

## Church as a Funnel

"Our culture does not need any more churches run like corporations; it needs local communities empowered by the gospel vision of a transforming Christ who addresses the needs of the context and changes the polis into a place of hope and wholeness. The corporation churches we are cloning across the land cannot birth this transformational vision, because they have no investment in context or place; they are centers of expressive individualism with a truncated gospel of personal salvation and little else. Our penchant for bigness and numerical success as the sign of God's blessing only discourages and deflects attempts to root communities of God's people deeply into neighborhoods. And until we build transformed communities there is no hope for a broken earth." Alan Roxburgh – *Reaching a New Generation*:105



## Strategic Evaluation

There are five things Churches must do well

### Attraction

Connecting with Lost People In Our Community

### Assimilation

Connecting New People into Our Faith Community

### Acculturation

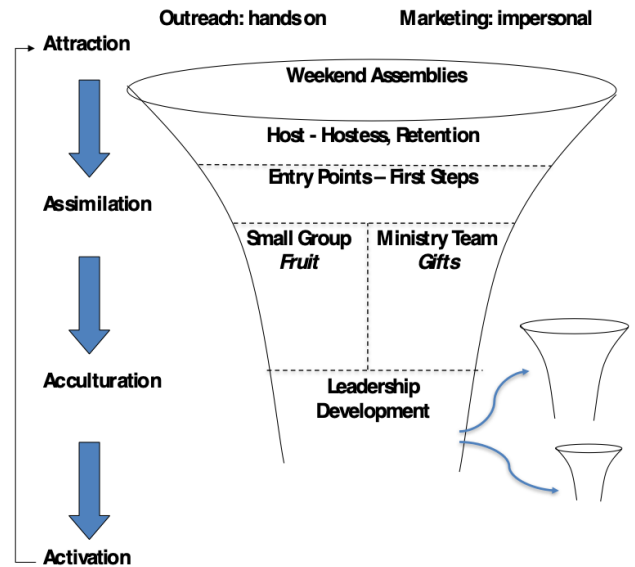
Connecting New People with values, beliefs, and story

### Activation

Connecting Our People with God's Mission

### Multiplying

Are you showing signs of "pregnancy" by multiplying disciples, leaders, small groups, and churches?



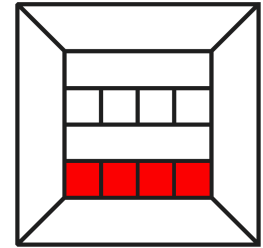
5 Things	What's Working? (Celebrate)	What's Broken? (Obstacles)	What's Confused? (Clarify)	What's Missing? (Needs)
<b>Attraction</b> (Outreach/Marketing)	<ul style="list-style-type: none"> <li>- We had our largest Easter service ever using FB ads only.</li> <li>- Started partnerships with Angel House.</li> </ul>	<ul style="list-style-type: none"> <li>- Lots of traffic to our website but not a lot of visitors.</li> <li>- No new outreach on the calendar</li> </ul>	<ul style="list-style-type: none"> <li>- Not many visitors from week to week. Not 100% sure why.</li> <li>- Not hearing any evangelism stories</li> </ul>	<ul style="list-style-type: none"> <li>- Need to help develop and empower an outreach team</li> <li>- Evangelism Training</li> </ul>
<b>Assimilation</b> (Retention/ First Steps)	<ul style="list-style-type: none"> <li>- Personal connection is quickly made.</li> <li>- Regularly capture people's info.</li> </ul>	<ul style="list-style-type: none"> <li>- Failure to follow up quickly with first time guests.</li> <li>- Next steps aren't clear</li> </ul>	<ul style="list-style-type: none"> <li>- Clarity of follow up expectations.</li> <li>- Need to determine next steps to get people involved.</li> </ul>	<ul style="list-style-type: none"> <li>- Bring group involvement to the forefront during service.</li> <li>- Develop First Impressions team</li> </ul>
<b>Acculturation</b> (Groups/ Ministry Teams)	<ul style="list-style-type: none"> <li>- Committed volunteers and group leaders.</li> <li>- Discipleship groups are seeing great fruit in people's lives.</li> <li>- Recruited more vols</li> </ul>	<ul style="list-style-type: none"> <li>- Reduced # of Life Groups for this season</li> <li>- Haven't multiplied discipleship groups</li> </ul>	<ul style="list-style-type: none"> <li>- Groups aren't growing or multiplying</li> </ul>	<ul style="list-style-type: none"> <li>- Very few entry points for joining a group or ministry team</li> </ul>
<b>Activation</b> (Leadership Development)	<ul style="list-style-type: none"> <li>- Just empowered new couples to lead Student Ministry</li> <li>- Great Leadership Team meetings lately</li> </ul>	<ul style="list-style-type: none"> <li>- No prospective elders</li> <li>- Need to identify Life Group 'apprentices'</li> </ul>	<ul style="list-style-type: none"> <li>- No clear method for developing leaders</li> <li>- Disciple groups aren't naturally producing leaders</li> </ul>	<ul style="list-style-type: none"> <li>- We don't currently have a clearly defined way of developing leaders at every level</li> </ul>
<b>Multiplication</b> (Multiplying Disciples)	<ul style="list-style-type: none"> <li>- Discipleship groups are going deep and seeing life change.</li> <li>- Over \$10k set aside for next church plant.</li> </ul>	<ul style="list-style-type: none"> <li>- Many people might invite others to church, but they're not leading them to Christ.</li> </ul>	<ul style="list-style-type: none"> <li>- We're not clearly moving people into new groups with the ability to multiply</li> </ul>	<ul style="list-style-type: none"> <li>- We want to multiply at the discipleship group level, the Life Group level, and the church level and we're struggling in all areas.</li> </ul>



## Strategic Planning

Considering your strategic evaluation, What's Important Now?  
Planning for the 3 Church Seasons

☐ Jan-Easter      ☐ Easter-Summer      ☐ Fall-Christmas



**Foreground Vision (120 days)** Taken from the Horizon Storyline part of the Vision Frame, the foreground vision contains up to four specific initiatives that must be started within 120 days, as needed. Think of these as **the four most important next steps in the life of the church**. It answers the question, "Four months from now, what will we be glad we started working on four months ago?"

- Clarifies weekly action steps for the leaders.
- Sequences short-term projects, tasks, and goals.
- Activates the unique gifts and abilities within the body.
- Provides regular, positive accountability for individuals and teams.

### EXAMPLE:

Foreground Initiatives			
<b>Christmas Eve Preparations</b>  <i>Develop plan for Christmas Eve &amp; Series including children's min, marketing, and worship.</i>	<b>Find New Meeting Location</b>  <i>Need to reduce costs by finding less expensive meeting location.</i>	<b>Develop Leadership Pipeline</b>  <i>Research, build, and create intentional leadership development across each ministry area.</i>	<b>Establish Follow-Up Process</b>  <i>Set expectations and process for first time visitor follow-up.</i>
Action Steps			
<ul style="list-style-type: none"> <li>• Setup Creative Team meeting</li> <li>• Check with Children's ministry about their plan/involvement</li> <li>• Research and decide on Christmas series</li> <li>• Contact school district contact about schedule on C-Eve</li> <li>• etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Reach out to current planters &amp; discover creative meeting locations</li> <li>• Contact local pastors about the possibility of shared space</li> <li>• Recruit volunteers to help search</li> <li>• etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Research Leadership Development/Pipeline</li> <li>• Clearly identify next steps for every ministry position</li> <li>• Identify leadership roles and responsibilities</li> <li>• Communicate need for leaders</li> <li>• Develop sermon series around leadership and mentorship</li> <li>• etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Re-establish First Impressions Team</li> <li>• Create clear communication strategy for follow-up</li> <li>• Recruit volunteers to help reach out to first time guests</li> <li>• Look into Text In Church to help automate what we can</li> <li>• etc.</li> </ul>



# Strategic Evaluation:

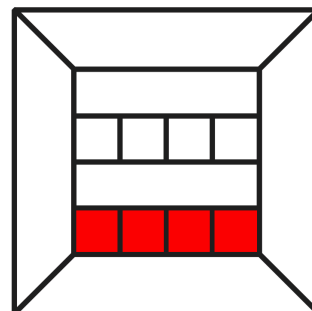
Evaluate how you are doing in each area using the Four Helpful Lists.

5 Things	What's Working? (Celebrate)	What's Broken? (Obstacles)	What's Confused? (Clarify)	What's Missing? (Needs)
<b>Attraction</b> (Outreach/Marketing)				
<b>Assimilation</b> (Retention/ First Steps)				
<b>Acculturation</b> (Groups/ Ministry Teams)				
<b>Activation</b> (Leadership Development)				
<b>Multiplication</b> (Multiplying Disciples)				





What four initiatives are most important moving into your next season of ministry?



☐ Jan-Easter      ☐ Easter-Summer      ☐ Fall-Christmas

Foreground Initiatives			
Action Steps			

