-40

<sup>17</sup> *Baptist Faith and Message*, <http://www.sbc.net/bfm/bfm2000.asp>, accessed 6/12/13

<sup>18</sup> Stetzer and Dodson, *Comeback Churches*, 25.

### **It's a Church Culture**

Most if not all of the churches in the Northeast minister in a heavily Catholic culture. Even though the Northeast is the number 1 post Christian area in the country, those that have a religious background are mainly Roman Catholic. Those who were brought up in the Roman Catholic traditions are familiar with good works and expect them to be a part of the church. NorthStar Church helps people redefine the “why” behind the good work. The church states that they do community service not to earn their salvation, but to show their salvation.

A church that has a culture of being outward focused can use everyone's natural abilities as well as their spiritual gifts. How could a man who loves to play basketball help out at church? How about a person who has carpentry skills? What about a mechanic or a correctional officer who loves to hunt and fish? Traditional church culture thinking would put the basketball fan in charge of an Upward basketball league occurring on the church campus and the carpenter repairing the church building. The mechanic works on the church vans, and the correctional officer as long as he does not hunt and fish on Sunday during the worship service it is considered a win. The problem is all of those opportunities are directed at maintaining. They are not outward focused. They also are not something people would give their life to. It does not inspire the heart, it is not a life mission.

What if the person with a love for basketball held a sports camp for the kids who couldn't afford to go to the town's sports camp? What if he held the camp at the trailer park basketball court after the church put up new goals, painted lines, and fixed the fence? This happened at NorthStar Church with 17 children giving their hearts to Christ at the end of the camp.

What if the carpenter was able to help those legitimately in need? What if he was able to repair a floor that a single mom had stuffed blankets down to keep her two year old from falling

through? A carpenter did just this at NorthStar and reported it was one of the most meaningful spiritual experiences he has ever had.

What if the mechanic helped single moms with needed car repair and upkeep while she attended an outreach to single moms? What if the correctional officer who loved to hunt and fish held a sportsman quest to teach boys with absentee fathers how to fish and be an outdoorsman, to bestow masculinity upon him, and in the process model that a real man is God's man?

In a church culture of service everyone uses his or her talents and gifts. The possibilities are amazing and endless.

### **It's a Healthy Church**

Being a church that is outward focused is about creating a new reformation. Rick Warren defines this healthy church shift this way:

The "New Reformation" is not about creeds, it's about deeds. It's not about belief, it's about behavior. We figured out the correct beliefs 500 years ago. We've got our doctrinal beliefs. Here's what the Bible says. *Sola Scriptura, Sola Fide, Soli Deo Gloria.* But now we need a reformation of behavior. What does the church do in the world? Christians are known today only for what they're against. We've had the feet and the hands of the body of Christ amputated and we're just a big mouth. And we're just known for what we're against.<sup>19</sup>

The issue as Rick Rusaw and Eric Swanson point out "is not that our message isn't compelling, it's that we aren't always such compelling messengers."<sup>20</sup> When a church begins to reach out and serve it becomes a true community church, not just in name but also by its actions. It is not enough for a church to be in the community, the church must be a part of the very fabric of that community.

---

<sup>19</sup> Richard Abanes, *Rick Warren and the Purpose that Drives Him*, (Eugene, OR: Harvest House Publishers, 2005) 25.

<sup>20</sup> Rick Rusaw and Eric Swanson, *The Externally Focused Church*, (Loveland, CO: Group Publishing, 2004) 11.

Jesus stated that His followers were to be like salt in society.<sup>21</sup> One of the functions of salt is a preservative to keep food from rotting. That is one of the church's jobs in their community. They are to be a preserving agent. A church must ask, "Are we enhancing our community?" Another characteristic of salt is that it makes people thirsty. Christians should live in such a way to make others thirsty for Christ. It is of interest to note that many of the people today who would never come to church, were the very types who were most interested in Jesus and whom he most identified with while on this earth.

---

<sup>21</sup> Matthew 5:13

## CHAPTER 3 – A PLAN TO CULTIVATE A COMMUNITY SERVICE CULTURE

This chapter will focus on 8 ways a church culture can transition from serving inside the church walls to also serving outside in the community. The culture must change if the church is to adopt the value of community service. As authors Robert Lewis and Wayne Cordeiro state, “Great ideas go nowhere if the culture is unreceptive.”<sup>1</sup> Changing the culture of an established church is not easy, but with enough time and persistence, change can be realized. Chapter three will introduce church leaders to practical ideas to encourage their church to show God’s love in practical ways.

### **Preach on Serving**

Culture does not change automatically. Values only get established by thoughtful and consistent communication. The preaching time is the most mission critical time of any church. Whenever there is a deficiency in any area the first thing that should be asked is, “Is this a teaching problem?” When a church states that they have a financial problem or a volunteer problem the first thing that should be examined is the teaching. As the author has heard Rick Warren state, “You teach your way out of a problem.” Andy Stanley states, “There is no season in which a leader can push autopilot and expect the organization to remain vision-driven.”<sup>2</sup> Others have stated that “vision leaks” and needs constant attention.<sup>3</sup> Bill Hybels states the value of preaching as:

Anytime you see God-honoring values being lived out genuinely and consistently, it’s fair to assume that a leader decided to identify a handful of values and put a Bunsen burner underneath them. Every time she or he taught about the value or publicly praised someone for living that value out, it was like raising the temperature of that burner.

---

<sup>1</sup> Robert Lewis and Wayne Cordeiro, *Culture Shift*, (San Francisco, CA: Jossey-Bass, 2005) 5.

<sup>2</sup> Andy Stanley, *Making Vision Stick*, (Grand Rapids, MI: Zondervan, 2007) 12.

<sup>3</sup> Bill Hybels, *Axiom*, (Grand Rapids, MI: Zondervan, 2008) 52.

Perseverance. Compassion. Servanthood. Generosity. Whatever the value, if it's alive and well in a local church today, it's not by accident. It's only there because of intentional, committed, dedicated effort.<sup>4</sup>

The church leadership can never stop communicating the value of serving. “There is no ‘Communicate this until...’ There is no ‘until.’ It will never be done.”<sup>5</sup>

### **Model Compassion Yourself**

The pastor must be involved in community service. The church needs to see him serving along with everyone else. The pastor cannot just say that community service is important he must model it with his life. A pastor cannot expect others to go where he is not willing to go or to make sacrifices he is not willing to make.<sup>6</sup> Inconsistency in a leader will be magnified in the lives of the follower.<sup>7</sup> The pastor will set the pace for everyone else in the church. If the pastor is teaching on community service and yet no one is getting involved the next question should be is the pastor visibly involved in community service.

### **Become a Broker of Compassion Opportunities**

People have a natural desire to get involved and serve, they just are not sure where to help. That statement might seem a bit surprising considering that so many places seem to be clamoring, even begging, for volunteers today. Multiple choices do not make it easier for people to decide where to volunteer. It makes it even more difficult to choose.<sup>8</sup>

---

<sup>4</sup> Hybels, *Axiom*, 54.

<sup>5</sup> Tim Stevens and Tony Morgan, *Simply Strategic Growth*, (Loveland, CO: Group Publishing, 2005) 174.

<sup>6</sup> Andy Stanley, *Visioneering*, (Sisters, OR: Multnomah Publishers, 1999) 132.

<sup>7</sup> *Ibid*, 125.

<sup>8</sup> Seth Godin, *The Dip*, (New York, NY: Penguin Group, 2007) 9.

People will feel overwhelmed with the sheer volume of options and even give up the search. When the church becomes the broker of serving opportunities outside the church people feel more confident to volunteer. The places that have been picked have already been filtered by someone the volunteer trusts (the church) for fit, values, and meaningful exposure so the only factor left is time. Churches are well aware of what times work best for volunteers and would eliminate those opportunities that aren't optimal for volunteer involvement. The church can also streamline "red-tape." Many organizations require waivers, confidentiality agreements, or background checks before an individual can help serve. The church can have those items ready and available or in some cases those requirements can be waved because of other volunteer screening the church does.

### **Tell the stories of compassion in action**

When the pastor is teaching he should illustrate points with how the church or a particular individual is living out the value of serving through a specific story. Testimonies can be used from people who were previously involved in a particular serving project and how it impacted their faith. The advent of technology allows these stories to have a longer shelf life than just Sunday. The stories can be recorded in a video format to be shown during the service, shared on Facebook, and catalogued on a church website. The stories can even be recycled for the event the following year.

The telling of stories of compassion in action requires advance planning and listening to gather those stories. Steve Sjogren recommends a "debrief" time after every serving opportunity

to explore what God might have been doing in the lives of those who participated.<sup>9</sup> That debriefing time is a prime opportunity to listen for stories to share.

Pictures are another powerful way of sharing the story of those serving in the community. Pictures can easily be “shared” or “tweeted” through social media sites helping to cast the vision and increase people’s positive perception of one’s church and ultimately the gospel.

### **Link the opportunities to the church mission statement**

The importance of this point cannot be overstated. The continual reinforcing of the connection between what is being done and the mission of the church is vital in helping church members see that what “is on the wall is happening down the hall” or in this case down the street. Linking the community serving opportunities to the mission statement demonstrates that this is who we are as a church and not just a program that we do.<sup>10</sup>

NorthStar Church’s Mission is stated as follows: “We exist to show God’s love in such a way that people exchange ordinary living for an extraordinary life through the transforming power of Jesus Christ.” As each community service opportunity is made available, certain key aspects of the mission statement are focused on. For example, a worship service “host” might say, “This Saturday we have an opportunity *to show God’s love in such a way* by taking 35 kids from Turf Trailer Park back to school shopping. Would you volunteer as a shopper?”

Beacon Credit Union in Lynchburg, Virginia has their mission statement and their reason for existence as the following: “Not for profit, not for charity, but for service.”<sup>11</sup> Churches obviously exist for more than service as the ultimate end. Unfortunately too many outside the

---

<sup>9</sup> Sjogren, *Conspiracy of Kindness*, 159.

<sup>10</sup> Lewis and Cordeiro, *Culture Shift*, 120.

<sup>11</sup> Beacon Credit Union, <https://www.mybcu.org/index.php/join-beacon-about-us-credit-union-lynchburg-virginia.html>, accessed 6/12/13.

church hear the church say “serve us” instead of “we are here in ‘service’ of the community.”

That is what Jesus said, “I didn’t come to be served, but to serve and give my life as a ransom for many.”<sup>12</sup>

Linking the mission statement to service projects can be accomplished during announcement times, newsletters, emails, videos, Facebook posts, and anywhere else vision is being communicated.

### **Require groups and staff to participate**

A key to changing the culture is that no group can feel that they are exempt from serving. Small groups should each be required to complete a community service project every 8 to 10 weeks. Steve Gladen calls it “mobilizing your groups from sitting to serving.”<sup>13</sup> A person should be assigned within each group to research and present possible serving opportunities for the group. Some churches call them a “purpose champion.”<sup>14</sup> Regardless of how one’s church is structured, every group that meets for some type of biblical instruction should also be given the opportunity to put that instruction into practice through serving. If certain groups are given an exemption it will send a clear communication that serving is not a cultural value instead it is a program.

Wayne Cordeiro and Robert Lewis liken the need for every member to be involved to that of a battleship compared with a cruise ship:

Contrast this with a luxury liner, where passengers expect to be served, fed, and pampered while a crew scrambles to keep everyone happy. The church will never win wars with a cruise ship mentality! Churches should be battleships, where everyone is on

---

<sup>12</sup> Matthew 20:28

<sup>13</sup> Steve Gladen, *Small Groups with Purpose*, (Grand Rapids, MI: Baker Publishing Group, 2011) 81.

<sup>14</sup> *Ibid*, 93.

call, where everyone has a responsibility, and where everyone is trying to make a difference. To win the spiritual battles a church faces, everyone must be involved.<sup>15</sup>

Leadership should also set the example. “Leaders more than anyone else set the culture climate of a church.”<sup>16</sup> The leaders will reproduce who they are, not what they want. John Maxwell states the issue as, “People may teach what they know, but they reproduce what they are.”<sup>17</sup> If the leadership of the church is not serving, neither will the majority of the church. The senior leader can start this shift by more consciously serving other staff members or key team leaders.<sup>18</sup>

### **Reward those who embody compassion**

It has often been said, that “what gets rewarded gets repeated.” Whatever one is negatively or positively rewarding is continuing to occur within a church. This is not to be viewed as a way to manipulate people but instead to follow the admonition of the writer of Hebrews to “consider” or put some thought into how “we can spur one another on toward love and good deeds.”<sup>19</sup> NorthStar Church for several years held a volunteer appreciation dinner for all those who served. They even gave out two awards. One award was called the “Servant’s Heart Award” and was a plaque that was given to those who demonstrated selfless service to others. Another award was given called the “Compass Award.” This award went to only one person who was leading the way that year in extraordinary service. NorthStar also has a line

---

<sup>15</sup> Lewis and Cordeiro, *Culture Shift*, 88.

<sup>16</sup> Ibid, 48.

<sup>17</sup> John Maxwell, *Leadership Gold*, (Nashville: Thomas Nelson, 2008) 76.

<sup>18</sup> Wayne Cordeiro, *Doing Church as a Team*, (Ventura, CA: Regal Books, 2004) 119.

<sup>19</sup> Hebrews 10:24

item in their budget for “Volunteer Appreciation” that staff can use to send gift cards to express gratitude for individuals who went above and beyond in service.

In this author’s opinion the most important thing NorthStar Church does to reward those who embody service is also the least expensive and that is a hand written thank you note. During staff meeting every staff member tells the group who they wrote “thank you” notes to and why. This is crucial for three reasons. The first is that everyone is able to rejoice with that staff member and their leadership and how God met a need. The second reason is it allows other staff members to have something specific to congratulate that volunteer on the next time they encounter them. The third reason is it allows the entire staff to have a better understanding of what is happening in the church at large. The church is a volunteer or servant driven organization so each volunteer represents a vital task to the mission of the church. When a servant goes above and beyond it usually represents a need and personal growth so the church staff is edified.

The staff at NorthStar Church also fills out a “Sunday Staff Survey” online.<sup>20</sup> The staff record how many “thank yous” they sent and how many those they supervise sent. The most interesting part of the survey is the question which asks whom the pastor can send a thank you to and why. The pastor, depending upon the size of the church, can be removed from the inner workings of many of the ministries. By the staff communicating to the pastor whom he can thank, it demonstrates strong lines of communication and that their serving was so important it made it to the pastor’s desk. NorthStar Church has reported that staff members have visited church members in their home and seen the thank you note posted on a wall, displayed on a desk, or kept in the Bible. Gratitude has strong implications when it comes to creating a culture of

---

<sup>20</sup> The survey can be seen at this url: <http://www.northstarchurch.com/staff-sunday-survey>

service. Tim Stevens and Tony Morgan think it is so important that they encourage every pastor to put “Professional Cheerleader” on their business card.<sup>21</sup>

### **Budget for Serving**

The church that wants to serve their town will need some amount of financial resources. Yes, the church states that they “just want to show God’s love in a practical way” or that this is, “Free, with no strings attached” which is all true for the recipient but it does cost the giver. This is one of the great metaphors of the Christian faith. That simple truth of “free to the receiver but costly to the giver” contains the seeds of the gospel. “God so loved the world that He gave His one and only Son.”<sup>22</sup> Christians have “freely received” and now we “freely give” to the world around us.<sup>23</sup>

If the church is to freely give to the world that which is costly to the giver the church must seriously budget for that value of serving. It will cost the church to serve the poor and the widow and the orphan. The church must have resources set aside to “be a good neighbor” and to “help the least of these.”<sup>24</sup> The church can certainly give away time and volunteer man-power, but as those groups give their time their hearts will be moved and their eyes opened to other needs that they will want to meet. For example, what started out as a park beautification project in a local trailer park for NorthStar Church opened their eyes to the need of a new basketball court. The work on the basketball court introduced them to the children living in the trailer park, which caused them to hold block parties and allowed the church to meet the single parents of those children and dialogue about needs in the community. This led to back to school clothes

---

<sup>21</sup> Tim Stevens and Tony Morgan, *Simply Strategic Stuff*, (Loveland, CO: Group Publishing, 2004) 109.

<sup>22</sup> John 3:16

<sup>23</sup> Matthew 10:8

<sup>24</sup> Luke 10:25-37; Matthew 25:31-46

shopping and further conversations with the parents to where now NorthStar Church provides “Hunger Boxes” to help those families when school is not in session and the children cannot take advantage of the school breakfast and lunch programs. Each community service project built upon the previous one, opening their hearts and eyes to even greater needs and a desire to meet them. The needs are too great for one family to meet or even one small group to meet, but not too great for a church, if that church is strategic about their budgeting.

A church that is serious about serving its community will need a way to budget for that outreach. The church should not only budget for the outreach but also caring for the volunteers. As previously demonstrated, the need to “reward” or “thank” those that serve tirelessly also requires proper resourcing whether it is to purchase stationary, gift cards, awards, or a banquet.

Steve Stroup and Aubrey Malphurs state, “Most churches have a budget, but our experience is that most don’t have a strategic budget, and that’s a major reason that 80 to 85 percent of the churches in America are plateaued or declining.”<sup>25</sup> Remarkably, Stroup and Malphurs attribute a significant reason for a lack of effectiveness and church growth to the way a church budgets and the priority it gives to each initiative.

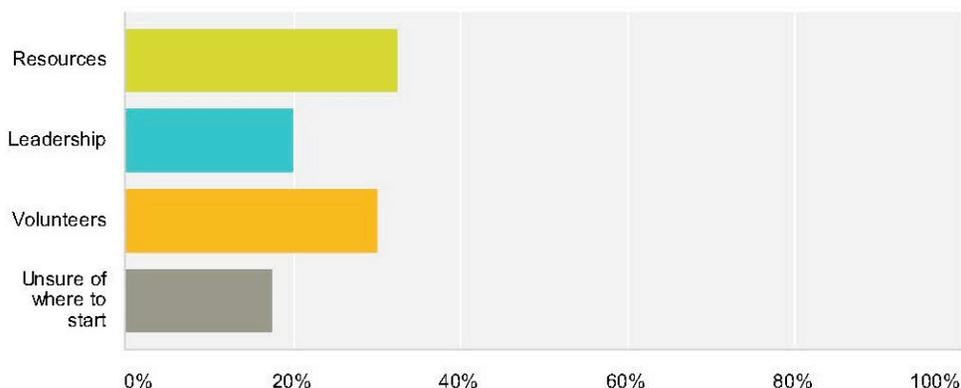
The research for the proposed project identified “resources” as the number one “hindrance” to the surveyed churches being involved in their community.

---

<sup>25</sup> Aubrey Malphurs and Steve Stroope, *Money Matters in Church*, (Grand Rapids, MI: Baker Publishing Group, 2007) 54.

## Q6 What is the biggest hindrance to community outreach for your church?

Answered: 40 Skipped: 6

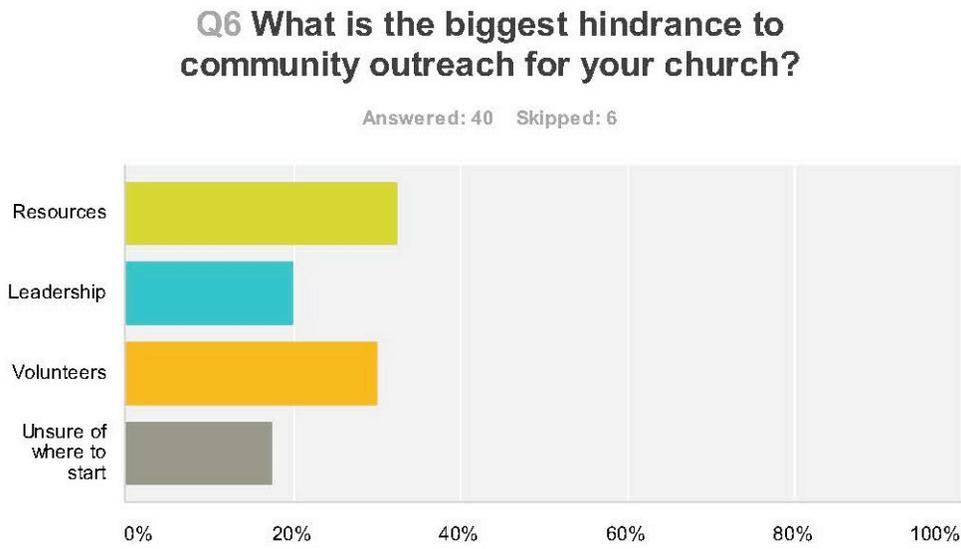


If a church is to reach out in an effective way in service to its community it must cast a compelling vision and raise the necessary resources that will allow the church to do so. As a church begins to budget for community service and raise resources through special offerings it will be positioned to strategically serve the community.

NorthStar Church funds its community service through a special offering each year called the “Come Together” offering. This special offering is received during the month of December and goes toward funding their community service and missions initiatives. Each attendee is encouraged to give above and beyond their regular tithes and offerings to help serve our community and beyond. During this special offering period NorthStar Church shows video testimonies from the past year of ways the church served in the community and how that service impacted the recipient and the server. New initiatives are announced during this time as well as setting vision for the next year. The goals are not only communicated through the Sunday morning service, but also a mailing to every attendee and with an online strategy. Samples can be found in APPENDIX C.

## CHAPTER 4 – A PLAN TO DEVELOP COMMUNITY SERVICE PARTNERSHIPS

The surveys of Northeast pastors noted that 18% of the pastors responded that knowing where to start was a significant issue in them reaching out to their community.



Finding places to serve in one's community can seem intimidating, especially for a church making this culture shift or if other attempts have not been successful. This chapter will help churches think through how to develop community partnerships that will result in holistic community transformation. This chapter advocates a "laser" focus instead of a "shotgun" approach to community service while exploring the key ways that aided NorthStar Church to successfully reach out beyond its walls.

### **Get Involved at the Grass Roots Level**

The temptation is strong to want to get involved in something that would be glamorous or be worthy of a front-page news story. If that motivation creeps in the leader must return to the

scriptures and re-examine what being a servant means. The motivation is not to be for a church's fame, but for Jesus' name. Jesus taught that when one was faithful in small things they would be rewarded with larger things.<sup>1</sup>

NorthStar Church has found that as they were involved with the stuff nobody wanted to do, they were eventually allowed to do more high profile serving acts. NorthStar begin with scraping gum off of cafeteria tables where the only people that knew were the custodians, and now they are able to serve lunch for all of the district employees. It was necessary for NorthStar Church to demonstrate that they truly had the best interest of the school in mind and not their own agenda.

NorthStar Church has also been involved with the town government in spreading mulch, painting fire hydrants, and pulling weeds. These low profile serving opportunities resulted in the church being asked to help conduct a Halloween outreach event exclusively with the town government and being given the opportunity to provide free concessions at all town Family Performing Arts Series. The town and the church even partnered together for hurricane relief.<sup>2</sup> The church has found that credibility has been gained by walking the hard yards and doing what no one else wanted to do.

A key finding in NorthStar's outreach to the local government and the school was that in seeking to help one should speak with those who directly manage the desired area of service. Instead of getting an appointment with the superintendent or the principal to ask where the church can serve, they went directly to the facility administrator and the head custodian. The facility administrator and the head custodian were in a much better position to understand the needs a church could volunteer with and their immediate job was directly impacted by the

---

<sup>1</sup> Luke 16:10-12

<sup>2</sup> Dennis Yusko, *Help Measured in Truckloads*, Times Union, October 11, 2005, Sec. B3

church's willingness to help. Those individuals felt the pressure to make sure the school was clean and painted, and with recent budget cuts and growing populations the job becomes more difficult. The church could provide an army of volunteers to help make a difference in a community initiative by painting classrooms, bleachers, ticket booths, curbs, pylons, and pulling weeds or scraping gum. NorthStar Church found that if they went to the top of the leadership structure the response was usually, "No, there is not a place you can serve." On the contrary if they went to the person directly responsible for an area the response was a plethora of opportunities to help and a tremendous amount of gratitude. The supervisor, or superintendent of the schools have too much to do than to find a "feel good" project for a church. Go to the person whose job is on the line and needs a church's help.

### **Keep Visible with the Key Players**

NorthStar Church found that it was important to check in with different community groups on a regular or at least a seasonal basis. Some of the community groups they wanted to help did not have any volunteer work to do in the winter months and refused their help. When the church checked back in the spring with the same group they were flooded with opportunities to serve. It would be important for other churches to realize that a "no" is not necessarily a "forever no", but instead a "not at this time." Each church should follow up regularly, not in annoying way, even if the initial conversation resulted in no discernable ways to serve. Continual contact communicates a genuine desire to serve and will cause the contact to remember one's church the next time a need arises. A church cannot make just one contact or visit and expect to be handed the keys to the city. Constant involvement and a continual demonstration of care is a key way of building community partnerships.

### **Use Lots of Food**

A key ingredient in relationships and community development is food. It seems that something special happens when people break bread together. NorthStar Church has catered numerous lunches for the local town government, the school employees, YMCA staff, and shelter staff. The church hosts a summer Bar-b-que for town hall and the highway employees and a Thanksgiving lunch every year. In addition, the church does a summer Bar-b-que for all of the school district employees. The school district uses the Bar-b-que in conjunction with mandatory safety trainings. Each employee attends the training and afterwards is treated to lunch by NorthStar Church. One would find it interesting to note all of the times Jesus and food were mentioned in the New Testament.

### **Become the First Responders**

The desired goal is that when a need arises, the top of mind choice, the first thing that comes to mind is the local church. The local church is the first one to be invited to help and their participation is sought and viewed as a positive addition or solution. NorthStar Church has made it their practice for any group they work with or hope to partner with to explicitly state, “When you have a need we want to be the first group you call.” They have the mentality that the church should be called first and should show up first. The church should come to mind first before the Rotary Club, the Lions Club, or any other civic group. This value is reinforced every time the leadership of the church is “keeping visible with the key players” by seasonally checking in and following up with those who directly manage areas in which they desire to serve.

### **Speak their Language**

When meeting with the local government, school administration, or community service organizations it is imperative to use the right verbiage. The church needs to establish a track record of serving and often times the most difficult part is getting the first project at which to server within the community. The choice of words chosen during the presentation or request to serve will play a large part in whether a partnership is granted. The wise church leader understands that the first response of a community leader with an offer to help is not going to be open arms. The first response is skepticism and caution. The community leader may have been burned by other groups who said they would finish a project, but in the end only caused more work and frustration for the leader. This is no fault of the current church wishing to help now within this community organization, but it is a reality that must still be contended with. Every person has heard the phrase, “If it is too good to be true then it usually is.” That phrase is also in the back of the community leader’s mind as he hears a church leader pitch how he wants to serve and be a good neighbor. The community leader will have a nagging question that a wise leader must answer if a partnership is going to be established. The question is one that speaks to motivation, “Why does this church REALLY want to help?” The community leader is wondering if this is a ploy to use their facilities, acquire a zoning variance, or some other angle that has not yet been made clear. The last thing this community leader desires is controversy. Their workloads are already too demanding to get embroiled in a public controversy with a church. The wise church leader is not defensive, but instead is discerning and ready for an answer.

NorthStar Church experienced numerous unsuccessful attempts at establishing community partnerships until they stumbled upon a key phrase. The key phrase that they

identified was “community service projects.” The pastor of NorthStar Church would begin the conversation by stating, “NorthStar Church is looking for community service projects and was wondering if you had any areas that we might be able to help you with.” The amount of community partnerships that were formed after that key shift in terminology was dramatic.

The typical language that church leaders use in association with their churches serving in the community strikes fear in the heart of the community leaders, so alternatives must be chosen.

Typical language involves the following phrases:

“We just want to show God’s love in a practical way.”

“We think it is important to be involved in servant evangelism.”

“We believe in a holistic ministry.”

“We want to live out our faith incarnationally.”

“We want you to see the good news before you hear it.”

“We believe Jesus wants us to minister to ‘the least of these.’”

All of the above statements are true and appropriate talking points for insiders who are already Christians. Those statements are not wrong or evil, but they belong only within the walls of the church. When those statements are heard by non-Christian community leaders the first thing that internally registers with them is “controversy.” This is especially true of the post-Christian climate of the Northeast. Their job is stressful enough without a news story of Christians proselytizing on public property. The wise church leader must recognize that just the threat of a negative reaction or the potential for negative reaction is enough to dissolve meaningful community partnerships before they are even established. The negative reaction does not have to occur, just the threat. Trust is not easily given and takes time to be earned. Stephen M. R. Covey defines trust as “confidence” and the opposite of trust as “suspicion”.<sup>3</sup> When a church leader does everything that he can to alleviate suspicion and prove that he is trustworthy

---

<sup>3</sup> Stephen M. R. Covey, *The Speed of Trust*, (New York, NY: Free Press, 2006), 5.

partnerships begin to form. Once the partnership has been established it is essential that the trust is not violated.

The means are as important as the ends. How you go about achieving results is as important as the results themselves, because when you establish trust, you increase your ability to get results the next time. And there's always a next time. To get things done in ways that destroy trust is not only shortsighted and counterproductive; it is ultimately unsustainable.<sup>4</sup>

Church leaders must be wise when dealing with outsiders during the entire process.<sup>5</sup> The leader must not memorize a phrase and then deliver a poor result on a project. This endeavor is about building lasting community partnerships and not just getting a task to do within the community. Jesus is looking for people who will be “shrewd” or who will “understand others’ motives and their own motives, and then discover how to reconcile the two.”<sup>6</sup>

There was an occasion when NorthStar Church knew it was going to have to make a major request from an organization so they purposely waited to do a service project until after the request was made so the group would not misinterpret their motives.

### **Observe Inconveniences and Annoyances**

Another key way to develop lasting community partnerships is to identify the church as a solution to a problem. Some of the problems that the church seeks to address may or may not be obvious to the community leaders. The issue must be addressed with sensitivity so as not to offend or seem to belittle community leaders if they are aware of the issue. The goal of the church leader is to identify the church as a partner in creating solutions for the community and not that of a savior to right all wrongs.

---

<sup>4</sup> Covey, *The Speed of Trust*, 40.

<sup>5</sup> Colossians 4:5

<sup>6</sup> Rick Lawrence, *Shrewd*, (Colorado Springs, CO: David C. Cook, 2012) 35.

A church can identify issues and problems within the community by simply observing what are inconveniences or annoyances that they experience on a regular

basis. Some possible issues and problems are as follows:

- Too many children on the playground for the capacity of the equipment
- The lack of playground equipment for handicapped children
- Broken basketball goals and courts in disrepair
- Lack of meals for kids on school breakfast/lunch programs during breaks
- Overcrowded sports camps
- Lack of childcare for military spouses during Christmas time to go Christmas shopping for the kids while their spouse is deployed

The next step would be to identify how the local church can be the answer or part of the solution to that problem.

One of the inconveniences that NorthStar Church identified was at their town's annual July 4 celebration where there were no adequate places to change diapers. The only solution was for a parent to travel the entire distance back to their car and by that time they were ready to leave. This was the reality for several of the young families at NorthStar. The church came up with the idea of creating a "Mother's Care Station." The Mother's Care Station was a large tent that had been sectioned off into two rooms. One room was designated as a place parents could come and change diapers complete with a changing table, wipes, diapers, diaper pail, and liquid hand soap. The other room was designed to be a quiet breast-feeding room that included rocking chairs, plants, and a rug. One year even an air-conditioner was placed inside. In addition to providing these two rooms, the church gives out free 100% juice boxes to every child who passes by. The church averages over 800 visits to the Mother's Care Station each year. The town is grateful for this practical solution to an inconvenience and the community is amazed at the thought and intention that went into its members being served. Many positive spiritual

conversations have been had at this event resulting in many curious non-Christians even checking out a Sunday church gathering.

If the church is able to identify meaningful places to get involved that represent true solutions to known or even unknown problems they will establish themselves as a true community developer. When the church is able to exegete its community in this way, the concern of using the right language is minimized as well as the question of the church's motivation for wanting to help.

The church leader will be wise to realize the church may not receive the credit for being the solution. In fact, the community leader may take the credit, but the community leader knows who made it possible and will be mindful of that in future partnerships.

Another way for churches to identify possible areas to get involved besides just what is an inconvenience or annoyance to them is to read the "Letters to the Editor" section of the newspaper. Often times people will sound off about a park being overrun with vines or trees needing to be trimmed back. These are prime opportunities for a church to rise up and become part of the solution and gain credibility within the community.

When a church leader hears, "We need this..." or "It would be great if..." it should be recognized as an opportunity to serve. When a church leader hears complaints within the community he should ask himself how his church can be part of the solution.

### **Look for Gaps in Services**

A church can build community partnerships by recognizing where a potential gap in services exists and then being willing to fill those gaps. This project already has looked at the

gap of a “Mother’s Care Station” that was filled by NorthStar Church. The church also identified two other areas that resulted in significant partnerships.

The first was the area of sports camps for underprivileged children. Every year our local parks and recreational office conducts popular sports-themed camps for children during the summer. The camps are well attended and provide a quality experience for the children. The down side is for some children living in a local trailer park, the cost of the camp was prohibitive, not to mention the inability of the parent to arrange transportation for the child to attend the camp. NorthStar Church was able to recognize this gap and came up with the idea of hosting a basketball camp within the trailer park itself. Before the camp could take place it required the church to install new basketball goals, clean the broken glass from the court, repaint court lines, and repair the broken fence. The camp involved over 35 children with 17 praying to receive Christ at the end of the camp.

The second area in which NorthStar Church identified a gap in services was for those children living in the trailer park who were on the school breakfast and lunch programs. Those children are qualified for that program on an income basis. When school is in recess the parents, or in many cases the single parent, does not have extra income to supplement the extra food needs on top of paying for childcare during the break. When NorthStar Church identified this need they rallied their attendees to provide for all of the children in the trailer park on that program. The church provided “Hunger Boxes” for 50 children during the Winter, Mid-Winter, and Spring breaks. The non-profit organization that serves the residents of that trailer park encouraged NorthStar to place information about the church inside the boxes because they wanted the residents to know that it was from NorthStar Church as they handed them out. The letters NorthStar Church received from the families was overwhelming. One child wrote, “Dear

NorthStar Church, Thank you for the box of food. I really liked the nuts, macaroni and all of the other things. Now my Dad has food because of you.” Another letter stated, “My brothers and sisters really needed this. I hope you keep reaching out. Thank you!”

### **Get Involved with What Is Already Happening**

The church does not need to get into a competition with other groups who are serving the community. In many cases these groups are better prepared and equipped to serve some of the more complicated needs of the community. The church does not need to duplicate services, which results in wasted resources, space, energy, and man power that can be spent elsewhere. The church and community is best served, not by trying to create another food pantry, but instead by making sure the current one(s) are well stocked and staffed.

Rick Rusaw and Eric Swanson explain the philosophy of LifeBridge Church’s approach to community engagement:

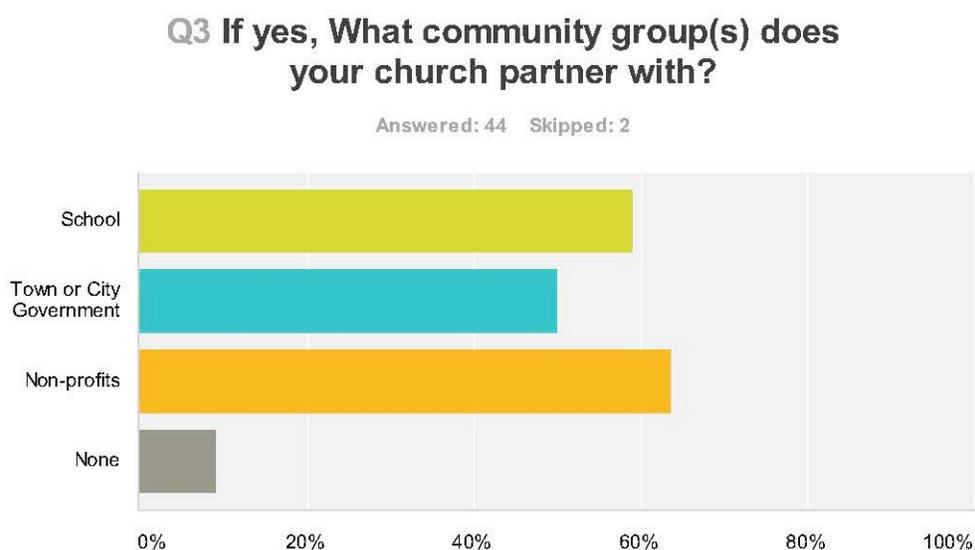
At LifeBridge, we decided to come alongside schools, service organizations, and other nonprofits (religious and secular) to see how we could help them. These partnerships have enabled us to be good stewards of our resources and of theirs. Instead of starting our own food program, we asked members to contribute volunteer time as well as food and other resources to the local food bank. Instead of doing our own angel tree Christmas project, we participate in the community-led project by asking volunteers to sort, package, and deliver gifts. Instead of creating our own Christian school, we are purposefully engaged in the public schools. Instead of creating our own processes and programs, LifeBridge has made a concerted effort to partner with those organizations and community leaders who are already trying to meet needs. In doing so, we have benefited from amicable relationships with these organizations instead of competitive ones.<sup>7</sup>

---

<sup>7</sup> Rusaw and Swanson, *The Externally Focused Church*, 42.

Andy Stanley and Northpoint Ministries have a similar philosophy, “We do virtually no charity work directly through our churches. Instead we find the ‘superstars’ in our communities and support them with financial resources and volunteers.”<sup>8</sup>

The research for the proposed project illustrates that of the churches surveyed, most of the community outreaches were partnerships in what was already happening within the community. Just 9% of churches surveyed noted that they had no community partnerships established.



A striking example concerning NorthStar Church was their partnership on a Halloween Parade. The town approached the church with the idea that they would like to unveil to the town a new bike path that was just constructed. The project was completed at the end of the summer, but the town desired the community to have exposure to this

<sup>8</sup> Andy Stanley, *Deep and Wide*, (Grand Rapids, MI: Zondervan, 2012) 80.

new resource. The parks and recreational department approached the church about assisting in a “Halloween Parade” that would involve the children coming in their costume and then walking along the bike path ending with a cookout provided by the church. The church was glad to assist in this positive event. The first year around 100 came, this last year more than 500 people attended, including the Town Supervisor and the local Assemblyman. The event has grown from just a parade and a cookout to include two bounce houses, face painting, pony rides, and a petting zoo all provided by the church. This example is striking because it seems many churches retreat from the public square on October 31 or host some alternative on their own campus instead of partnering with the town in the public square to provide a wholesome community event that is mutually beneficial. This seems to the author of this project a practical example of redemption—taking something with little or no value and giving it a new purpose with the highest value.

Another key to developing community partnerships is to get involved in what is already happening. A simple way for a church to do that is to take a look at the calendar of events in the community and then brainstorming ideas of how they can help.

NorthStar Church knew that the July 4 celebration was a capstone event for the community and brainstormed that the week leading up to the event must create many long days for the building and grounds crews. The church reached out a month ahead to learn of ways they could help relieve some of the pressure. The help was gladly welcomed by the supervisor who asked for help with weeding, planting, and mulching.

Developing community partnerships can boil down to the Biblical principles of having “ears to hear” and “eyes to see” the needs that exist. When the local church becomes not just a consumer at local events but also a contributor, strong partnerships are forged.

### **Refrain from Asking for Handouts from Businesses**

If the church is to be known as a community partner is must become known as a group that is extending a helping hand, not a group looking for a hand out. Businesses will donate services and goods to churches, but is that the best way for the church to serve the community? As the reputation of the church grows as servants and givers instead of takers, some businesses will want to be a part of the good the church is doing and will contact the church to be involved. Those types of partnerships are good and healthy and are encouraged by the author of this project. The types that are unhealthy are where the church is initiating the request instead of the business seeking out the church.

NorthStar Church was seeking to purchase an enclosed trailer to house their popcorn machine, cotton candy machine, snow cone machine, grill, and concession supplies and reached out to a local trailer dealer to purchase one. When the trailer dealer learned who was making the request and the reason why, he donated the brand new trailer on the spot.

NorthStar Church once approached a large box store retailer and asked if they could conduct a cookout for all of their employees. The manager's response was that they have only had churches ask for help, never offer to give it. Churches can change the impression of being takers instead of givers by how they serve the business community. Churches can host business lunches at the local chamber of commerce and bring in speakers to help with local business issues. Some churches are large enough that their own staff could conduct seminars on social media presence, technology, and human resource issues.

The author of this project does wish to note that there exists a difference between business negotiations and having one's hand out asking for free donations. An example of a business negotiation would be getting one month free of billboard advertising while paying for

the first month. Trying to get free gifts for an upcoming ladies retreat would be an example of asking for a hand out.

## Practical Suggestions

### Do One Act of Service Each Month

Beginning community partnerships can seem like an enormous mountain to climb. Church leaders can easily become discouraged at the perceived daunting task and thereby lose interest in doing anything. If church leaders will settle on a simple goal of one community service project a month, a noticeable difference will begin to happen within the culture of the church and within the community itself.

Completing with excellence one community service project a month has a cumulative effect.<sup>9</sup> It is much like working out and eating healthy. There is not one workout to do that will guarantee an individual health forever. There is not one meal that will create health in all of the systems of the body. Instead, exercising and a balanced diet have a cumulative effect on the life of an individual. In the same way, there does not exist one community service project that will unlock the door to complete trust and community acceptance. Instead, a continual presence of addressing real needs without the motivation for recognition will gain a hearing for the gospel unlike sitting in the sanctuary isolated and listening to the best sermons and singing the most amazing worship everyday.

NorthStar Church was even recognized at a town board meeting for their service to the town. The pastor of NorthStar was able to clearly explain the “why” behind their serving, which was also broadcast on the local government channel.

---

<sup>9</sup> Andy Stanley, *The Best Question Ever*, (Sisters, OR: Multnomah Publishers, 2004) 77.

### **Stick with One Group at First**

NorthStar Church has narrowed their focus to three main groups. The groups they have chosen to partner with are as follows: the local town government, the school district, and a non-profit social service group. The church does not refuse to help other groups, but merely focuses their corporate serving efforts with those three groups. This focus allowed them to gain greater traction and momentum early on. The small groups of NorthStar Church are free to work outside of those three main partnerships and most do.

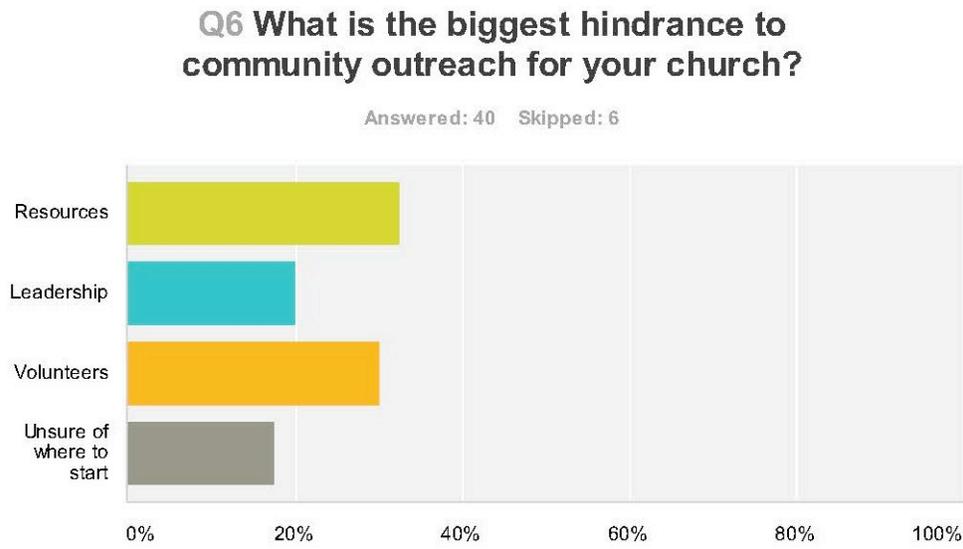
The benefits of a limited focus are that the church can build off of early successes, make better connections, have a higher impact, and establish a greater currency of trust. NorthStar's three-prong approach is certainly not formulaic nor meant to represent the preferred or best groups to partner with. Churches in other settings may find a shelter or other agency more receptive in their community as represented in the surveys by the various projects other churches are involved with.

The author of this project believes that the worst strategy would be to practice "random act of kindness." Instead the author would encourage churches to practice "intentional acts of kindness." A reading of the gospels does not leave one with the impression that Jesus was random or unintentional about the people he chose to heal and help. The clear observation was that Jesus was purposeful in anyone that He helped or served.

Intentional acts of kindness and service allow for the creation of a cumulative effect which builds trust, credibility, and lasting partnerships resulting in community transformation and greater influence.

## CHAPTER 5 – A PLAN TO MAINTAIN AND DEVELOP VOLUNTEERS

A key finding in the surveys was that a main hindrance to community service involvement was volunteers.



The difficulty of having enough volunteers was felt by 30% of the churches surveyed. This was the second main hindrance, just barely behind the first reason by only three percentage points. So how does one go about inspiring and developing volunteers to serve? The pastor is just one person, so how can he instill within others a passion for community service? This project will examine six ways to maintain and develop volunteers.

### **Invite volunteers to serve**

The first crucial step in maintaining and developing volunteers is the invitation to serve. Tim Stevens and Tony Morgan see a big difference between “recruiting a volunteer” and “inviting a volunteer to serve”:

We no longer use the word *recruit* or *recruiting* to describe how we get new people in ministry. Instead we use the “i-word.” That is, we *invite* others to join us in ministry...when we use the word *recruit*, it sounds like something we do *to* people, not *for* them.<sup>1</sup>

The process of inviting instead of recruiting demonstrates value and importance instead of filling a slot or a hole in a schedule. When a leader pulls a potential volunteer aside and discusses an upcoming community service project and why they would be perfect and have the skills needed for this particular project it communicates value. The leader is able to demonstrate why this person would be vital to the success of the project. It allows the leader to lean into the relationship because he understands the gifts and talents of that potential volunteer. The request then becomes specific and unique to that particular individual. When an individual is placed in a position of their giftedness and passion they rarely burn out, instead they become energized by what they are doing. Certainly the volunteer will need to rest, but it is the difference between an energy drain and a passion drain. When a volunteer is serving in their core giftedness they will experience an energy drain, but not a passion drain. The further a volunteer gets away from their giftedness they will begin to experience a passion drain and it will not be long before the volunteer quits. According to Sue Mallory, “Connection happens when we place the right people in the right places for the right reasons at the right time.”<sup>2</sup> Bill Hybels stumbled upon this truth early on in the history of Willow Creek: “The Church was designed to be primarily a volunteer organization. The power of the church is the power of everybody as men and women, young and old, offering their gifts to work out God’s redemptive plan.”<sup>3</sup>

---

<sup>1</sup> Stevens and Morgan, *Simply Strategic Growth*, 26.

<sup>2</sup> Sue Mallory, *The Equipping Church*, (Grand Rapids, MI: Zondervan, 2001) 124.

<sup>3</sup> Bill Hybels, *The Volunteer Revolution*, (Grand Rapids, MI: Zondervan, 2004) 31.

### **Identify the significance of what they are doing**

People must understand the “why” behind the “what” that they are doing. The “why” has the ability to turn the mundane task into a meaningful ministry. The “why” changes, “Fill these bags with dirt”, to “Fill these bags with dirt, so we can protect our homes from the rising river.” A wise leader will always explain the “why” of the task so the group understand the “what” they are being asked to do. The problem is that many volunteers are “given plenty of work, but no vision.”<sup>4</sup>

The leader must demonstrate how their involvement will benefit the organization. If possible, give the volunteers a brief behind the scenes tour, a history of the organization, and how the church came to be involved with it.

### **Look out for their needs**

The volunteers have needs as well as the group you are helping. It is more important to look out for the volunteers’ needs than the needs of the organization. How a volunteer is treated will determine whether or not they will volunteer again for future projects. This is not a well that will be drawn from just once, but multiple times so it is crucial not to pollute it with a negative experience.

A leader can look after a volunteer’s needs by providing breakfast, lunch, and a cooler with a variety of drinks. If equipment is needed, ensure they have what is required and that it is in working order. It is a good idea to always have extra gloves, sunscreen, bug spray, and dust masks to share if the project calls for it.

---

<sup>4</sup> Hybels, *The Volunteer Revolution*, 25.

Caring for a volunteer's needs is not just limited to physical, it is also related to time. A good rule of thumb that NorthStar has found is to limit the service projects to a 2 hour window. NorthStar takes the project and sees how many people are required to successfully complete it within 2 hours. It is important not to have too much work, because the goal is for the volunteer to "push away from the table still hungry" and excited to return and serve again. Community service is a marathon and not a sprint. Equally as damaging as having too much work is not having enough. Bill Hybels states, "The easiest way to deflate a volunteer is to waste his or her time."<sup>5</sup>

Imagine a volunteer who is excited to help at the shelter. They have made arrangements for childcare, taken off work, given up a day to work on their yard or an opportunity to go to the lake and then they are standing around for several hours because there is not enough to do. The next time the church asks for volunteers that person will be certain not to volunteer. In a real sense that volunteer has been inoculated against serving because their experience was negative.

### **Recognize them often**

A leader can never recognize or praise a volunteer enough. The church leaders should not be stingy with praise, but should generously share it with those who are sharing their time. If a volunteer goes above and beyond during the day, make time to point that out to the group. The recognition does not have to be limited to just the service project. During the Sunday gathering, the pastor could have everyone stand who was a part of the Saturday community service project, or he could invite a member of the service project to give a brief testimony during the offering or

---

<sup>5</sup> Hybels, *The Volunteer Revolution*, 115.

the message. This will not only demonstrate value to the servants, but will also communicate the church's culture of service outside of their walls.

Tim Stevens and Tony Morgan advise church leaders to “create a system for encouragement” when managing and developing volunteers.<sup>6</sup> The system should include such things as hand written notes, emails, phone calls, and public praise. This system will ensure that your good intentions happen and that volunteers feel how important they truly are.

If a leader finds that volunteers are constantly quitting it could be a problem of feeling devalued. John Maxwell states, “We may say that people quit their job or their company, but the reality is that they usually quit their leaders. The ‘company’ doesn’t do anything negative to them. People do.”<sup>7</sup>

Another practical way to recognize volunteers is to make them part of an elite team. NorthStar Church accomplishes this by creating a brand new t-shirt each summer for volunteers. The only way for an individual to receive the t-shirt is to serve at a community service project. Volunteers proudly wear their shirts outside of the service projects as a statement of their participation and honor. This creates questions from others inside the church on how they can receive a t-shirt which helps to fuel even more volunteer involvement.

### **Debrief the day**

A quick debrief at the end of the community service project can serve as a powerful reminder of what they accomplished together. Individual team members can be recognized for their contributions. This can serve as a strong bonding experience for team members as each one

---

<sup>6</sup> Tony Morgan and Tim Stevens, *Simply Strategic Volunteers*, (Loveland, CO: Group Publishing, 2005) 171.

<sup>7</sup> Maxwell, *Leadership Gold*, 145.

shares what the day meant and what they observed. NorthStar Church encourages their leaders to ask the following questions:

- What surprised you today?
- Who were you able to interact with?
- Did you feel God was reminding you of anything?
- What worked well?
- What will you never forget?
- What can we do better next time?

Not only talking about the positives but also talking about things that can improve communicates value and importance to the volunteers. A volunteer knows that their mind and heart matter, not just their hands for labor. A volunteer understands that this effort is a group effort and that it is a partnership. If improvements can be made it will only enhance the partnership and relationship between the organization and the volunteers long term. This feedback allows for change and “change is always the goal of learning.”<sup>8</sup>

---

<sup>8</sup> John Maxwell, *Winning with People*, (Nashville: Thomas Nelson, 2004) 85.

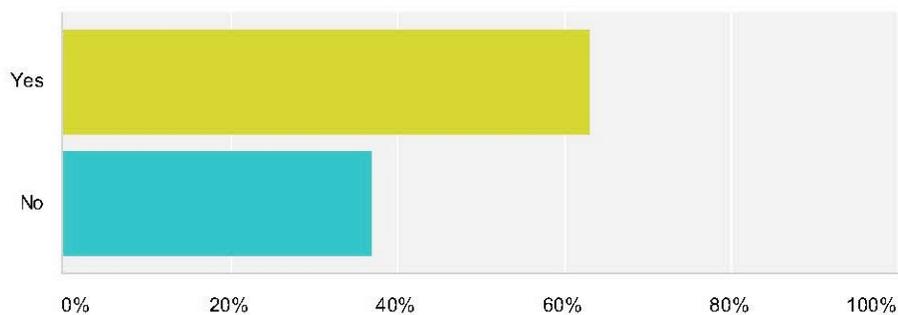
## CHAPTER 6 – A YEAR LONG STRATEGIC OUTREACH PLAN

This chapter will present a sample outreach calendar based on NorthStar Church’s past events. The strategy will include monthly projects that other churches in the Northeast could adapt for their specific ministry context. This list will also serve to show case ways in which a church can be involved in their community. The aim is that this compilation will spur other churches on to consider new ways to serve in the name of Jesus.

The surveys of churches in the Northeast for the proposed project identified that 37% of the churches had no plan or strategy for reaching out.

### Q7 To your knowledge has their ever been a community outreach plan or strategy for your church?

Answered: 46 Skipped: 0



Of the churches that did have a plan, because of the nature of the survey, it is unclear as to the quality and detail of the plan. The author of this proposed project recommends the plan and the strategy be written out for the entire year. The plan serves as a road map for the year and will keep the church focused on its mission. The written plan will also allow the pastor to plan sermon series around key themes and give him the ability to “preach the announcements” of

ways church members can practice the sermon they are being called to live.<sup>1</sup> Having the ability to look at the year's community outreach goals for the year will allow for better budgeting and give direction on how much resources need to be allocated for the year or raised during the annual Christmas Offering. This plan will allow church leaders to clearly see when in the church year they can accommodate new opportunities and when it will be most stressful for volunteers and require extra encouragement and support for those serving.

## JANUARY

### Food Pantry

Two food pantries in our community are out of many needed supplies during these cold winter months. We will be taking up canned food goods and boxed pasta for the next several Sundays to help them restock their shelves. Let's show God's love to those who are in need.

### Meals For The Home Bound

Care Links, based out of the Senior Center, is looking for individuals to help deliver meals to the home bound in Clifton Park, one or two hours a week, every other week, or even once a month. Deliver a meal, a smile, and a kind word to those who need it. If you are interested please call Care Links directly at 363-4020 for additional information.<sup>2</sup>

### IPOD Donation

Did you get a new ipod for Christmas? If you did would you consider donating your old one to local pastors in the area? Our church is partnering with local churches and helping to coach them in reaching out to their community. We would love to hook up these pastors with an ipod that would allow them to listen to the many awesome podcasts that are out there. If you would like to donate yours just bring it to church next Sunday with your usb cable. If you can't find the cable that's okay too. Thanks for giving back to God's Kingdom.

### Haiti Project Update

Of the hundreds of thousands of people affected by the devastating earthquake in Haiti, some of the most vulnerable are the children. The organization "To Love a Child," is holding a benefit to provide much needed aid to the Orphanage of Good Faith in Port-au-Prince and a school in the

---

<sup>1</sup> Nelson Searcy and Kerrick Thomas, *Activate*, (Ventura, CA: Regal, 2008) 158.

<sup>2</sup> For more information about this organization visit: <http://www.chsny.org/carelinks/>

nearby town of Hantlamouhaie. The event will be held at Northern Lights in Clifton Park on Saturday, January 30. Our church will be providing popcorn, cotton candy, and a bounce house for the event, and will need volunteers from 2:30-5:30pm. This is a tangible, hands-on way to help out the people of Haiti. Let us know on your Connection Card if you are willing to help!

### Moving the Library

On January 17 @1:00pm we will meet at Shen's Senior Center in Clifton Commons to help move their library so that they can make room for improvements! Lunch will be provided.

## **FEBRUARY**

### Clifton Park Winterfest

On February 11, we will showing God's love to our community by giving away free hot chocolate and cookies at the Town's Winterfest at Clifton Park Center. If you would like to bake cookies or can help serve hot chocolate, please sign up on your Connection Card.

### CAPTAIN Youth Home Dinner

On Saturday, February 20 at 5:30pm we will be hosting a dinner for homeless youth at CAPTAIN. If you would like to help with meal preparation please sign up at Information Central.<sup>3</sup>

### Homework Help

Cheryl's Lodge in Turf Trailer Park is looking for tutors to help K-5th graders with their homework. Tutors are needed from 2:45-3:45 on Mondays, Tuesdays, and Thursdays in the after school program. If you can give an hour a week please contact [Kathie@captainfs.com](mailto:Kathie@captainfs.com).

## **MARCH**

### Old Cell Phone Donation

Did you recently upgrade to a new cell phone? Is that old cell phone just sitting there all by itself? If you answered yes how about donating that cell phone to the Mechanicville Domestic Violence Program. Through the collection of deactivated cell phones, an important tool has been provided for victims of domestic violence who may encounter emergency situations. The lifeline provided by donated phones has literally saved lives of people in our community. If you would

---

<sup>3</sup> For more information about this organization visit: <http://www.captaincares.org>

like to donate your old phone a collection box is located near Information Central. Thanks for helping out.

### CAPTAIN's Baby Shower

On Sunday March 20 @ 1:00pm come and enjoy getting to know the other women of NorthStar, and at the same time help young moms in need in our community in a tangible way. A "Needs List" is located at the information table as well as a sign-up sheet and directions. A delicious lunch will be served.

### Painting Senior Center Hallway

We want to show God's love in a practical way to the Senior Center by painting the hallway! Join us this Saturday @10:00am if you can help.

## APRIL

### Paint the School

We love serving our town and showing them God's love in a practical way. We have a great opportunity to do that by painting at Gowana Middle School on April 18-21 from 8am-3pm. If you could paint any amount of time on any one of the days let us know on your Connection Card. Consider even taking half a day at work, you won't regret it!<sup>4</sup>

### Alpha Pregnancy Center

The local Alpha Pregnancy Center has expressed a need for baby products, such as shampoo, body wash and soap, lotion and baby oil. Alpha offers alternatives to abortion by offering assistance to women facing crisis pregnancies. For the next two weeks, a Growth Group will be collecting these products to donate to Alpha. Please place your donations in the specially marked box in the lobby. Thanks for partnering with us in this project.

### Sending Barrels to Guyana

Starting next Sunday we will be collecting items to fill 5 barrels to send to a church in Guyana for distribution. Items needed in this impoverished nation include children's shoes, summer clothing, underwear (all sizes), vitamins (children and adult), Tylenol, and hygiene products. Please make sure all clothing and shoes are in nearly-new condition. Let's send joy to the world this Spring!

---

<sup>4</sup>A key contact would be the Head Custodian or the Facilities Director.

## MAY

Time for Spring Cleaning.....

Don't throw away that old stuff. Donate it! NorthStar is continuing to show God's love in practical ways by helping others get back on their feet. A NorthStar Growth Group is working with the Interfaith Partnership for the Homeless by running a collection drive to help furnish apartments for the homeless. This program is in great need of all furniture, sheet sets, bedding, dishes, pots & pans, glasses, TVs, appliances, kitchen tables, couches, etc. If you have household items that are in GOOD condition that you would like to donate – this is your answer. We will be collecting items at church on May 13th and 20th. We can make arrangements for pick-up of larger items. Please direct any questions to Jeremy at 456-0625.<sup>5</sup>

### Spirit Park Clean Up

Our church sponsors a park on the corner of Moe Road and Clifton Park Center Road. The park is in need of a good spring-cleaning. Please feel free to stop by at anytime and help make it shine by picking up debris and pulling weeds from the flowerbeds. This is a great way to let our community know we are glad to be a part of it and want to be a partner in taking care of it.

### Food Pantry Collection

CAPTAIN Youth & Family Services includes a food pantry that provides food and personal care items to local residents. The food pantry is in need of non-perishable food items such as canned soups and meats, cereals, peanut butter, pasta, sauces, juice, baby foods etc. They currently have enough canned vegetables. In addition to food items, personal hygiene items including soap, toothpaste, shampoo, conditioner, deodorant, toilet paper, and diapers are also needed. We will be collecting items until May 30th. Donation boxes and information sheets are located by the information table. Please contact Lindsey at [Lindsey@cs.state.ny.us](mailto:Lindsey@cs.state.ny.us)

### CAPTAIN's Clothes Sorting

On June 24 @ 9:30am we will be sorting clothes at Captain's Treasure Store. If you are able to help please sign up at the Information Table.<sup>6</sup>

Got Shoes? We want them!!!

Did you know 300 million children, and millions of adults worldwide are without shoes? The Calvary Course (Friday Night) Growth Group will be holding a Shoe Drive during the month of May. Please consider donating your "gently worn" footwear to people in need. We are looking for adult and children's shoes. Your shoes will be given to families in need both locally (through Captain Youth & Family Services) AND nationally (through Soles4Souls). Our goal is to collect over 500 pairs!! Most of our closets are filled with shoes we rarely wear...Instead of dropping

---

<sup>5</sup> For more information about this organization visit: <http://interfaithpartnership.com>

<sup>6</sup> For more information about this organization visit: <http://www.captaincares.org/index.php/what-we-do/captain-s-treasures>

the unwanted shoes in the trash, consider dropping them in one of our collection boxes at Church, during the month of May! If you don't have shoes to donate, please consider a monetary donation to help us with the cost of shipping the shoes. (Shipping costs about \$1/pair.) For more information, please visit [www.soles4soulsfundraising/NorthStar](http://www.soles4soulsfundraising/NorthStar) or contact Kara at [kara@gmail.com](mailto:kara@gmail.com).

### Ballston Spa Movie Night

Join us Friday, May 31 at 8pm as NorthStar shows God's love to the people of Ballston Spa! We will be giving away FREE popcorn, snow cones and cotton candy while Disney's "Wreck It Ralph" is played in Wiswall Park located at 39 Front Street. If you'd like to help, let us know on your Connection Card or email [signup@northstarchurch.com](mailto:signup@northstarchurch.com).

### Adopt a Highway the NorthStar Way

On Saturday, June 4 @ 9:00am we will be cleaning and redoing the flower islands on Clifton Country Road by the mall. Afterwards we will have a cookout at the Gardners. This will be a great time to get to know others as well as a way for you to grace our community with God's beauty! We will meet in the NBT Bank parking lot. Sign up @ the Info Table so we can have a lunch count.

### Yard Clean-up Help Needed

Several elderly community residents have contacted us and need help cleaning up their yard from winter. If you would be interested in showing them God's love in a practical way let us know on your Connection Card.

## JUNE

### Stewart's Big Gas Buy Down

On Saturday, June 17 from 8am-10am. We will be showing God's love in a practical way to our community by "buying down" gas 50cents on every gallon of regular grade gas at the Stewart's Shop on the corner of Grooms Rd. and Vischer Ferry Rd. This will be a day you won't forget and a wonderful project to get involved with. Every volunteer gets a free t-shirt to wear that day. Volunteers will need to arrive at Stewart's by 7:00am. This project is limited to adults only because of safety concerns. Sign up on the Connection Card. Feel free to call the church office with questions at 371-2811.<sup>7</sup>

### Turf Trailer Park Block Party

Tuesday, June 10 from 5:30pm to 7pm we will be assisting Cheryl's Lodge in Turf Trailer Park in throwing a party for their after school program participants. The cookout is to honor the

---

<sup>7</sup> Steve Sjogren, *101 Ways to Reach Your Community*, (Colorado Springs, CO: NavPress, 2001) 29.

children's hard work and is open to all of the residents of the park. We will be serving hot dogs, popcorn, and cotton candy and providing a bounce house. If you would like to help out let us know on your Connection Card.

### Restroom Cleaning

On Saturday, June 28 from 3-5pm we will be cleaning restrooms for free. This may just be the most outrageous way we have ever attempted to show God's love to our community. We will be "washing people's feet" in a modern way, by cleaning the public restrooms of area businesses. If you are ready for hard-core serving that will forever change you, sign up on your Connection Card. We will meet at the church office.<sup>8</sup>

### Ronald McDonald House Dinner

Would you like to cook a meal for a family going through a rough time? We will be preparing dinner for families staying at the Ronald McDonald House on Friday, June 18. Families with children staying in local hospitals stay at the Ronald McDonald House free of charge. Participants will need to contribute to the meal being prepared and arrive at the Ronald McDonald house prior to dinner to prepare the meal. We will meet briefly after service on Sunday, June 13 to finalize the details. A set of guidelines is available on the information table. Please contact [lindsey@yahoo.com](mailto:lindsey@yahoo.com) for more information or sign-up using the Connection Card.<sup>9</sup>

### Teen Serving Opportunity

On Saturday, June 12th, from 3pm to 6:45pm, Add1 will be serving our community by preparing bags for runners participating in the Run for Help – A 5K Race/Walk Against Domestic Violence and For Healthy Family Relationships on June 13th. Drop-off and Pick-up will be at the Clifton Park Senior Center. Handouts for this serving opportunity will be located on the information table in the lobby or you can visit our website at <http://add1youth.weebly.com>. Please contact [Darcie@northstarchurch.com](mailto:Darcie@northstarchurch.com) with questions or to RSVP for this event.

### Teens Serving @ City Mission

Add1 leaders and students will be volunteering at the Schenectady City Mission on June 30. We will meet at the Senior Center in Clifton Commons at 9:15am, and arrive back at 12:30. The work will vary from outdoor projects to sorting food and clothing. Be sure to wear comfortable clothes! If you plan on participating, email [charity@liberty.edu](mailto:charity@liberty.edu). Hope to see you there!<sup>10</sup>

### Party All Night Long!

---

<sup>8</sup> Sjogren, *101 Ways to Reach Your Community*, 68.

<sup>9</sup> For more information about this organization visit: <http://www.rmhcotalbany.org/lend-a-hand/>

<sup>10</sup> For more information about this organization visit: <http://citymission.com/volunteer>

When was the last time you stayed up having a good time until the wee hours of the morning?? Join your NorthStar friends in helping CAPTAIN throw an After Prom party for Shenendehowa's Junior Prom. Every year CAPTAIN holds parties after the Senior Ball and Junior Prom to provide safe and healthy activities for area youth on these special occasions. This year's event will be held at Spare Time Bowling in Clifton Park on June 4. Volunteers are needed from 11pm through 3am to help set up, serve food, run games, give out prizes, and more. Don't worry if you aren't a night owl, volunteering for any part of the night is greatly appreciated. CAPTAIN is also requesting homemade baked goods to be served. Sign up on your Connection Card. Please contact Lindsey at [nshelpinghands@yahoo.com](mailto:nshelpinghands@yahoo.com) with any questions and for more information.

## JULY

### Skate Park Grand Opening Concessions

We have the opportunity to show God's love at the Grand Opening of Clifton Park's Action Skate Park on July 29. Volunteers are needed to serve refreshments on this exciting day! If you would like to volunteer, please let us know on your Connection Card.

### Mother's Care Station

On July 4 we provide a place for moms to change diapers and nurse their infants at our town's festival on the Commons. We also give away free juicy juice to all of the children who come by. If you want to be a part of one of the best community service projects we do as well as get to know some more people, sign up at the info table for a 2 hour shift. You'll love it!

### Town Hall Cookout

We will be preparing a summer BBQ for all town hall employees on Wednesday, August 1 at noon. We want to show our town how thankful we are for it and how glad we are to be a part of the community. We need volunteers to help with food prep, serving, and grilling. If you can help in any of those capacities, let us know on your Connection Card. Volunteers will need to arrive at town hall by 11:15am.<sup>11</sup>

### Paint the School

On Saturday, July 15 @ 9am we will be painting many outdoor things at Shen campus including ticket booths, football uprights, and playground equipment. If you have ever painted anything before join us. We need every available hand to serve our school. It will be a great day to give back to our community and our children. Sign up using the Connection Card.

---

<sup>11</sup> See Appendix E for a supply list.

### Family Performing Arts Concessions

For five Wednesday nights in the summer, Clifton Park offers free, family oriented performing arts concerts. We will be holding free concessions at each one to be a good neighbor and to show God's love in a practical way. If you would like to give out free popcorn, snow cones or cotton candy sign up at the information table for one or several of the Wednesday nights. It is also a great way to meet people at church. If you loved the Mother's Care Station you will love this opportunity!

### CAPTAIN Pavilion Build

On July 19 we will be building a Pavilion for Captain's Youth Home. If you are able to help please sign up at the Information Table.

### SHEN Cookout for School Employees

Friday, July 13, we will be preparing a summer BBQ lunch for all Shen School 12 month employees (200 people). This is just another way we can give back to our community and show God's love practically. We need volunteers to help with food prep, serving, and grilling. If you can help in any capacity, including serving, let us know on your Connection Card. Volunteers will need to arrive by 11:00am.<sup>12</sup>

### Operation Clean Sweep (Youth Community Service)

Join us on Tuesday, July 17th as we beautify the Turf Trailer Park basketball Court in "Operation Clean Sweep". This community service project gets our youth in on our mission of showing God's love to others. Meet at the church office 1741 Rt. 9 at 4pm.

### School Backpack Sponsor

We are partnering with the YMCA to help local children have a running start at school by providing them a backpack filled with the things they will need to start the year off right. If you would like to help a K-5th grade child, a supply list is located at the information table. It doesn't matter which grade you pick, just be sure to let us know that you took one on the Connection card. The bags are due back by Sunday, August 14.

## AUGUST

### Cookout for Town Camp Counselors

On Tuesday, August 1 we will be preparing a summer BBQ for 100 town camp counselors. This is just another way we can give back to our town and show God's love in a practical way. We

---

<sup>12</sup> See Appendix F for a supply list.

need volunteers to help with food prep, serving, and grilling. If you can help in any capacity, including serving, let us know on the Connection Card. Volunteers will need to arrive by 4:00pm.

### Turf Trailer Park Clean Up

On Saturday, August 16 from 9am-11am we will be cleaning the outside area of the outreach center in Turf Trailer Park. We will be pulling weeds, trimming, pruning bushes, painting parking lot lines, and picking up litter. We will meet at the church office at 8:45am and caravan over to the outreach center to show Love In Action. If you have tools that will help with the clean up please bring them. Sign up for this Summer of Love In Action project by using the Connection Card.

### Helping Food Pantries

Local food pantries are experiencing shortages due to an increase in food prices and the number of families needing assistance. The local pantries have indicated that there is a shortage of paper products and personal care items as well as non-perishable foods. If you can help please place items in the boxes in the lobby. Flyers are available on the information table listing items that are needed. If you have any questions please contact Lindsey at [lindsey@yahoo.com](mailto:lindsey@yahoo.com).

### Totally Free Car Wash!

Add1 students are helping to serve the community by washing dirty cars for FREE. Come hang out with us Sunday, August 23 from 1-3pm at Saratoga Sweets on Route 9. Please contact Matt at [matt@gmail.com](mailto:matt@gmail.com) with any questions. We look forward to seeing you there!

### Ronald McDonald House Dinner

Would you like to cook a meal for a family going through a rough time? We will be preparing dinner for families staying at the Ronald McDonald House on Sunday, August 1. Families with children staying in local hospitals stay at the Ronald McDonald House free of charge. Participants will need to contribute to the meal being prepared and arrive at the Ronald McDonald house prior to dinner to prepare the meal. A set of guidelines is available on the information table. Please contact [lindsey@yahoo.com](mailto:lindsey@yahoo.com) for more information or sign-up using the Connection Card.

### Shop with a Star

School is starting in just a few weeks, and with it comes the added pressure of purchasing not only a long list of school supplies, but also basic necessities such as new clothing and shoes for growing kids. For many families in our area, this is a financial burden that they are unable to carry on their own. On Saturday, August 28, we will be partnering with Kohl's Department Store and Cheryl's Lodge to sponsor a program called "Shop with a Star". In it, children from Turf Trailer Park will be teamed up with a member of NorthStar Church to go shopping at Kohl's with a \$100 gift card which we provide. If you would like to be a Star Shopper let us

know on your Connection Card. We need at least 30 shoppers. This is one of many ways we put our faith into action.

### Shen's Trail Expo Refreshments

On Tuesday, August 31 from 10am – noon, we will be providing refreshments for the Trails Expo in front of Skano/Tesago Elementary Schools. The Trails Expo will celebrate the completion of the new bike and walking trails on the Shen campus, which provide safe routes for walkers, joggers and bikers. If you would like to help serve refreshments at this event, let us know on your Connection Card. This is another way we can show God's love to our community!

### Pack for a Purpose

This summer, 14 people from NorthStar are going on a mission trip to Zambia, and we'd like to help them pack for a purpose! Our goal is to maximize use of their allotted baggage space so that they can bring needed supplies to the villages they will be visiting. Needed items are: Flip flops, pencils, colored pencils, crayons, pens, erasers, rulers, solar calculators, stuffed animals for young children, soccer balls, Legos, jump ropes, toothbrushes, toothpaste, bars of soap, Band-aids, exam gloves. Donations can be brought to the church lobby until Sunday, August 14. For more information on the Pack for a Purpose program check out [www.packforapurpose](http://www.packforapurpose), or e-mail Jody [jody@gmail.com](mailto:jody@gmail.com).

### Serve Dinner at City Mission

Join other NorthStar friends in serving dinner at the Schenectady City Mission on Monday, August 13, from 5:15-6:45pm. Your presence will have an enormous impact on those you serve. Please contact Lindsey for more info at [nshelpinghands@yahoo.com](mailto:nshelpinghands@yahoo.com). Sign up on your Connection Card.

### Turf Trailer Park Sports Camp

This summer we will be showing God's love to kids at Turf Trailer Park by offering a Basketball camp for kids in grades K-8 from 10-noon during the week of August 19-23. If you have skills in this area and would like to help please let us know on your Connection Card or email [signup@northstarchurch.com](mailto:signup@northstarchurch.com).

### Turf Trailer Park Basketball Court Repair

Handy? The basketball court at Turf Trailer Park is in need of repair and we would like to help! On Saturday, August 11 we will be painting new lines, filling cracks in the court and repairing the fence, hoops & nets. If you would like to help us show Gods' love in this way, please let us know on your Connection Card.

### CAPTAIN Deck Painting

On August 28 at 9:00am we will be painting the deck at Captain's Youth Home. If you are able to help us show God's love in this way please sign up at the Information Table.

### National Night Out

On Tuesday, August 6 from 6-8pm we have another opportunity to show God's love in our community by offering a Bounce House and refreshments during Clifton Park's "National Night Out against Crime" celebration. If you would like to help serve popcorn, cotton candy and snow cones on this family fun night, let us know on your Connection Card or email [signup@northstarchurch.com](mailto:signup@northstarchurch.com).<sup>13</sup>

## SEPTEMBER

### Spirit Park Clean Up

Our church sponsors a park on the corner of Moe Rd. and Clifton Park Center Rd. The park is in need some fall cleaning. Feel free to stop by at anytime and help make it shine by picking up debris and pulling weeds from the flowerbeds. This is a great way to let our community know we are glad to be a part of it and want to be a partner in taking care of it.

### Helping Food Pantries

Local food pantries are experiencing shortages due to an increase in food prices and the number of families needing assistance. The local pantries have indicated that there is a shortage of paper products and personal care items as well as non-perishable foods. If you can help please place items in the boxes in the lobby. Flyers are available on the information table listing items that are needed. If you have any questions please contact Lindsey at [lindsey@yahoo.com](mailto:lindsey@yahoo.com).

### Habitat for Humanity Women Build Day

Join fellow women in helping to build a house for Habitat for Humanity in Schenectady. This is an awesome opportunity to get to know other women at NorthStar and participate in building a house entirely by women. This is a one day event on September 18 from 8-3pm. Please contact Lindsey for more information at [lindsey@yahoo.com](mailto:lindsey@yahoo.com) or sign up on your Connection Card. Prior sign up is required as there is paperwork that needs to be submitted ahead of time. More information to follow.<sup>14</sup>

## OCTOBER

---

<sup>13</sup> For more information about this organization visit: <http://www.natw.org>

<sup>14</sup> For more information about this organization visit: <http://www.habitat.org>

### Town of Clifton Park Halloween Parade/Cookout

On October 31 we have another opportunity for us to show God's love in a practical way to our town. Clifton Park is having a costume parade on the Commons and we provide a cookout and a bounce house. If you would like to give back to our community from 3:30-5:30pm let us know on your Connection Card.

### CAPTAIN Thanksgiving Baskets

Please help us ensure all families have food this Thanksgiving. We will be collecting the non-perishable fixings for a Thanksgiving Dinner. Gift cards for local supermarkets are also being collected so families can buy a turkey. Our Planet NorthStar children will assemble the baskets and CAPTAIN will be distributing them. More information is available at the information table and a food box will be available for the donations. Please contact Lindsey at 226-0403.

### Work Trip to Gulfport

We will be heading to Gulfport to help Katrina Victims clean and rebuild their homes during the week of November 13-19. You don't have to have construction skills to go. If you are interested in going let us know on the Connection Card.

## NOVEMBER

### Thanksgiving Lunch for Town Hall

We will be preparing a Thanksgiving lunch for all town hall employees on Tuesday, November 20 @ noon. We want to show our town how thankful we are for it and how glad we are to be a part of the community. We need volunteers to prepare a turkey, dressing, side dishes, salad, and pies. If you can help in any capacity, including serving, let us know on your Connection Card.

### Shower a Custodian with Love

Stacy, who works on the Shen custodial team, is having a baby! We would love to thank her for all the hard work she does on Sundays by showering her with gifts for her new little bundle of joy. Stacy is registered at Wal-Mart and Target. The sex of the baby is a surprise! Please bring your gifts in on Sunday, November 7 and we will see that they are delivered to the mom-to-be! Please contact Heather with any questions at [heather@northstarchurch.com](mailto:heather@northstarchurch.com).

## DECEMBER

### Shen Administration Breakfast

We would like to show God's love to the people who work so hard to make our schools a great place for our kids by hosting a breakfast for the Shen Administration. If you can help with cooking or serving on December 5 please let us know on your Connection Card.

### Helping Military Families

This Christmas we want to help out military families whose spouse is away by providing childcare on Decemeber 3rd from 2pm-5pm at the senior center. This will allow the spouse at home the ability to go Christmas shopping for their children. If you would like to help support our troops this season by assisting with childcare on this day let us know on the Connection Card or call Liz 899-8582.

### Helping Children In Need

This year, Northstar Church is participating in Angel Tree a group that connects parents in prison with their children through the delivery of Christmas gifts. We are looking for 14 volunteers to purchase gifts (\$15 each) for seven children in Clifton Park and Ballston Lake. We are also looking for two delivery teams, of two, to deliver the presents just before Christmas. To volunteer, please sign up at the Information Table in the lobby or contact Kathy at [kathy@sage.edu](mailto:kathy@sage.edu). More information and a sheet detailing frequently asked questions can be found at the Information Table.

### Bring a Coat

Do you know how many coats are in your closet? Through the years most of us have collected a few, but this is not the case for many in our region. During the cold winter months there is a huge demand for coats at Schenectady City Mission, especially for adults. On Sunday, December 6, as part of a special service, we would like everyone to bring in gently used or new coats to give to someone in need. In addition, donations of hats, mittens and gloves are desperately needed!

### Christmas for an Orphan Boxes

A Toothbrush. Band-aids. Soap. A small doll or toy car – This is what the wish list looks like for many children around the world. This year you can send some joy to an orphan by packing one or more of the boxes found in the lobby with items like these. Simply fill the box with some of the suggested items and bring it back to church on or before December 24. The boxes are delivered to orphans in need year-round. Don't forget to include your children when you shop! It's a great way to open their eyes to the needs of others.<sup>15</sup>

---

<sup>15</sup> For more information about this project visit: <http://worldhelp.net/work/humanitarian-aid/cfao/>

## Hunger Boxes

There are many kids in our community who rely on school breakfasts and lunches to feed them during the week. But during the school vacations, they go hungry! This holiday season, would you help kids in Turf Trailer Park by packing one of the “Hunger Boxes” located in the lobby with food for them to eat during school break? Each box contains a list of recommended food items and should be returned to church by December 18. This is a practical way to show God’s love to kids in our community this Christmas!

### **Improving the Community Service Outreach Strategy**

This project has identified areas in which NorthStar Church can strengthen its community service outreach strategy. This chapter will discuss six specific changes and improvements to become more effective in the Northeast. The six improvements are as follows:

1. Brief Evangelism Training
2. An Identified Point Person for Each Group
3. Serving Projects Placed on the Master Yearly Calendar
4. Videos of Each Event
5. Unified Volunteer Enlistment
6. Designated Web page of Community Resources

The project leader believes that as NorthStar Church grows stronger in these areas, other churches in the Northeast will benefit. These six areas have been identified through interactions with church volunteers and staff.

## Six Areas for Improvement

### Brief Evangelism Training

The aim of this project has been to demonstrate a different type of evangelism, mainly that of community service. Evangelism certainly has many different facets. The most commonly thought of facet is that of “proclamation.” It has seemed for years the focus has solely been on proclamation of the gospel and memorizing techniques and tactics on how best to make a verbal presentation. The aim of this project is to demonstrate an equal need for the facet of “demonstration.” The gospel must be demonstrated before it can be proclaimed. One clearly sees this in the gospel story itself. An angel was not sent to tell of God’s love, God himself came and “demonstrated His love toward us” by dying on a cross.<sup>16</sup> The act of demonstration precedes proclamation.

Demonstration precedes proclamation, but it cannot end there. It must continue on toward a point of proclamation. Taking the approach that “my actions speak for themselves” or “I just live it” is arrogantly implying that one’s actions are so holy that the only logical response is that the observer accepts Christ based on what they have seen. There must exist a “showing” and a “telling” aspect of evangelism.

NorthStar Church has found that “showing” through community service has opened many doors for “telling.” Individuals who are on the receiving end usually want to know “why” the church is doing this act of service. That moment is the prime opportunity for the “telling” of the gospel. Preparing volunteers for what to say and how to respond in that moment is a key area for improvement.

---

<sup>16</sup> Romans 5:8

Volunteers should be aware and looking for these windows of opportunities when a person's soul may be opened to hear the truth that they are experiencing right before them. Volunteers should also be ready to give a short answer that responds to the why question. If the "asker" appears open or curious the volunteer can share more. It is advised that if more is shared the volunteer starts with their story of how Christ changed their life and the difference He made in their life. The volunteer should not get discouraged if the conversation doesn't go further than their initial response to the inquiry because Paul stated that we all have a job in evangelism of planting, watering, and harvesting.<sup>17</sup> The famous Evangelist Billy Graham stated, "It takes twenty people to lead someone to Christ. The first person thinks she had nothing to do with it. The last person thinks it was all him."<sup>18</sup>

A key in implementing this improvement will be for all serving volunteers to have thought through their conversion story. The story should include what their life was like "before Christ" and what their life is now like "after Christ" has been accepted as their Savior. The story should discuss "how" the volunteer accepted Christ and include an invitation for the hearer to accept Christ as well. The volunteer would be encouraged to have a short version of their story that is 30 seconds long and if the "hearer" seems receptive they could then elaborate.

The steps for implementing this first improvement will involve first ensuring that every community service volunteer has a well thought out 30 second version of their story to share. The second step would be at the serving event the leader reminds and encourages all volunteers to look for opportunities to "tell" the gospel. The leader will remind them that a key opportunity will be when someone asks, "Why are you doing this?" The next step will be for the volunteer to give a short response such as, "We believe Jesus loves you and we want to show you that love

---

<sup>17</sup> 1 Corinthians 3:6-9

<sup>18</sup> Ben Arment. *Church in the Making* (Nashville: B&H Publishing Group, 2010) 48.

today!” If the “hearer” seems receptive the wise volunteer should ask permission to share their 30 second story.

Sharing one’s story is an effective means of communicating the gospel. It is hard for a hearer to argue with an individual’s experience. One can easily argue about facts, figures, and dates, but personal experiences are more difficult to resolve. The sharing of a personal story is in line with famous evangelists of the New Testament such as the Samaritan woman at the well in John 4 and the blind man in John 9. The Samaritan woman invited the entire town to come and meet a man who changed her life and their response was:

Many of the Samaritans from that town believed in him because of the woman’s testimony, “He told me everything I ever did.” So when the Samaritans came to him, they urged him to stay with them, and he stayed two days. And because of his words many more became believers. They said to the woman, “We no longer believe just because of what you said; now we have heard for ourselves, and we know that this man really is the Savior of the world.”<sup>19</sup>

The blind man in John 9 shared his story by stating: “Whether he is a sinner or not, I don’t know. One thing I do know. I was blind but now I see!”<sup>20</sup> Both individuals shared their stories with those who were seeking. There was no memorized formula or even a single scripture used in their “presentation,” it was just a heartfelt story because they “first landed on the belief that the God they know is worth knowing! They have cultivated a heart posture that says, ‘Well, of course everyone I know would want this type of relationship with God! I’m absolutely sure you’d all love what I’m experiencing here.’”<sup>21</sup> This is the belief that is carried into the community service projects and the belief held when sharing their personal story.

---

<sup>19</sup> John 4:39-42

<sup>20</sup> John 9:25

<sup>21</sup> Bill Hybels. *Just Walk Across the Room* (Grand Rapids, MI: Zondervan, 2006) 27.

### **An Identified Point Person for Each Group**

NorthStar Church has identified three main focus areas for their church to be involved with on a “corporate” level. The groups the church primarily works with are the local school district, the town government, and a social services non-profit. Currently there is not a primary point of contact person from the church who works exclusively with each organization. The recommendation is that the church identifies one person to spearhead all involvement with each particular group. This will require three high-capacity volunteers who understand the vision and the mission of the church as well as their particular organization to know how and when the church can best serve each group. This point person would potentially sit on the board of the organization and have regular involvement with key staff as “keeping visible” is a key component of building community partnerships. The point person would be a bridge between the church and the other organization. This person, because of their involvement with both groups, would be able to quickly identify ways the church can help that might not be immediately obvious to the school, town, or social service group.

The point person would also be the sole source of communication from the church to that particular group. This would eliminate much of the confusion coming from multiple people and multiple small groups contacting each organization looking for service opportunities. The point person would have already identified key objectives and opportunities within their particular community organization which only strengthens and deepens the relationship with the church because they are seen as meeting a legitimate need with a lasting impact.

The point person provides a needed voice within each organization to exercise the influence the church is gaining on ways to positively shape the local community. The point person also provides a needed voice within the church to keep their particular group in front of

the church and on the church calendar. This person becomes a champion within the church on this key group. Without this person, the squeakiest wheel or group could get more attention and the church would default to urgency instead of strategy.

### **Serving Projects Placed on the Master Yearly Calendar**

The church needs to incorporate the community service plan for the year on the master calendar. The preaching calendar is placed on the master calendar along with Communion, baptism, and other items like the church picnic, so how much more should the serving projects for the year also be placed. Certain recurring or annual service projects are already placed on the master calendar, but the entire strategy should be listed.

The clearly calendared projects will allow all leaders to see what the main objectives are for each month and quarter. The incorporation of these events will aid in preventing the scheduling of overlapping events that would compete for volunteers. The desire is that the mission comes first and nothing would distract from that.

The calendar would enable the business office to also coordinate when more financial resources would be needed for each project and allocate accordingly. This plan would also allow the leadership to see how much needs to be budgeted for the coming year and to know how much would need to be raised during the annual Christmas offering.

### **Videos of Each Event**

The third area of improvement is the capturing of each community service event on video. The video would need to showcase what the event is, who it was helping, and how the

volunteers were participating. The videos would be used to help enlist volunteers for recurring community service projects. The videos would help because it would clearly allow potential volunteers to see what they would be doing and how it would help. The Northeast Pastor's survey showed that 30% of all churches struggled with gaining enough volunteers to conduct community service projects. The potential reasons for poor volunteer engagement have already been explored; this option will be another tool to use in reaching out.<sup>22</sup>

Another benefit of these videos is that they can be posted on a church's website for others to see how the church is providing a positive, tangible benefit for the community. As a secondary benefit the church members have a healthy sense of pride in their church and its involvement in the community.

A third benefit is that the videos can compose a highlights reel of how God used the church over the past year and cast vision for the upcoming one. This same highlights video could be used during a Christmas Offering to help fund future community service projects.

Currently NorthStar Church does not capture video footage of their projects and needs to immediately begin implementing this crucial vision-casting tool.

### **Unified Volunteer Enlistment**

NorthStar could improve their community outreach strategy by streamlining their volunteer enlistment process. Currently, multiple email addresses are used with multiple points of contact to get signed-up or to volunteer for a community service project. When NorthStar implements the point person strategy for each focus group, it will help simplify the points of contact. The simplification can go further to become even simpler. The recommendation of this

---

<sup>22</sup> See chapter 5 for a plan on improving volunteer engagement.

project is to create one email address for all sign-ups that would forward to a secretary, personal assistant, or community pastor who then could ensure the correct person received the email. The email recommendation is to use [signup@northstarchurch.com](mailto:signup@northstarchurch.com) for all events and activities that require someone to confirm their attendance.

Volunteers will often need to check a calendar, discuss participation with a spouse, or request time off from work before they can commit to being involved. After a volunteer has confirmed their availability, the likelihood of them remembering the point person or contact email decreases as the size of the church increases. If all a potential volunteer has to remember is [signup@northstarchurch.com](mailto:signup@northstarchurch.com) their involvement will not hinge on remembering a particular contact name or email.

The project also recommends adding another email address of [signups@northstarchurch.com](mailto:signups@northstarchurch.com) in case a volunteer is confused as to whether the address was singular or plural. This will ensure that even if the “wrong” address or the non-published address is chosen it will still get to the intended recipient.

### **Designated Web page of Community Resources**

As volunteers get more involved in community service and deeper relationships are formed with community members, needs are identified and surfaced, some of which the church is prepared to help with and some of which it is not. Often times, a volunteer will uncover needs for rent or security deposits, energy assistance, foreclosure, home repair, emergency lodging, prescription help, food pantries, legal questions and they are unsure of where to turn or how to help. A recommended improvement to the community service strategy for NorthStar Church is to create a community resource web page as a first step for volunteers to turn to.

This community resource website page would be a first step in seeking to help. The volunteer can quickly find local aid to help. The website page would be a clearinghouse list of available help within the surrounding three counties. If a volunteer had exhausted all county and state resources they could then turn to the church, allowing for a more holistic source of help with each group partnering to help with available resources.

The site will be modeled after the community resource guide provided by the Tri-County United Way. The resource compiles contact information for such things as area food pantries, energy assistance programs, rental assistance agencies, emergency lodging, tax assistance, senior services, and numerous other assistance resources.<sup>23</sup>

---

<sup>23</sup> For more information about this organization and to view their community resource guide visit: <http://tcuwny.org/advocate/>

## Summary

The entire future and eternal destiny of the residents of the Northeast hangs in the balance. For years the Church in this region of the United States has been losing ground. No longer is the Northeast considered the center of religious fervor it once was when many of our nation's most prestigious universities such as Harvard, Princeton, and Yale were being founded as centers of religious training.<sup>24</sup> Instead it has been classified as "post-Christian" and the "least Bible-minded" by the Barna Group.<sup>25</sup> The Northeast is in desperate need to experience again the type of great revivals and awakenings it once had through such men as Jonathan Edwards, George Whitefield, and Charles Finney.

The Northeast will not change by more of the same. The problem is not that people in this region do not have access to the gospel, but that the people have not seen the gospel lived out in a compelling way. It is not an accessibility problem, but a credibility problem when it comes to the gospel in the Northeast. The vast majority of the people living in this part of the United States have access to the gospel through a church in their community, so if they truly wanted to find out about Jesus they could, but they have no compelling desire to do so.

This problem can be illustrated in an encounter the author had with a member of his community. The author and a community member were meeting for the first time and exchanging pleasantries. The community member asked the author what he did for a living, to which the author stated that he was a pastor. The community member's 9 year old son was also present and looked at his father and asked, "Dad, what is a pastor?" The father without hesitation responded, "It is someone who teaches people about the Bible." The exchange is

---

<sup>24</sup> Cairns, *Christianity Through the Centuries*, 365.

<sup>25</sup> Barna Group, <http://cities.barna.org/the-most-post-christian-cities-in-america/>, accessed 6/12/13.

shocking in that the community member clearly understood what the role of a pastor was, but saw no value in passing that information on to his son. To this community member, the Bible and those associated with it were not relevant for his life or his family's life in the Northeast. This encounter is frequent in a post-Christian environment. The challenge is for churches not just to be relevant on Sunday mornings in their building, but to be relevant the other 6 days of the week outside their buildings gaining credibility with those who are not yet Christ-followers.

The solution to the post-Christian state of the Northeast is presented as more church planting.<sup>26</sup> As has been demonstrated in this project the problem is not accessibility of the gospel, but the credibility of the gospel so starting more churches in general will not create an evangelistic "tipping point," especially if those churches do not become outward focused. The solution is not to start more churches in general, but to start more churches of a different type which refuse to make their existence exclusively about the Sunday gathering. These churches must be "come and see" and "go and do" in their approach. The region needs more churches that will not just talk about God's love for them, but will show it in proof positive, tangible ways. The region is in need of seeing the gospel first, before it is heard. The region needs demonstration with proclamation. As churches put the focus first on demonstrating the credibility of the gospel through their members' lives, things will slowly begin to change. As churches begin clearing the fields, removing the stones, and plowing the fields for the soil to be more receptive to the seeds of the gospel, a greater harvest will be experienced.<sup>27</sup>

Church leaders need to exchange their sickles for plows. The sincere church leaders of the region are waiting for a harvest and eagerly praying for God to use them in that harvest. They are ready and waiting with sickle in hand. The problem is that very little harvesting is

---

<sup>26</sup> NAMB, <http://www.namb.net/nambblog1.aspx?blogid=8589939695&id=8590124376>, accessed 7/29/13.

<sup>27</sup> Matthew 13:1-23

happening because little has been plowed and prepared to help the seed take root. The soil is rocky, weedy, and thorny.<sup>28</sup> The issue is not the people or a lack of resources, the problem is soil that has not been properly prepared. In some areas, the ground has not been plowed since George Whitfield or Jonathan Edwards came through. The ground does not get plowed by standing in the barn and throwing the gospel seed on the barn floor. The seeds must also be planted outside the church walls. The field must be prepared before any seeds are planted. The church leaders in the Northeast must move outside the “barns” and get out into the community and lead their people to do the same thing.

What good is preparing sermons and writing membership materials if there is no one to hear the sermons or no one to join the church? In this urgent season, the best use of time is in plowing. There exists a rhythm for plowing and harvesting. A wise church leader will pay close attention to which cycle they are in. A time exists for each tool, but the time for the sickle is much shorter than often thought.

Church leaders have mistakenly assumed that Jesus’ words in John 4:35 concerning “the fields being ripe unto harvest” to be referring to the evangelistic temperature of the entire world. If that is the case why aren’t more people in the Northeast coming to Christ? Instead of referring to the evangelistic temperature, Jesus is referring to the nearness of the end of the age when one cannot work any longer.<sup>29</sup> When church leaders in the Northeast misapply Jesus’ words they mistakenly pick up the sickle instead of the plow.

The difference between the Southeast and the Northeast in regards to evangelistic temperature can partly be attributed to soil preparation. That is why the author’s friend who leads a church planting network in the Southeast can state that a new church launch with 150

---

<sup>28</sup> Matthew 13:1-23

<sup>29</sup> Arment, *Church in the Making*, 35.

people in the Southeast is a church that did not spend adequate time in prayer. A church in the Northeast, with that many people on their first Sunday would be front page news. How can the same number of attendees in one part of the country be viewed as a symptom of carnality, while the same number in a different part of the country is seen as the work of God? The answer lies in soil preparation. The soil in the Southeast is not nearly as overgrown as the fields of the Northeast, so when the seeds are scattered more take root. This reasoning seems to be backed up by the findings of the Barna Group in their “Least and Most Bible-Minded Cities” report which showed the top 25 most Bible-minded cities being in the Southeast and the top 6 least Bible-minded cities being in the Northeast.<sup>30</sup>

If all of the churches in the Northeast began to focus on cultivating the soil of their community and working for the good of the city as God spoke to Jeremiah, the tide would begin to turn in the Northeast.<sup>31</sup> The hope of this project is that it causes church leaders to ask what could be and what should be if one begins to serve the community God has called them to. As H. Richard Niebuhr said, “The Great Christian revolutions come not by the discovery of something that was not known before. They happen when somebody takes radically something that was always there.”<sup>32</sup>

Times will arise when churches feel taken advantage of by the community as they serve them and in that moment the church will understand that the true test of a servant is when someone is treated like a servant. The church will understand the Savior in deeper ways and will be forced to reexamine their own motives for serving.

---

<sup>30</sup> Barna Group, <http://cities.barna.org/americas-most-and-least-bible-minded-cities/>, accessed 6/12/13.

<sup>31</sup> Jeremiah 29:5-7

<sup>32</sup> Philip Yancey. *What's So Amazing About Grace?* (Grand Rapids, MI: Zondervan, 1997) 13.

The role of the church leader is to keep pushing the church outward. The natural tendency of any group over time is to begin focusing inward. This natural group dynamic can be represented by forming a circle. If the church leader asked his church to stand up, hold hands, and form a circle, which way would the circle be facing? The circle would be facing inward. The church leader's job is to change the focus from an inward focus to an outward focus.

NorthStar Church recognized this natural group tendency of an inward focus and desired to make a reminder to themselves and to future generations about how their church should be oriented. To embody this statement to themselves and the community, they placed a cross in the center of the land and formed a giant circle around the cross when the church was dedicating their 27 acres of land. The circle was facing outward and the pastor reminded the church that in every direction they are facing there are people who need Jesus and need to see Jesus through their lives. The church then prayed for their community and asked God to help them reach their community for Jesus. That moment was captured by an aerial photographer and every family has a picture of that moment, and a large format picture hangs in the church office to remind everyone of the mission God has called them to.

The Northeast does not need more church services, it is in desperate need of churches in service of their communities. The laws of sowing and reaping state that when one sows they reap: what is sown, later than when they sowed, and more than what was sown. Churches must examine what they are sowing in the community. Are they sowing isolation or outreach? Whatever is being sown will be reaped. Churches must also realize that the harvest occurs much later than the sowing. In fact, the Apostle Paul states this exactly to the Galatians, "Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give

up.”<sup>33</sup> Churches would do well to take the long view and remain faithful to do their part in the evangelism process. Churches will be encouraged to remember that the final law of the harvest states that more will be reaped than what is sown. A harvest will come at some point if the church does not give up. Ecclesiastes 11:6 from the Living Bible states, “Keep on sowing your seed, for you never know which will grow—perhaps it all will!”

The aim of this project is that churches would have not only relevant worship gatherings, but that they would also be relevant in tangible ways following the example of John Wesley who said, “Do all the good you can, by all the means you can, in all the ways you can, in all the places you can, at all the times you can, to all the people you can, as long as ever you can.”<sup>34</sup>

---

<sup>33</sup> Galatians 6:9

<sup>34</sup> Craig Groeschel. *It* (Grand Rapids, MI: Zondervan, 2008) 150.

## Bibliography

- Abanes, Richard. *Rick Warren and the Purpose that Drives Him*. Eugene, OR: Harvest House Publishers, 2005.
- Aldrich, Joseph C. *Gentle Persuasion: Creative Ways to Introduce your Friends to Christ*. Portland: Multnomah Publishers, 1988.
- Arment, Ben. *Church in the Making*. Nashville: B&H Publishing Group, 2010.
- Baptist Faith and Message, “Baptist Faith and Message 2000.” Southern Baptist Convention Website. <http://www.sbc.net/bfm/bfm2000.asp> (accessed 6/12/13).
- Barna, George. *Grow Your Church from the Outside In*. Ventura: Regal Books, 2002.
- Barna Group, “The Most Post Christian Cities In America.” Barna Group Website. <http://cities.barna.org/the-most-post-christian-cities-in-america/> (accessed 6/12/13).
- Barna Group, “Americas Most and Least Bible Minded Cities.” <http://cities.barna.org/americas-most-and-least-bible-minded-cities/> (accessed 6/12/13).
- Beacon Credit Union, “About Us.” Beacon Credit Union Website. <https://www.mybcu.org/index.php/join-beacon-about-us-credit-union-lynchburg-virginia.html> (accessed 6/12/13).
- Belcher, Jim. *Deep Church: A Third Way Beyond Emerging and Traditional*. Downers Grove: InterVarsity Press, 2009.
- Blomberg, Craig L. *Matthew*. NAC. Nashville: Broadman Press, 1992.
- Borders, Merwyn. *The Circle Comes Full: New England Southern Baptists, 1958-1998*. Franklin: Providence House Publishers, 1998.
- Bowman, Ray and Eddy Hall. *When Not to Build: An Architect's Unconventional Wisdom for the Growing Church*. Grand Rapids: Baker Books, 1992, 2000.
- Brock, Charles. *Indigenous Church Planting: A Practical Journey*. Neosho: Church Growth International, 1994.
- Cairns, Earle E. *Christianity Through the Centuries*. Grand Rapids: Zondervan, 1996.
- Cannon, Mae Elise. *Social Justice Handbook: Small Steps for a Better World*. Downers Grove, IL: InterVarsity Press, 2009.
- Carson, D. A. *Jesus' Sermon on the Mount*. Grand Rapids: Baker Books, 1987.

- Claiborne, Shane. *The Irresistible Revolution: Living as an Extraordinary Radical*. Grand Rapids: Zondervan, 2006.
- Cogburn, Keith. *Like the Book of Acts: The Baptist Convention of New York Story*. Franklin: Providence House Publishers, 1996.
- Collins, Jim. *Good to Great: Why Some Companies Make the Leap . . . and Others Don't*. San Francisco: Collins Publishers, 2001.
- Corbett, Steve and Brian Fikkert. *When Helping Hurts: How to Alleviate Poverty Without Hurting the Poor and Yourself*. Chicago: Moody Publishers, 2009.
- Cordeiro, Wayne. *Doing Church As A Team*. Ventura: Regal Books, 2001.
- Covey, Stephen M. R. *The Speed of Trust: The One Thing that Changes Everything*. New York: Free Press, 2006.
- Easum, Bill and Bil Cornelius. *Go Big: Lead Your Church to Explosive Growth*. Nashville: Abingdon Press, 2006.
- Easum, Bill and Bill Tenny-Brittian. *Effective Staffing for Vital Churches*. Grand Rapids: Baker Publishing, 2012.
- Easum, Bill and Dave Travis. *Beyond the Box: Innovative Churches that Work*. Loveland: Group Publishing, 2003.
- Easum, Bill and Pete Theodore. *The Nomadic Church: Growing Your Congregation Without Owning the Building*. Nashville, Abingdon Press, 2005.
- Elisha, Omri. 2008. "Moral Ambitions of Grace: The Paradox of Compassion and Accountability in Evangelical Activism." *Cultural Anthropology*, Volume 23, Issue 1, 2008: 154–189. <http://www.proquest.com/> (accessed January 10, 2012).
- Everist, Norma Cook. 2011. "The Church's Vocation in Society through the Ministry of the Laity in the Languages of Their Daily Lives." *Dialog: A Journal of Theology* Volume 50, Number 2, (June) Summer 2011: 154-161. <http://www.proquest.com/> (accessed January 10, 2012).
- Falwell, Jonathan. *Innovate Church: Innovative Leadership for the Next Generation Church*. Nashville: B&H Publishing Group, 2008.
- Frazer, Randy. *The Connecting Church: Beyond Small Groups to Authentic Community*. Grand Rapids: Zondervan, 2001.
- Garland, D., T. Wolfer, and D. Myers. 2008. "How 35 Congregations Launched and

- Sustained Community Ministries.” *Social Work and Christianity* 35, no. 3, (October 1): 229-257. <http://www.proquest.com/> (accessed January 10, 2012).
- Gladen, Steve. *Small Groups with Purpose: How to Create Healthy Communities*. Grand Rapids: Baker Publishing, 2011.
- Godin, Seth. *The Dip: A Little Book that Teaches You When to Quit (and When to Stick)*. New York: Penguin Group, 2007.
- Groeschel, Craig. *It: How Churches and Leaders Can Get It and Keep It*. Grand Rapids: Zondervan, 2008.
- Harris, Kathleen. Interview with Roscoe Lilly. Phone Interview. Saratoga, August 30, 2012.
- Hawkins, Greg L. and Cally Parkinson. *Move: What 1,000 Churches Reveal About Spiritual Growth*. Grand Rapids: Zondervan, 2011.
- Henderson, Jim and Matt Casper. *Jim and Casper Go to Church*. Carol Stream: Tyndale House Publishers, 2007.
- Herrington, Jim and Mike Bonem and James H. Furr. *Leading Congregational Change: A Practical Guide for the Transformational Journey*. San Francisco: Jossey-Bass, 2000.
- Hornsby, Billy. *The Attractional Church: Growth Through a Refreshing, Relational and Relevant Church*. Nashville: Faith Words, 2008.
- Hunter III, George G. *The Apostolic Congregation: Church Growth Reconceived for a New Generation*. Nashville: Abington Press, 2009.
- Hybels, Bill. *The Volunteer Revolution: Unleashing the Power of Everybody*. Grand Rapids: Zondervan, 2004.
- \_\_\_\_\_. *Ax-i-om: Powerful Leadership Proverbs*. Grand Rapids: Zondervan, 2008.
- \_\_\_\_\_. *Just Walk Across the Room: Simple Steps Pointing People to Faith*. Grand Rapids: Zondervan, 2006.
- Kinnaman, David. *You Lost Me: Why Young Christians are Leaving Church and Rethinking Faith*. Grand Rapids: Baker Publishing Group, 2011.
- Kinnaman, David and Gabe Lyons. *Unchristian: What a New Generation Really Thinks About Christianity*. Grand Rapids: Baker Publishing Group, 2007.

- Lawrence, Rick. *Shrewd*. Colorado Spring: David C. Cook, 2012.
- Lewis, Robert. *The Church of Irresistible Influence*. Grand Rapids: Zondervan, 2001.
- Lewis, Robert and Wayne Cordeiro with Warren Bird. *Culture Shift: Transforming Your Church from the Inside Out*. San Francisco: Jossey-Bass, 2005.
- Lyons, Gabe. *The Next Christians: How a New Generation is Restoring the Faith*. New York: Doubleday, 2010.
- Mallory, Sue. *The Equipping Church*. Grand Rapids: Zondervan, 2001.
- Malphurs, Aubrey and Steve Stroope. *Money Matters in Church: A Practical Guide for Leaders*. Grand Rapids: Baker Publishing Group, 2007.
- Mannoia, Kevin W. and Larry Walkemeyer. *15 Characteristics of Effective Pastors: How to Strengthen Your Inner Core and Ministry Impact*. Ventura: Regal Books, 2007.
- Marshall, I. Howard. *Acts*. TNTC. Downers Grove, IL: InterVaristy Press, 1980.
- Maxwell, John. *Leadership Gold: Lessons I've Learned from a Lifetime of Leading*. Nashville: Thomas Nelson Publishers, 2008.
- \_\_\_\_\_. *Winning with People: Discover the People Principles that Work for You Every Time*. Nashville: Thomas Nelson, 2004.
- McGavran, Donald Anderson. *The Bridges of God: A Study in the Strategy of Missions*. Eugene: Wipf and Stock Publishers, 2005.
- McIntosh, Gary. *Staff Your Church for Growth: Building Team Ministry in the 21<sup>st</sup> Century*. Grand Rapids: Baker Books, 2000.
- McIntosh, Gary. *One Size Doesn't Fit All: Bringing Out the Best in Any Size Church*. Grand Rapids: Fleming H. Revell, 1999.
- \_\_\_\_\_. *Finding Them, Keeping Them: Effective Strategies for Evangelism and Assimilation in the Local Church*. Nashville: B&H Publishing Group, 1992.
- \_\_\_\_\_. *Biblical Church Growth: How You Can Work with God to Build a Faithful Church*. Grand Rapids: Baker Publishing Group, 2003.
- \_\_\_\_\_. *Taking Your Church to the Next Level: What got you here won't get you there*. Grand Rapids: Baker Publishing Group, 2009.
- McLaren, Brian D. *More Ready than You Realize: Evangelism as Dance in the Postmodern Mix*. Grand Rapids: Zondervan, 2002.

- McManus, Erwin Raphael. *An Unstoppable Force: Daring to Become the Church that God had in mind*. Loveland: Group Publishing, 2001.
- Miller, Steve. 2002. "Powered by Kindness." *Group*, (November 1): 52.  
<http://www.proquest.com/> (accessed January 10, 2012).
- Mittelberg, Mark and Bill Hybels. *Building A Contagious Church: Revolutionizing the Way We View and Do Evangelism*. Grand Rapids: Zondervan, 2000.
- Murrow, David. *Why Men Hate Going to Church*. Nashville: Thomas Nelson, Inc., 2001.
- Nees, Thomas G. *Compassion Evangelism: Meeting Human Needs*. Kansas City: Beacon Hill Press of Kansas City, 1996.
- Nouwen, Henri J. M. *Reaching Out: The Three Movements of the Spiritual Life*. New York: Doubleday, 1975.
- Nouwen, Henri J. M. and Donald P. McNeill and Douglas A. Morrison. *Compassion: A Reflection on the Christian Life*. New York: Doubleday, 1966.
- Patterson, Kerry and Joseph Grenny and David Maxfield and Ron McMillan and Al Switzler. *Change Anything: The New Science of Personal Success*. New York: Business Plus, 2011.
- Pohl, Christine D. *Making Room: Recovering Hospitality as a Christian Tradition*. Grand Rapids: William B. Eerdmans Publishing, 1999.
- Rainer, Thom and Eric Geiger. *Simple Church*. Nashville: Broadman and Holman, 2006.
- Rinehart, Stacy T. *Upside Down: The Paradox of Servant Leadership*. Colorado Springs: NavPress Publishing Group, 1998.
- Rusaw, Rick and Eric Swanson. *The Externally Focused Church*. Loveland: Group Publishing, 2004.
- Schwartz, Christian A. *Natural Church Development: A Guide to Eight Essential Qualities of Healthy Churches*. Carol Stream: ChurchSmart Resources, 1996.
- Searcy, Nelson and Kerrick Thomas. *Activate: An Entirely New Approach to Small Groups*. Ventura: Regal Books, 2008.
- Sider, Ronald J. *Good News and Good Works*. Grand Rapids: Baker Books, 1993.
- Sider, Ronald J. and Philip N. Olson and Heidi Rolland Unruh. *Churches That Make a Difference*. Grand Rapids: Baker Books, 2002.

- Sine, Tom. *The New Conspirators: Creating the Future One Mustard Seed at a Time*. Downers Grove: InterVarsity Press, 2008.
- Sjogren, Steve. *Conspiracy of Kindness: A Refreshing New Approach to Sharing the Love of Jesus with Others*. Ann Arbor: Servant Publications, 1993.
- \_\_\_\_\_. *Changing the World Through Kindness*. Ventura: Regal Books, 1996.
- \_\_\_\_\_. *101 Ways To Reach Your Community*. Ventura: Regal Books, 2001.
- Sjogren, Steve and Rob Lewin. *Community of Kindness: A Refreshing New Approach to Planting and Growing a Church*. Ventura: Regal Books, 2003.
- Sjogren, Steve and Dave Ping and Doug Pollock. *Irresistible Evangelism: Natural Ways to Open Others to Jesus*. Loveland: Group Publishing, 2004.
- Southerland, Dan. *Transitioning: Leading Your Church Through Change*. Grand Rapids: Zondervan, 1999.
- Stafford, Tim and Eric Pulliam. "Servant Evangelism: How Luis Palau, thousands of volunteers, and a gay mayor are trying to transform Portland." *Christianity Today*, November 2008.
- Stanley, Andy. *The Next Generation Leader: 5 Essentials for Those Who Will Shape the Future*. Portland: Multnomah, 2003.
- \_\_\_\_\_. *Deep & Wide*. Grand Rapids: Zondervan, 2012.
- \_\_\_\_\_. *The Best Question Ever: A Revolutionary Approach to Decision Making*. Sisters: Multnomah Publishers, 2004.
- \_\_\_\_\_. *The Principle of the Path: How to Get from Where You Are to Where You Want to Be*. Nashville: Thomas Nelson, Inc., 2008.
- \_\_\_\_\_. *Making Vision Stick*. Grand Rapids: Zondervan, 2007.
- \_\_\_\_\_. *Visioneering: God's Blueprint for Developing and Maintaining Personal Vision*. Sisters: Multnomah Publishers, 1999.
- Stearns, Richard. *The Hole in Our Gospel*. Nashville: Thomas Nelson Publishers, 2009.
- Stetzer, Ed. *Comeback Churches: How 300 Churches turned around and Yours can too*. Nashville: B&H Publishing Group, 2007.

Stevens, Tim and Tony Morgan. *Simply Strategic Growth: Attracting a Crowd to Your Church*. Loveland: Group Publishing, 2005.

\_\_\_\_\_. *Simply Strategic Stuff: Help for Leaders Drowning in the Details of Running a Church*. Loveland: Group Publishing, 2004.

\_\_\_\_\_. *Simply Strategic Volunteers: Empowering People for Ministry*. Loveland: Group Publishing, 2005.

Sweney, Chip. *A New Kind of Big*. Grand Rapids: Baker Books, 2011.

Swindoll, Charles. *Improving Your Serve*. Dallas: Word Publishing, 1981.

Towns, Elmer. *What's Right with the Church: A Manifesto to Hope*. Ventura: Regal Books, 2009.

Waltke, Bruce K. *Genesis*. Grand Rapids: Zondervan, 2001.

Warren, Rick. *The Purpose Driven Church: Growth Without Compromising Your Message and Mission*. Grand Rapids: Zondervan, 1995.

Williams, James D. "Experiencing Spiritual Growth Through Missional Involvement." *Journal of Religion, Spirituality & Aging*, 22, (2010): 70–86.  
<http://www.proquest.com/> (accessed January 10, 2012.)

Winseman, Albert L. *Growing an Engaged Church: How to Stop "Doing Church" and Start Being Church Again*. New York: Gallup Press, 2006.

Yancey, Philip. *Church: Why Bother?* Grand Rapids: Zondervan, 1998.

\_\_\_\_\_. *What's So Amazing About Grace?* Grand Rapids: Zondervan, 1997.

Yusko, Dennis. "Help Measured in Truckloads," *Times Union*, October 11, 2005.

## Appendix A

### Serving Focused Scriptures

It's criminal to ignore a neighbor in need, but **compassion for the poor--what a blessing!**  
-Proverbs 14:21 (Message)

Learn to do good. Work for justice. Help the down-and-out. Stand up for the homeless. Go to bat for the defenseless. -Isaiah 1:17 (Message)

If you are generous with the hungry and start giving yourselves to the down--and-out, Your lives will begin to glow in the darkness, your shadowed lives will be bathed in sunlight.  
-Isaiah 58:10 (Message)

This is what the Lord Almighty, the God of Israel, says to all those I carried into exile from Jerusalem to Babylon: "Build houses and settle down; plant gardens and eat what they produce. Marry and have sons and daughters; find wives for your sons and give your daughters in marriage, so that they too may have sons and daughters. Increase in number there; do not decrease. Also, see the peace and prosperity of the city to which I have carried you into exile. Pray to the Lord for it, because if it prospers, you too will prosper." -Jeremiah 29:4-7 (NIV)

But he's already made it plain how to live, what to do, what GOD is looking for in men and women. It's quite simple: Do what is fair and just to your neighbor, **be compassionate** and loyal in your love, And don't take yourself too seriously--take God seriously. -Micah 6:8 (Message)

Well, the message hasn't changed. GOD-of-the-Angel-Armies said then and says now: "Treat one another justly. Love your neighbors. Be compassionate with each other. -Zechariah 7:9 (Message)

In the same way, let your light shine before men, that they may **see your good deeds** and praise your Father in heaven. -Matthew 5:16 (NIV)

"When you do something for someone else, don't call attention to yourself. You've seen them in action, I'm sure—'playactors' I call them--treating prayer meeting and street corner alike as a stage, acting compassionate as long as someone is watching, playing to the crowds. They get applause, true, but that's all they get. -Matthew 6:2 (Message)

So in everything, **do to others** what you would have them do to you, for this sums up the Law and the Prophets. -Mathew 7:12 (NIV)

**Compassion** doesn't originate in our bleeding hearts or moral sweat, but in God's mercy.  
-Romans 9:16 (Message)

On the contrary: If your enemy is hungry, feed him; if he is thirsty, give him something to drink. In doing this you will heap burning coals on his head. Do not be overcome by evil, but **overcome evil with good.**  
-Romans 12:20-21 (NIV)

And God is able to make all grace abound to you so that in all things at all times, having all that you need, you will abound in **every good work.** -2 Corinthians 9:8 (NIV)

**Let us not become weary in doing good**, for at the proper time we will reap a harvest if we do not give up. Therefore, as we have opportunity, let us do good to all people. –Galatians 6:9-10 (NIV)

For we are God's handiwork, **created in Christ Jesus to do good works**, which God prepared in advance for us to do. –Ephesians 2:10 (NIV)

It was he who gave some to be apostles, some to be prophets, some to be evangelists, and some to be pastors and teachers, to prepare God's people for **works of service**, so that the body of Christ may be built up. –Ephesians 4:11-12 (NIV)

So that you may live a life worthy of the Lord and may please him in every way: bearing fruit in **every good work**, growing in the knowledge of God.  
–Colossians 1:10 (NIV)

But as for you, brethren, **do not grow weary of doing good**. –2 Thessalonians 3:13 (NASB)

In the same way, **good deeds are obvious**, and even those that are not cannot be hidden.  
–1 Timothy 5:25 (NIV)

Command them to do good, to be **rich in good deeds**, and to be generous and willing to share.  
–1 Timothy 6:18 (NIV)

All scripture is God-breathed and is useful for teaching, rebuking, correcting and training in righteousness, so that the man of God may be **thoroughly equipped for every good work**.  
–2 Timothy 3:16-17 (NIV)

Who gave himself for us to redeem us from all wickedness and to purify for himself a people that are his very own, **eager to do what is good**. –Titus 2:14 (NIV)

This is a trustworthy statement; and concerning these things I want you to speak confidently, so that those who have believed God may **be careful to engage in good deeds**. These things are good and profitable for men. –Titus 3:8 (NASB)

Our people must learn to apply themselves to **doing good deeds and helping others** who have urgent needs, so they won't be living idle, unproductive lives. –Titus 3:14 (Amplified)

And let us consider how we may **spur one another on toward love and good deeds**.  
–Hebrews 10:24 (NIV)

And **do not neglect doing good** and sharing, for with such sacrifices God is pleased.  
–Hebrews 13:16 (NASB)

What good is it, my brothers, if a man claims to have faith but **has no deeds**? Can such faith save him? – James 2:14 (NIV)

Who is wise and understanding among you? Let him **show it by his good life, by deeds** done in the humility that comes from wisdom. –James 3:13 (NIV)

Live such good lives among the pagans that, though they accuse you of doing wrong, they may **see your good deeds** and glorify God on the day he visits us. –1 Peter 2:12 (NIV)

Who is going to harm you if you are **eager to do good**? –1 Peter 3:13 (NIV)

But if anyone has this world's goods (resources for sustaining life) and sees his brother and fellow believer in need, yet closes his heart of compassion against him, how can the love of God live and remain in him? -1 John 3:17 (Amplified Bible)

If anyone has this world's goods and sees his brother in need but shuts off his compassion from him—how can God's love reside in him? -1 John 3:17 (HCSB)

Dear Children, let us love not love with words or speech, but **with actions and in truth**.  
–1 John 3:18 (NIV)

Let us stop just saying we love people; let us really love them, and show it by our actions.  
-1 John 3:18 (LB)

## Appendix B

### Northeast Southern Baptist Churches' Survey Responses<sup>1</sup>

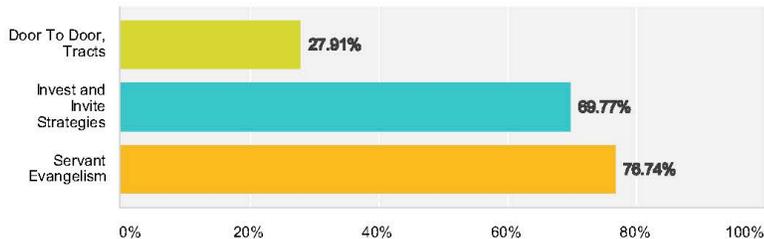
---

<sup>1</sup> <https://www.surveymonkey.com> was utilized as the tool to collect the data and process the results of the research for this project.

Pastor Survey

**Q1 In what ways does your church try to evangelize your community?**

Answered: 43 Skipped: 3



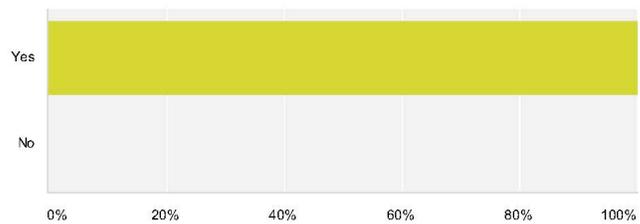
Answer Choices	Responses
Door To Door, Tracts	27.91% 12
Invest and Invite Strategies	69.77% 30
Servant Evangelism	76.74% 33
Total Respondents: 43	

#	Other	Date
1	Host a community gatherings where we invite the community. The goal is to connect with our community & build relationships out of these events (Community picnic, ice cream social, chili cookoff, summer game nights in our backyard).	3/19/2013 11:38 AM
2	Outreach events.	2/14/2013 4:08 PM
3	Involved in community events. Form friendships with those in our community. Prayer walk	2/14/2013 2:34 PM
4	Community Events. Example: Community Carnival at the local high school gym (the gospel is shared at these types of events)	2/14/2013 8:22 AM
5	The church is the nt evangelism program. 1 thes 1:6-10	2/2/2013 6:58 PM
6	Our primary methodology is to "equip the saints for the work of ministry" (#1 = 'Great Commission" evangelism mandate)	2/2/2013 10:06 AM
7	Events: Open-Mic Nights, concerts, Kids/movie nights	2/1/2013 6:12 PM
8	Weekly Meal	1/31/2013 2:08 PM
9	Outreach events	1/31/2013 2:01 PM
10	Have hosted events at the public school - one was a comedy group and illusionist - very successful in making the gospel clear to the 500 people who came. We use AWANA and have 20 or so community teens every week at our open gym/Bible study. We will be visiting each of the homes of the AWANA kids this next month.	1/31/2013 1:05 PM

Pastor Survey

**Q2 Do you think it is important for your church to be involved in the community?**

Answered: 46 Skipped: 0

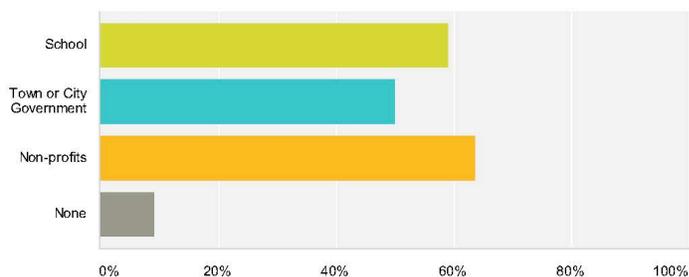


Answer Choices	Responses
<b>Yes</b>	<b>100%</b> 46
<b>No</b>	<b>0%</b> 0
Total	46

Pastor Survey

**Q3 If yes, What community group(s) does your church partner with?**

Answered: 44 Skipped: 2



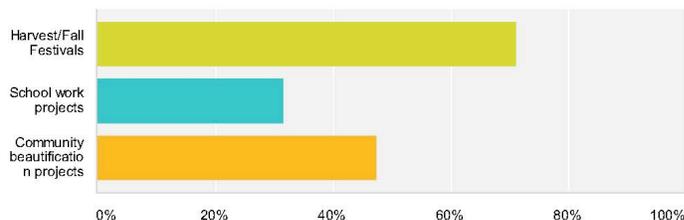
Answer Choices	Responses
<b>School</b>	<b>59.09%</b> 26
<b>Town or City Government</b>	<b>50%</b> 22
<b>Non-profits</b>	<b>63.64%</b> 28
<b>None</b>	<b>9.09%</b> 4
Total Respondents: 44	

#	Other	Date
1	First Responders	2/19/2013 10:13 AM
2	Seasonal town events. I'm not sure that to be involved in the community means going through official organizations already in the community. I think this understanding of cooperating with existing structures will hinder a fair assessment to the remainder of the responses.	2/14/2013 2:34 PM
3	Homeless shelter	2/13/2013 10:15 PM
4	local small business as well	2/8/2013 12:44 PM
5	The church is part of the community. People are the church. People in the church live with others.	2/2/2013 6:58 PM
6	Boys and Girls Scouts Food Bank	2/2/2013 10:06 AM
7	Scouts	2/1/2013 4:17 PM
8	Scouts	2/1/2013 4:17 PM
9	nursing homes, community activities, villages where our people live, Sr. Center Groups.	2/1/2013 7:40 AM
10	We are a unique sports and tourist community. we try to reach athletes from around the world and the folks that attend. Serving til a door opens for the gospel.	1/31/2013 3:28 PM

## Pastor Survey

### Q4 If yes, What types of community projects have you been involved with?

Answered: 38 Skipped: 8



Answer Choices	Responses
Harvest/Fall Festivals	71.05% 27
School work projects	31.58% 12
Community beautification projects	47.37% 18
Total Respondents: 38	

#	Other (please specify)	Date
1	My wife & I are on the board of a local food pantry & I'm a member & chaplain of the local fire company. My fire is a member of the fire co. ladies auxiliary. We worship at the fire house hall. As a church we've done community service --- picking up litter along our roads, done raking & yard cleanup for people who can't. We mow a lawn of foreclosed house which is at the entrance to a local housing development.	3/19/2013 11:38 AM
2	Teacher appreciation dinner First responder appreciation dinner	2/19/2013 10:13 AM
3	Benefit meals and events for municipal workers.	2/18/2013 3:58 PM
4	Assisting home owners with property maintenance	2/14/2013 8:22 AM
5	VBS in local park After school program	2/13/2013 10:15 PM
6	supporting the local sports association. helping with the high school football team. supporting emergency responders	2/13/2013 8:35 PM
7	Local community days events	2/8/2013 7:55 AM
8	Community Garage sale, donating school supplies to distributed to students, collecting hats and gloves to be distributed to students. Advertising in school publications	2/7/2013 10:31 PM
9	Out reaches to reach the youth in our middle and high schools. Out reaches to our low income communities and working with the homeless	2/5/2013 8:10 AM
10	We have purposed to be a community church that serves the needs of our local community (spiritual, as well as physical and relational)	2/2/2013 10:06 AM
11	Community Kitchen (meals for those that are in need)	2/1/2013 10:07 PM
12	Disaster Relief	2/1/2013 8:47 PM
13	Adopt a child in our community.	2/1/2013 8:46 PM
14	Rescue Mission Salvation Army	2/1/2013 10:25 AM
15	Sports Clinics, Village Days Festivals, Community Relief Organization Christmas Adopt-A-Family, Senior Living Birthday Parties, Senior Living Dinner Parties, Yard Sales to benefit Community Benevolence Organization, Teacher Appreciation, Parents Night Out, Patriotic Dinner, Community Helpers Appreciation Dinner	1/31/2013 6:45 PM
16	Serving specific groups and food pantry ministry	1/31/2013 3:28 PM

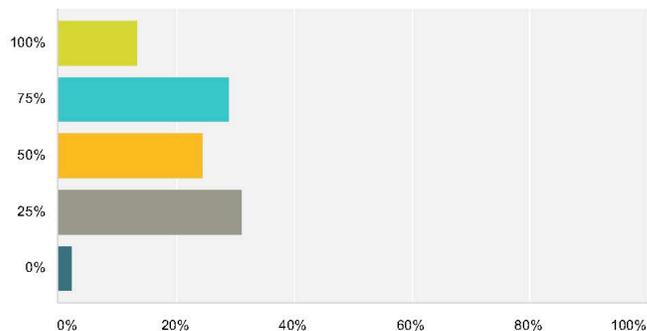
## Pastor Survey

#	Other (please specify)	Date
17	Christmas Celebration Summer concert series	1/31/2013 2:08 PM

Pastor Survey

**Q5 If yes, What percentage of your community outreach takes place IN THE COMMUNITY as opposed to on your church campus?**

Answered: 45 Skipped: 1



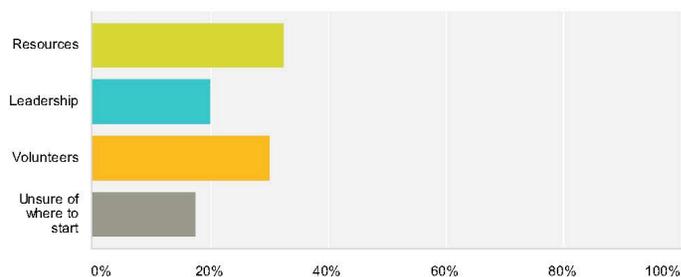
Answer Choices	Responses
100%	13.33% 6
75%	28.89% 13
50%	24.44% 11
25%	31.11% 14
0%	2.22% 1
Total	45

#	Other	Date
1	Invalid question	2/2/2013 6:58 PM
2	We own the town community center - so we do the fall festival there. They come to us but the center is on the main street and is on the next block from the actual church building. If you count that building as being in the community then 100% of our outreach is off the church campus.	1/31/2013 1:05 PM

Pastor Survey

**Q6 What is the biggest hindrance to community outreach for your church?**

Answered: 40 Skipped: 6



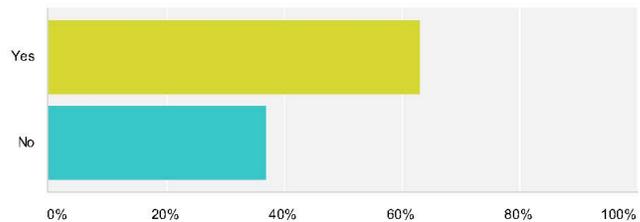
Answer Choices	Responses
<b>Resources</b>	<b>32.50%</b> 13
<b>Leadership</b>	<b>20%</b> 8
<b>Volunteers</b>	<b>30%</b> 12
<b>Unsure of where to start</b>	<b>17.50%</b> 7
Total	40

#	Other (please specify)	Date
1	Willingness of the community to let us participate	2/20/2013 11:33 AM
2	This is a hard question because struggle with resources adn volunteer support too.	2/20/2013 10:57 AM
3	We have been able to do everything we wanted to do.	2/13/2013 8:35 PM
4	Disobedience. People are called to evangelize and serve.	2/2/2013 6:58 PM
5	1. Lack of Godly 'vision' and obedience of some ("wheat") 2. Non-christian church attenders ("tares among the wheat")	2/2/2013 10:06 AM
6	I don't feel that we are hindered but any hinderence that does exist rises and falls on based on the effectiveness of the leadership.	2/1/2013 8:47 PM
7	Connecting with people to share the gospel in deeper relationships	1/31/2013 6:45 PM
8	Many of the people here do not want help. They can do life themselves. We want to love them without them thinking that we are giving them a handout. The truth is though that the county we are in is the 2nd poorest county in the state. We want to find ways to serve them. I have developed a partnership with the school and we try to engage them with dunkin doughnuts coffee and doughnuts at times. But they have yet to really allow us to do much for them.	1/31/2013 1:05 PM

Pastor Survey

**Q7 To your knowledge has their ever been a community outreach plan or strategy for your church?**

Answered: 46 Skipped: 0

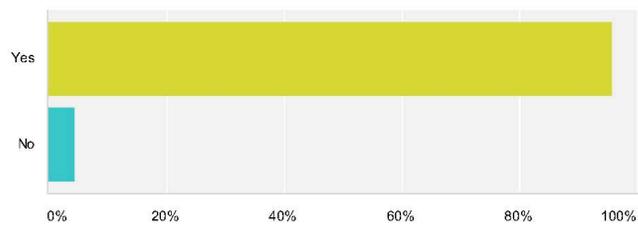


Answer Choices	Responses
<b>Yes</b>	63.04% 29
<b>No</b>	36.96% 17
Total	46

## Pastor Survey

**Q8 Do you think that community outreach would be a crucial piece of evangelism?**

Answered: 46 Skipped: 0

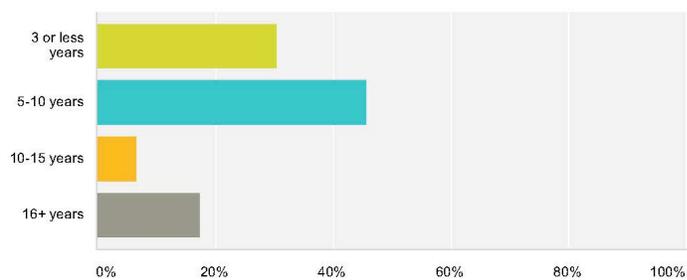


Answer Choices	Responses	
<b>Yes</b>	<b>95.65%</b>	44
<b>No</b>	<b>4.35%</b>	2
Total		46

## Pastor Survey

### Q9 How long have you been the pastor at your church?

Answered: 46 Skipped: 0

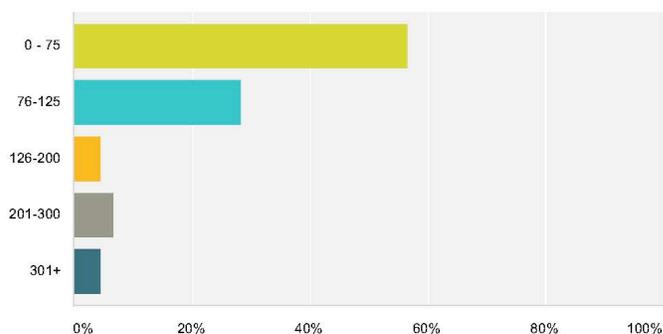


Answer Choices	Responses	
<b>3 or less years</b>	<b>30.43%</b>	14
<b>5-10 years</b>	<b>45.65%</b>	21
<b>10-15 years</b>	<b>6.52%</b>	3
<b>16+ years</b>	<b>17.39%</b>	8
Total		46

Pastor Survey

**Q10 What is the average weekly Sunday attendance at your church?**

Answered: 46 Skipped: 0



Answer Choices	Responses	
0 - 75	56.52%	26
76-125	28.26%	13
126-200	4.35%	2
201-300	6.52%	3
301+	4.35%	2
Total		46

**Appendix C**  
**Christmas Offering Sample<sup>1</sup>**

---

<sup>1</sup> Created by the author of this project for NorthStar Church.  
<http://www.northstarchurch.com>



Dear NorthStar Family,

It's that time of year to start thinking about PRESENTS! Hot on this year's list is the Furby, and of course, Furby Accessories!



No, I am not serious. Here at NorthStar our focus is not on Christmas PRESENTS, but on the greatest gift of all PRESENCE. God demonstrated this Christmas PRESENCE by sending His Son...Immanuel, God with us!

God wants us to give this gift of PRESENCE to others as well! As his followers we are called to be present in our community and our world, helping others in tangible ways in their time of need.

Each year, we ask God what goals would honor Him the most, and come together as a church to make them attainable for the following year through our Come Together Offering. In past years through this offering we have shown God's love in practical ways by providing clean-water wells and constructing a chicken farm for people in Zambia, purchasing back-to-school clothes for at-risk children in Clifton Park, serving our town and school, supporting missionaries locally and abroad, and providing for benevolence in our church.

Here are the ministry initiatives that giving to the 2012 Come Together Offering will support:

- Clean water for a village in Africa
- Care for orphans in Haiti
- Showing God's love in practical ways through our community service projects
- Shop with a Star - which provides clothes to kids in need in our community
- Missions
- Benevolence

The enclosed documents explain in detail how we can make a real difference in countless lives by coming together in Jesus' name to be PRESENT this Christmas!

As you have been blessed by God, would you pray about how you can be a blessing to others through giving to this special offering? This offering is based on sacrificial giving, beyond the regular tithe, and is the means by which we are able to be used by God to meet needs near to His heart.

I can't wait! Let's come together and demonstrate His PRESENCE to our world this Christmas!



Roscoe Lilly



/NorthStarChurch



@NStarChurch



Now through Dec. 31, 2012  
Goal: \$25,000

## OVERVIEW

The "Come Together" Offering is a call to sacrificial giving with a goal of \$25,000 for several large ministry initiatives:

### COME TOGETHER: FOR ZAMBIA

NorthStar has established partnerships with over 60 churches in Zambia. We pray that the people of Zambia will see that Christ's message of Good News is for the here and now, as well as for eternity. Earlier this year we sent our third mission team to Zambia where they served at the Chikumbuso Women and Orphans Project and dedicated the well which we "came together" to purchase last year.



In 2013, our goal is to continue our partnership in sharing the message of Christ with our African brothers and sisters by sending another mission team to Zambia to install another well and serve those at the Chikumbuso Project.

### COME TOGETHER: FOR HAITIAN ORPHANS



This is a new partnership that we have established through Compassion International and Eglise Baptiste Mebsh De Bertin Church. Our goal in 2013 is to partner with this church to provide food, medical care, and education to over 300 children in the Haitian town of Carrefour. We will also be sending a mission team to Haiti (that you can join) for the first time this April.

### COME TOGETHER: FOR KINDNESS

Jesus was born not just to proclaim the good news of salvation, but to be an example to all his followers of demonstrating God's incredible love. As you know, at NorthStar we strive to show God's love to our community in practical, tangible ways. Love must be demonstrated, not just declared. Part of the Come Together Offering will go to fund our outreach and benevolence ministries within our own community. Some of these include:

- Concessions for the Family Performing Arts series
- Town Halloween Parade
- 4<sup>th</sup> of July Mother's Care Station
- Town Hall Thanksgiving
- Town Hall and School cookouts

### COME TOGETHER: FOR BASIC NEEDS

One of the ways we show God's love is by purchasing new clothes for kids at the start of the school year through our "Shop with a Star" event. Children in need in our community are paired with a "star shopper" from NorthStar who helps them pick out \$100 in clothes at Kohl's. Last year we were able to help 31 kids start off their school year with new clothes.



## FREQUENTLY ASKED QUESTIONS

### Why a Special Offering?

As part of God's plan to grow the faith of the people in His church, He calls us to sacrificial giving from time to time. The Come Together Offering is an opportunity for us to grow in our faith and to prepare us for what God wants to do through our church in 2013. This offering is not because we are behind on budget, but rather is to position us to make a greater impact in our community, in our church and around the world in 2013.

### Why is the goal so big?

We think God has a big heart! And since the beginning of NorthStar in 2003, we have been a church that has dared to dream big dreams for Him. The ministries supported by this offering are BIG--- providing a clean water well in Africa, equipping us for all of our community service projects in 2013, helping orphans in Haiti, providing for the benevolent needs of those in our community, and supporting missions. The accomplishment of these big dreams will be determined by your gifts to Come Together.

### How much should I give?

Since the goal is \$25,000, the Come Together Offering will involve everyone. Please prayerfully consider a sacrificial gift that will stretch your faith. The precise amount you give is between you and God. Many in our church can give a \$500, \$1000 or even a \$5000 gift. Others will be able to give between \$100 and \$500. The issue is not equal giving, but equal sacrifice. **What amount can you give that will stretch your faith?**

### When should I give?

The best time to give will be the first Sunday after you receive this packet. Please pray about making your best gift on that day. However, you can continue to give until December 31, 2012.

Remember, consistent gifts over time add up- a person giving \$50 per week over a four-week period will give \$200 to this Special Offering. Please be sure to indicate that your gift is for the "Come Together Christmas Offering". As usual, your gifts are completely tax-deductible.

### Can I give after December 31, 2012?

Yes! If you would like to give to the Come Together offering but are unable to give before the end of 2012 or you are waiting on your bonus, you can make a pledge and we will count your gift toward the goal. Then you can give the gift in 2013. Every gift matters!

### Can I Give Online Through Bank Check or Through Auto-Debit?

Yes. You can use your bank online payment option to send a check directly to the church office. Simply include in the "memo" that your gift is for the Come Together Offering.

Likewise, our website has a link to PayPal, where you may give toward Come Together. Remember to indicate that your gift is for the Come Together Offering.

### Can I Give In-Kind Gifts of Stocks or Bonds?

Of course! Since NorthStar is a 501c3 organization there can be tremendous tax benefits for you by giving in-kind gifts. For information on this type of giving, call our office at 371-2811.

### Are my gifts tax-deductable?

All gifts to NorthStar, whether through the regular offering or this Special Offering, are completely tax-deductable. Your gift will be deductible in the tax year given (i.e., gifts given in 2012 will be deductible on your 2012 taxes). Please be sure to include your name and address when you give so that a receipt can be sent to you for your tax preparations. You are not required to utilize a tax-deduction for your gift, but it is available for all gifts.

### How Did We Arrive at a \$25,000 Goal?

The \$25,000 goal was prayerfully set by the NorthStar leadership team. It is a God-sized goal that can only be accomplished through 100% participation and sacrificial giving by our NorthStar members and attenders.

### What will happen if we exceed our goal?

Since we are expecting God to bless this special offering, anything above \$25,000 will go directly toward our future home and supporting NorthStar's mission to show God's love in our community.

#### MY GIVING POTENTIAL

*If you can't give the one-time gift you would like to, weekly gifts are another option to make an even greater impact:*

<u>WEEKLY GIFT OVER 4 WEEKS</u>	<u>TOTAL</u>
\$25	\$100.00
\$50	\$200.00
\$100	\$400.00
\$150	\$600.00
\$250	\$1000.00

## Appendix D

### Town Hall Cookout Supply List

#### Town Hall Summer Cookout (67 people)

80 Hamburgers  
80 Hotdogs  
5 tubs of potato salad  
4 packs of 6 tomatoes  
2 packs of 2 heads of lettuce  
2 big cans of baked beans  
1 pack of 30 aluminum steam table pans half size  
1 box of 72 individually wrapped cheese slices  
2 ketchup  
2 mustard  
1 relish  
3 small jars of pickles  
Sterno  
Buns  
Plates (Chinet Dinner plates 10 3/8")  
Napkins (Vanity Fair 600 count)  
1 Box of 200 count cutlery packets  
2 boxes of 50 count variety chips  
2 Trays of cookies  
36 Diet Sodas  
36 Regular Sodas  
36 Bottles of Waters  
2 Large bags of ice

#### Notes:

- Warm beans ahead of time
- Slice tomatoes & lettuce ahead of time

## Appendix E

### School Cookout Supply List

#### Shen Employee Cookout (140 people)

120 Hamburgers  
160 Hotdogs  
8 Tubs of potato salad (4lb Country Red potato salad)  
5 packs of 6 tomatoes  
4 packs of 2 heads of lettuce  
3 big cans and 1 box of 8 small cans of backed beans  
1 gallon of water for steam pans  
1 pack of 30 aluminum steam table pans half size  
2 boxes of 72 count individually wrapped cheese slices  
4 boxes of 50 count variety chips  
2 ketchup  
2 mustard  
1 relish  
4 small jars of pickles  
Sterno  
Buns  
Plates (Chinet Dinner plates 10 3/8")  
Napkins (Vanity Fair 600 count)  
1 Box of 200 count cutlery packets

#### Notes:

- Warm beans ahead of time
- Slice tomatoes & lettuce ahead of time
- Drinks and Dessert provided by the school

## VITA

### PERSONAL

Married: Maryanna Lilly

Children: Annabelle, Adeline, & Rykard

### EDUCATIONAL

B.S., Liberty University, 2001.

M.A.R., Liberty Baptist Theological Seminary, 2006.

M.Div., Liberty Baptist Theological Seminary, 2008.

### MINISTERIAL

Ordination: January 5, 2003. NorthStar Church  
Kennesaw, Georgia

### PROFESSIONAL

Founding and Lead Pastor, NorthStar Church, 2003-Present.

January 25, 2013

Roscoe Lilly  
IRB Exemption 1509.012513: A Plan for Developing an Effective Community Outreach Strategy for Churches in the Northeast

Dear Roscoe,

The Liberty University Institutional Review Board has reviewed your application in accordance with the Office for Human Research Protections (OHRP) and Food and Drug Administration (FDA) regulations and finds your study to be exempt from further IRB review. This means you may begin your research with the data safeguarding methods mentioned in your approved application, and that no further IRB oversight is required.

Your study falls under exemption category 46.101 (b)(2), which identifies specific situations in which human participants research is exempt from the policy set forth in 45 CFR 46:

- (2) Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures or observation of public behavior, unless:
  - (i) information obtained is recorded in such a manner that human subjects can be identified, directly or through identifiers linked to the subjects; and
  - (ii) any disclosure of the human subjects' responses outside the research could reasonably place the subjects at risk of criminal or civil liability or be damaging to the subjects' financial standing, employability, or reputation.

Please note that this exemption only applies to your current research application, and that any changes to your protocol must be reported to the Liberty IRB for verification of continued exemption status. You may report these changes by submitting a change in protocol form or a new application to the IRB and referencing the above IRB Exemption number.

If you have any questions about this exemption, or need assistance in determining whether possible changes to your protocol would change your exemption status, please email us at [irb@liberty.edu](mailto:irb@liberty.edu).

Sincerely,



**Fernando Garzon, Psy.D.**  
*Professor, IRB Chair*  
**Counseling**

**(434) 592-4054**