Tacoma Outreach Menu

This menu represents the effort of Ascension Lutheran Church, Tacoma, Washington, to gather ideas for reaching out with the Gospel in our community. Some of these are standard methods with which you are already familiar and which you have probably used. Some of them are a bit more imaginative. Some ideas come from our own (CLC) sources, many are from the "Congregational Evangelism Toolbox" on www.WELS.net/Evangelism, and are used by permission. Not all the ideas have equal merit. But they all share this: they are tools that *may* lend themselves to our proclamation of the saving Gospel. We consider their use in the same spirit in which the Apostle Paul said, *I have become all things to all men, that I might by all means save some. I Cor 9:22.*

Please bear three things in mind: **we have no confidence in the methods of the Church Growth Movement.** We do not subscribe to the view that social science and catering to "felt needs" can replace the power of God's Word. Our method is not to "get them in the door" by any means, and let doctrine and discipleship come much later, if at all. The power that converts people, brings them into our congregation and strengthens faith is the same – God's Word. That said, it should be noted that **congregational outreach has two legitimate aims: to inform and to proclaim**. I.e., some of our methods proclaim God's Word directly (sermons on the web, Minute Meditations, etc.), while others merely inform people of our church's presence in the community (newspaper ads, bumper stickers.) There's nothing wrong with the second aim - we can't share the Gospel with people who don't know we exist. Thirdly, **there's no substitute for personal evangelism.** Close to 85% of all new members in *any* church come not from flyers, mailings and newspaper ads, but from personal evangelism. That is, from people who are already members sharing their faith with others and bringing them to church. We consider it vital that all our members be "*…ready to make a defense to everyone who asks you to give an account for the hope that is in you." – I Pet 3:1*5. That's why a selection of Bible studies on outreach and (especially) personal evangelism are included in the menu below. And we recognize, of course, that gaining new members for Christ's kingdom is the chief goal, while gaining new members for our church is secondary.

What follows is a brief summary of each of the outreach ideas. For most items you will also find a page number in the manual that accompanies this menu, where you can look up more detailed instructions on most of the ideas. May God richly bless your efforts!

- Paul Naumann, Pastor, Ascension Lutheran Church

category	name	description	cost	manual page
Bible Class / Witnessing	"Handy" Witnessing	2-page study. A mnemonic device utilizing your own hand to help remember a word track for personal evangelism. E.g., THUMB - thumbs up or thumbs down? If you died tonight, would God accept you?" "POINTER - Law points out man's sin." etc.	time/effort	1
Bible Class / Witnessing	Always Be Ready to Give an Answer	40-page Bible class by Paul Kelm on friendship witnessing.	time/effort	4
Bible Class / Witnessing	Building Forever Friendships	12-page Bible class. Twelve lessons on three topics covering lessons on friendship evangelism from the life of Jesus.	time/effort	45
Bible Class / Witnessing	Evangelism awareness visits	rallying members for outreach and gathering prospect names through home visits to members	time/effort	58
Bible Class / Witnessing	Friendliness Worksheet	Five helpful tips for doing your part to make our church "friendly" to newcomers.	time/effort	59
Bible Class / Witnessing	Friends Who Need Jesus	Two types of graph to help you identify and remember people who are unchurched from your job, your community, your family, new baby, divorced, bereaved, etc. Commit to praying for these people, speaking with them, inviting to church.	time/effort	60
Bible Class / Witnessing	Friendship Witnessing	15-page Bible Class by James J. Radloff on how to bring a friend to meet Jesus.	time/effort	62
Bible Class / Witnessing	God Calls and Equips Us to Witness	6-page Bible study by Paul Naumann and Steven Sippert on personal evangelism. Strong emphasis on letting the power of the Word do the work in evangelism.	time/effort	78
Bible Class / Witnessing	Handling Objections	10-page guide for handling difficult objections when doing personal evangelism. Objections most commonly heard, and suggested word tracks and Bible passages for answering them.	time/effort	83
Bible Class / Witnessing	Let Your Light Shine	26-page Bible class by Rev. Stephen Kurtzahn. "Evangelism training program for those who want to share the Savior with others."	time/effort	92
Bible Class / Witnessing	One Verse Method	1-page guide to conducting personal evangelism with only one passage, Roman 6:23. Speak first of the Law on the basis of the four words, "Wages, sin, death and but." Then present Gospel: "Gift, God, eternal life, and then."	time/effort	118
Bible Class / Witnessing	Preparing to Witness	6-page lesson on personal witnessing. Tactics, strategies. Developing personal mission list of FRANs - friends, relatives, associates, neighbors.	time/effort	119
Bible Class / Witnessing	Reaching Out With the Gospel	1-page outline for a series of Bible classes, including topics such as, "Improving our Attitude," "Recognizing and Seizing Opportunities as Individuals," and "Our Lives as Letters." Author: Rev. Walter Schaller.	time/effort	125

Bible Class / Witnessing	Roman Way	1-page guide on how to witness using nine selected verses from Romans: 3:23, 3:10, 6:23a, 6:23b, 5:8, 5:11, 10:13, 10:9, and 10:17.	time/effort	126
Bible Class / Witnessing	Talk about the Savior	A very detailed program on personal evangelism, including carefully-scripted word tracks and responses to use with non-Christians and/or the unchurched. Presented as a door-to-door program, but useful for friendship evangelism also.	time/effort	127
Bible Class / Witnessing	What Non-Christians Think	2-page essay on typical attitudes toward life and church on the part of an unbeliever. We listen in on the thoughs of "Jay," who is NOT a Christian. Good to keep in mind as we seek to reach just these kind of people with the saving Gospel.	time/effort	134
Bible Class / Witnessing	Witness With Loving Words from the Heart	3-page study based on II Timothy 2:24-26. Focus is on a kind and loving approach to unchurch acquaintances, even in the face of resistance and opposition. The approach centers on fact of Jesus' resurrection and leading friend to confront this.	time/effort	136
Congregational Image	Auto Decals	Decals for the trunk / rear area of members cars. Easy transfer lettering of the church web site (e.g., "LutheranTacoma.com".) Decals transfer easily, look professional, easily removed with razor blade. No damage to finish. White or black letters.	$120 per 40	139
Congregational Image	Church brochure	an attractive brochure for our congregation that may be given to visitors, distributed door-to-door or mailed to community newcomers. Holy Cross/Phoenix has an excellent brochure!	$500	140
Congregational Image	Church Sign	Spend as much as you possibly can afford. Use a professional sign company, and follow their advice. Develop your church logo first, and use this. A lighted is far superior and provides free advertisement all night. Must be visible from the street.	$5000-$10000	144
Congregational Image	Logo	Design a pleasing, attractive and Gospel-centered logo for your church. Important, because this will be on your church sign, letterhead, newsletters, mailings, etc. Use cong talent or have it professionally done.	$0-1000	146
Congregational Image	Mission Statement	a brief statement of the mission of the congregation. An answer when someone asks, "What is the mission of your church?"	time/effort	159
Congregational Image	Outdoor Banners	Church signs should just have the church logo, church name, and "CLC". The rest of your church info (service times, web address, etc.) can be posted on the side of the church in vinyl BANNERS. Different banners for various seasons: Advent, Lent	$225 each	161
Congregational Image	Polo Shirts	Purchase printed polo shirts with the church logo. May also feature a promotional slogan or church mission statement. Encourage members to wear them at leisure/work activities.	$300 per 20	165
Congregational Image	T-Shirts	Purchase printed T-shirts with the church logo. May also feature a promotional slogan or church mission statement. Encourage members to wear them at leisure/work activities.	$425 per 50	165
Door-to-door	Door Hangers	Cardboard hangers distributed door-to-door with info on church, invitation to worship, announcement of special service, VBS, etc.	?	166
Door-to-door	Neighborhood Survey	Door-to-door religious survey. Word track to follow when people show interest. Give literature, invite to worship, follow up interested parties with letter.	time/effort	167
Free Service	Neighborhood Bicycle Repair Day	Set aside a special day each year to make simple repairs on the bicycles of community children. Encourage congregational membes with repair skills to get involved. Hold the event in the church parking lot. Advertise.	?	174
Free Service	Parents Night Out	Set aside one Friday evening each month to offer low-cost babysitting at the church for couples or single parents in the community (and members as well). Offer fun and learning opportunities for kids.	?	175
Free Service	Preschool Power Hour	Mostly for CDS with trained teachers: hold special preschool classes from 9:00-10:30 on selected days each month (e.g. first and third Wednesdays). Inlcude Bible stories, physical activities, crafts and drama. Advertise in community.	?	176
Giveaways	Candy Cane Giveaway	Find a public place to give away small cany canes at Christmas time. Attach a car with the story of the candy cane on one side and info on your church (Christmas services?) on the other side.	time/effort	177
Giveaways	Coffee Mugs	White ceramic 11-oz standard mugs with church logo in one color. $1.49 ea + $40 screen charge and $30 custom logo. $150 per 48, $250 per 144	$150 per 48	178
Giveaways	Deluxe Key Rings	Heavy gold metal with blue enamel background. Church logo and info laser-engraved in gold. $1.50 each plus $55 for programming and custom logo.	$130 per 50	179
Giveaways	Economy Key Tags	Economy plastic saddle-type key tags, 29 cents each plus $40 screen charge and $35 custom logo charge. Suitable for distributing to all and sundry.	$180 per 350	180
Giveaways	God Cares (chldren's coloring book)	Series of five coloring pictures, from Eden to Easter. Proclaims simple message of sin and grace. Last page gives church info, invitation to worship. Suitable for giveaway at community events, waiting rooms, door-to-door, etc.	?	181
Giveaways	Invisible Sunday School	CLC-produced coloring book to be given away to prospects, distributed in waiting rooms, laundromats, etc. May staple on a baggie with several crayons. Info about area CLC churches on the back	time/effort	188
Giveaways	Presidential Pens	Large, "Montblanc" lookalikes. 59 cents each, plus $45 for screen charge and custom logo. Distribute to area businesses, give to members to use and distribute, give as gifts to visitors.	$350 per 500	200
Giveaways	Public Place Giveaways	Various ideas for giveaways, particularly on special days or holidays, at public parks, shopping centers, college campuses or door-to-door. E.g., free bottled water booth in the park on Labor Day, free pizza booth at local college on dorm move-in day	?	201

Giveaways	Stick Pens	Stick pens with church name imprint. Hand out to community businesses, hotels, doctors' offices, etc. 29 cents each. Screen charge $15 add'l. Custom logo $30 add'l.	$200 per 500	203
Giveaways	Wall Calendars	13-month wall calendars with glossy photos. Pictures from nature, or Bible passages with classic art. $1.59 each plus $10 plate charge. Distribute to members, guests. Go in on this with neighboring CLC congregations.	$90 per 50	204
Internet	Audio / Video Sermons	Sermons only, easier to do than whole services. This is a great way to get the Gospel out. Enlist congregational volunteer to record/video the service and publish to the web. Enlist aid of tech-savvy members.	time/effort	205
Internet	Video Worship Services	Grace/Sleepy Eye is currently putting an entire Sunday worship service on the web in streaming video, including two hymns, the sermon and the prayers. Again, the main investment here is time, effort and know-how.	time/effort	206
Internet	Website	Develop a church website. Offer information about our congregation, our programs, our worship times, our synod, or mission, directions to our church. Utilize congregational skill, use 'CLC Default Home Page,' or have it professionally done.	time/effort	207
Mail	"Extremity" Letters	Members are asked to submit names/addresses of friends, neighbors, acquaintences who are in extremity - death, divorce, loss of job, illness, etc. Send a caring letter, signed by pastor, expressing sympathy and promising prayer. Invite to worship.	time/effort	210
Mail	Direct Mail Outreach Postcards	8.5x5.5 color cards, preprinted or your own design. Full color photo with verse on front, two-color back with church info, worship times, map. Bulk mail license and assistance of a "mailhouse" company very helpful.	3 for $1 (bulk)	211
Mail	Issues Newspaper	Use direct mail to send a "Christian Issues" newspaper to our community. To include general human interest articles from a Christian perspective, and including space for our church's worship information.	?	216
Mail	Letter of Invitation	Members are asked to submit names/addresses of unchurched friends, neighbors, acquaintences. Letter, signed by pastor, is sent to each inviting them to church and focusing on upcoming special event (Christmas, Easter, etc.) Members follow up by phone	$0-$50	217
Mail	Our Jerusalem	conduct a 6-8 wk. Mailing campaign to friends, relative, associates and neighbors of people from your church. In each mailing, include a cover letter written by a member, brochure on life issues	?	219
Mail	Outreach to Community Newcomers	Program of mailings and phone calls to new move-ins in our community. Put them on mailing list for Prospect Newsletter. Maintain periodic contact until they either come to church or tell us to go away.	?	N/A
Mail	Soft-Sell Evangelism / New Parent Outreach	Focuses on obtaining info on those in the community who have recently moved in, or had a baby, or gone through a life change. Sending them a letter and inviting them to church, enclosing a response card if they want a pastoral visit.	time/effort	220
Media	Billboards	Great (if expensive) way to increase our congregation's exposure in the community.	?	222
Media	Bus Placards	This gets your message seen around the community. Incorporate church logo and simple message into design.	?	N/A
Media	Business Cards	Have attractive and professional business cards made up. Use printer or (if capable) fabricate them on micro-perf stock on home computer. Include all pertinent church info. Give to members for distribution to their contacts	$0-$200	224
Media	Flyers	Half-sheet flyers for posting around the community. Info on church location, worship times, etc. Possibly highlighting special upcoming service (Christmas, Thanksgiving). Urge members to find (e.g.) three bulletin boards where they can post flyers.	?	225
Media	Minute Meditations	Check local radio stations and see whether they will allow you to contribute 60-second meditations as a public service. May be free or very economical. Library of ready-made meditations available from Rev. Walter Schaller.	time/effort	227
Media	Newspaper - Feature Story	Our local newpaper has a feature article every week on an area church. Why not ours? Share what's unique and attractive about our church and message with our community.	time/effort	228
Media	Newspaper ads	Take out paid newpaper ads in the weekly church section of the paper. Credit card-sized ad, 2"x2.5", one color, is $165. 52-time (every week) rate is around $120 for credit card, $30 for 1 column inch.	$165/week	229
Media	Newspaper Press Releases	Don't miss the opportunity to fax a press release to the local newspaper whenever there is something happening at your church - dedication, pastoral conference, seminar, whatever. Often the papers will print these verbatim, at no charge.	time/effort	248
Media	Newspaper Special Announcements	Most newspapers print special announcements by churches for free or reduced rates. If you have a special sermon or Bible class series, a guest speaker or any special event, find out where to fax the info to your local paper.	time/effort	N/A
Media	Radio time	Purchase time at local radio stations for brief public service announcements or possibly even complete Sundlay services.	$0-$1000	N/A
Media	TV time	Purchase time at local television stations for brief advertisements or complete Sundlay services. Investigate possibility of gaining free broadcast time on local cable access channel.	$0-$1000	N/A
Media	Welcome Wagon	Contact local Welcome Wagon/Chamber of Commerce orgainization handling giveaways to area newcomers. Inquire whether our church can contribute a free item (pen, fancy keychain, fridge magnet) with church info to the basket.	?	N/A
Media	Yard Signs	Some churches use this effectively to advertize their services in the immediate neighborhood of the church, esp. for special services (e.g., "Lenten Worship tonight - 7:30 p.m.") Enlist volunteers to set up signs before church and take down afterward	?	253
Media	Yellow Pages Ad	Often the first place people look. Expensive, though. A typical credit card-sized ("1/8 page") in the DEX Yellow Pages, black and white, is $5500/yr. Full color $9000/yr.	$5500/yr	254

Member Retention	Assimilation Checklist	1-page checklist to make sure we're doing everything possible to retain new members. "Return of membership data form, Phone call from council member, Rite of reception into membership, Photo, New member lunch," etc., etc.	time/effort	255
Member Retention	Assimilation Key to Locking the Back Door	1-page study on importance of getting new members involved in church activities, helping them build bonds of friendship with other members.	time/effort	256
Member Retention	Card for New Member Interest Areas	A 1-page data form for new members to fill out, letting them check those items on a list in which they would be interested in volunteering for the church ("playing an instrument," "providing rides," "videotaping services," etc.)	time/effort	257
Member Retention	Discovering my Spiritual Gifts	10-page program for discovering spiritual gifts. Long survey is completed, and then answers are graded numerically to aid in finding laymembers' spiritual strengths, areas where they might best serve in the church.	time/effort	258
Member Retention	Liturgy for Reception of New Members	Updated form to use in worship service inducting new members. Explicit exhortations to both the new members and the congregation. 2 pages.	time/effort	268
Member Retention	Opportunities for Service	3-page list of common opportunities for service in the church. Alphabetical. "Advent and Lent suppers," "Altar Guild," "Archives Coordinator," "Choir," "Cradle Roll," etc.	time/effort	270
Member Retention	Pilgrim Crusade	Members are each asked to help regain four non-attending church members - one friend, one relative, one associate and one neighbor (acronym FRAN). Call or visit each of them, follow up regularly. People often respond to laymembers better than clergy.	time/effort	273
Member Retention	Regaining the Straying	2-page essay on vital importance of attempting by all means to regain those who stray from our membership, especially non-attending confirmands.	time/effort	275
Member Retention	Sponsor Program	3-page outline on how to organize a sponsor program in the congregation. In one program, experienced members sign up to sponsor new members for six months. In the other, they sponsor prospects. Specific instructions, including word tracks and letters	time/effort	277
Member Retention	Who Really is Incorporated?	2-page essay reexamines our thinking that "Members are incorporated if they come to church regularly." Urges laypeople to invest time in personal, face-to-face interaction with new members, invite them personally to participate in programs.	time/effort	280
Miscellaneous	Booth at Fair or Mall	Promote your church with a booth at a local fair or mall. Use banners that give basic info, incorporate church logo. Offer literature for all ages. Brief survey for people to fill out as entry for a prize drawing (minibike, motorized scooter, Ipods)	$1000-up	282
Miscellaneous	Evangelism Committee	Each church should have a committee whose sole duty is to focus on congregational outreach. Elect a committee and keep it active. Make outreach an agenda item at every congregational meeting.	time/effort	N/A
Miscellaneous	GIG	"Group Investigating God." Where unchurched prospects meet with laymembers and/or pastor at a local coffeehouse (or other) on a weekly basis. Idea is "to expose others to authentic Christianity, share stories, answer questions."	time/effort	296
Miscellaneous	Hospital Outreach	A ministry to hospital patients. Some hospitals will welcome your visit to those patients who register no religious preference, or who register "Lutheran" but not affiliated with a church.	time/effort	297
Miscellaneous	Latchkey Program / Tutoring	Adopt a local school. Offer to assist with tutoring. Or offer after-school childcare for children in the community. Or offer one-day-per-week Bible story program.	time/effort	N/A
Miscellaneous	Military Base Newcomers Guide	Marcoa Publishing Co. serves Fort Lewis in Tacoma by putting out a "Newcomers Guide." Published annually, comes out in January. Churches may advertize in it. Business card-sized ad is $900 per year.	$900 per year	298
Miscellaneous	Motel Directories	Have small brochures printed for inclusion in local motel directories/tract racks. Most motels and hotels will allow you to place them.	?	N/A
Miscellaneous	Neighborhood Farming	assign "farms" - groups of 50-500 homes in your community - to a church couple. This couple is responsible for door-to-door distribution of materials, surveys, and dropping off newcomer packages		299
Miscellaneous	Nursing Home Outreach	Offer your services for Bible class, personal ministry to local nursing facilities.	time/effort	302
Miscellaneous	Prison Ministry	Offer your services to area prisons, jails, correctional facilities. Bible class, personal counselling.	time/effort	302
Miscellaneous	Seniors share Christ	special program to involve seniors in congregation to prepare mailings & flyers, distribute media, host coffee hours after servcies, sponsor luncheons for new members	time/effort	304
Miscellaneous	VBS / TVBS	Many churches find vacation Bible school to be a great outreach tool. "If you get the children, you have a good chance of getting the parents." TVBS is a CLC program that assists small and mission congregations with VBS, community outreach.	?	306
Miscellaneous	Voicemail	Make sure you have a high-quality, digital voice messaging system on your church phone. Follow guidelines for short, effective messages. Check frequently and return calls.	$0-50	307
Miscellaneous	Voicemail "Spirit Lifters"	A telephone call-in line purchased through the local phone company. Callers may choose between uplifting recorded messages on various topics. Our congregation's info briefly included at the end of each message. Advertize in flyers, media, direct mail	?	310

Off-beat	A Beast Feast	For the hunters in the congregation. Invite unchurched friends (esp. hunters and fishermen) to a potluck meal of dishes based on a variety of wild game. Advertise at the local sportsmans club or range	time/effort	311
Off-beat	A Prayer Booth	Offer a prayer booth at a community fair or festival with a banner asking, "How can we pray for you?"	time/effort	311
Off-beat	Adopt-a-highway	Build favorable name recognition for your congregation by participating in your state or community's "Adopt-a-Highway" program.	time/effort	312
Off-beat	Balloon Launch	Fill biodegradable balloons with helium and attach information about your church. Release them during a special ceremony (at Easter?)	$30	312
Off-beat	Birth Announcement Signs	Place an "It's a Boy" or "It's a Girl" sign in the lawn of members at the tmie of the birth of their baby. Include on the sign a subheading that gives visibility to your congregation, such as "A part of a growing family worshipping at…(your church)	$200	312
Off-beat	Breakfast for the Homeless	Many churches provide "Meals on Wheels" or "Soup Suppers" for the homeless. To fill a need and do something different, prepare breakfast for the homeless. Choose a central location or distribute via automobile.	?	312
Off-beat	Drill Team Marchers	Volunteers from church march in local parade with cordless drills that have American flags in them (get it? "Drill Team"?) Banner with your church name in front.	?	313
Off-beat	Parade Float	Some communities will allow churches or Christian day schools to enter a float in a local parade for 4th of July, Memorial Day, Frontier Days, etc. Here is a 14-page guide to building a parade float using a lowboy trailor or hay trailer.	?	314
Off-beat	ROC for Teens	"Recreation and Outreach Center." Host a place (church building?) where teens can go to hang out after school. Offer games, counselling, Bible studies.	?	326
Seasonal - Christmas	"Coming Home for Christmas" Open House	Host a Christmas open house for our community during Advent. Demonstrate Christmas activites of yesteryear (making dried apples, cookie baking, candy making, quilting, etc.) Serve refreshments and give tours of displays set up throughout church.	?	327
Seasonal - Christmas	Block Party / Christmas festival	hold an event open to the community. Offer games and activities for all ages, esp. children. Food is important! Door prizes to get people to share names and addresses. No charge for anything.	?	328
Seasonal - Christmas	Carols with a Twist	Ten ideas for Christmas season outreach involving carollers from the church.	time/effort	329
Seasonal - Christmas	Christmas for Kids	Offer daycare at the church on a Saturday near Christmas, so parents can shop. Have Bible stories, activities, crafts for the children.	time/effort	331
Seasonal - Christmas	Special Newspaper Ad	Many churches will advertise in this special section around Christmas. Credit-card sized ad, 2"x2x5", $160, inserted two publication days in both the Tacoma NewsTrib and the Puyallup Herald.	$165	332
Seasonal - Christmas	Virtual Bethlehem	Set up various rooms in your church/school to represent scenes from Christmas story (Garden of Eden, Angel's visit to Mary, Caesar's decree, stable, wise men, etc.) As realistic as possible. Hand out CD players with guides to the program.	?	333
Seasonal - Halloween	All Saints Party	Alternative to trick or treating. Party at church where kids dress up as bilblical or other church-related characters. Games, treats.	?	334
Seasonal - Halloween	Halloween baggies	Church members fill baggies with treats and a little card highlighting children's programs at the church. These can be given out by members on Halloween.	?	334
Seasonal - Halloween	Harvest Festival	Alternative to trick or treating. Host it at the church. Involve your other churches in area if possible. Advertise well. Candy, crafts, games. Booths? Stuff for parents?	?	334
Seasonal - Halloween	Pot of Chili	In neighborhoods where children are trick-or-treating, distribute flyers to parents. Invite them to "stop in for a bowl of chili" at the church when the trick or treating is done.	?	334
Special Event	Friday Night Movies	Sponsor a movie night for community children. Show Walt Disney films, provide simple refreshments, and radiate a mood of excitement and hospitality. Encourage church families to attend as well. Note video licensing requrirements.	?	336
Special Event	ILC Tour Choir	Take advantage of periodic visits of the ILC Tour Choir. Advertise widely, secure a larger venue if necessary. A VERY high-quality presentation of Gospel truth that can bring visitors to your local church. Have literature, giveaways ready to hand out	time/effort	N/A
Special Event	Topical Seminars	Advertise public seminars on contemporary issues such as the New Age Movement, or Creation vs. Evolution. Engage experts in various fields from our fellowship, if possible. Most newspapers offer free anouncements and/or articles for these events.	time/effort	337
Special Service	"Each One Reach One" Sunday	Plan a special service oriented toward prospects, focusing on evangelismm strong Law/Gospel content. Urge each member family to find one person (or family) to bring along to this special service. Serve efreshments. Follow-up with letters, phone calls	time/effort	N/A
Special Service	Baptism Sunday	Plan a special service to center around Baptism, particularly if you have a member or prospect who has asked for it anyway. Then approach prospects who may wish Baptism, do public service announcements in media to gather more.	time/effort	338
Special Service	Family Focus Sunday	Special worship service focusing on the Christian family. Especially designed to attract prospects with children. Lead-up advertizing in community media.	time/effort	349
Special Service	No Absentee Sunday	Plan a Sunday where every member of the congregation will be present. Find out when remote members can be in the area and schedule accordingly. Enlist members to help phone non-attenders to encourage them.	time/effort	N/A

Telephone	Call Ten Strangers for Christmas	Members willing to help are each given a list of phone numbers for ten prospects previously identified by the pastor, along with a script. They simply call the ten prospects, wish them merry Christmas and invite them to Christmas services.	time/effort	355
Telephone	Telephone Canvass	Obtain numbers from phone book, invite to special upcoming event (Christmas Eve, Easter, etc.) VERY detailed info on this whole process in manual pp 65 ff!! Info indicates that .5%-1% of all calls will visit church. Follow up with mailing.	time/effort	356
Welcoming Atmosphere	36-Hour Call	A program for following up with a first-time visitor to worship. Get it done by Monday evening. Script for a quick, at-the-door visit to prospect just to thank them for visiting. Good ideas for followup.	time/effort	360
Welcoming Atmosphere	Checklist for Worship Bulletins	1-page guide. Fourteen ways your worship bulletin can help first-time visitors feel more at home, reduce confusion, find further resources, etc.	time/effort	361
Welcoming Atmosphere	Excellence in Worship	7-page study urging the highest possible quality we can achieve in our worship services. Reacting to God's best with our best. Balancing reverence with relevance. James Heubner, auithor.	time/effort	362
Welcoming Atmosphere	Follow-up Postcards	Urge first-time visitors to leave an address. Follow up by sending an attractive postcard early that week, with handwritten, personalized greeting from the pastor.	time/effort	369
Welcoming Atmosphere	Guidelines for Greeters	1-page guide for greeters at worship services. Tips to make visitors feel more welcome.	time/effort	371
Welcoming Atmosphere	Special Parking for Visitors	Provide a couple of parking spaces close to the main entry especially for visitors. Mark them clearly with signs similar to your handicapped parking signs.	$100-200	372
Welcoming Atmosphere	Warm & Caring Atmosphere	2-page list of ideas for making visitors welcome, including appearance of property, parking lot, & entryway; special place for visitors to park; greeters and ushers; well-laid out service folder; pastor's introductory remarks at beginning, etc.	time/effort	372
Welcoming Atmosphere	What Church Shoppers are Looking For	2-page rundown on a Barna Research Group survey detailing what most church shoppers are seeking in a church. Top priorities include (surprisingly) doctrine & beliefs, and quality sermons. But parking & nursery are also high on the list, etc.	time/effort	374
Welcoming Atmosphere	What Welcomes our Guests	2-page guide to adorning the Gospel with a physical plant and worship environment that are as wecoming and comfortable as possible for our visitors.	time/effort	376