



Three Things That Every Member Can Do A Very Simple Outreach Strategy

How to Talk with Others About Your Congregation & Its' Ministries

BE POSITIVE.

Be positive. Every single thing you say about your congregation tells people something about how you feel about your congregation.

- What are you saying about the congregation?
- What kind of impression do the things you say give others about the congregation?
- If you say only negative things, why would people want to come and be a part of the congregation and its' ministries?
- Start a public relations campaign whereby you say one positive thing about the congregation each day to someone you know.

BE PASSIONATE.

Be passionate...Generally speaking, people tend to be busy and don't have time for things that are dull and boring. They don't have time for things that are not relevant and/or meaningful for them.

When you talk about your congregation and/or your faith:

- Be excited about what God is doing in your life.
- Enthusiastically invite others to come to church activities and/or to support church ministries.
- Explain how God is making a difference in people's lives and in the world through your congregation and its' ministries.
- Successful ad campaigns make an emotional connection with people. What are you doing to help people to connect emotionally with the congregation in a positive way?

Be proactive...If someone was in need of directions, because they didn't know where they were going, how would you help them? Are you able to recommend a book, a movie, or a restaurant to people you know, why not recommend your church to people?

BE PROACTIVE.

When you talk to people about your congregation:

- You are inviting someone you know into a relationship—with you, with other congregational members, and with Jesus. People are looking for authentic and meaningful relationships.
- You are inviting friends and acquaintances to participate in a meaningful activity. This is **not** busy work; this is something that can make a significant difference in their life and/or the lives of others. This is something that you hope they will like and/or you think will be positive/beneficial for them.
- You are inviting people you know to a particular activity or ministry, because you care about them. (God cares about them too!)
- You do not need to be hesitant, apologetic or reluctant. If your congregation and its' ministries are important to you, these things could become important to others. If you don't take the time to talk with others about the things that are important to you, how will others ever know?