

MISSIONAL CHURCH CONSULTATION INITIATIVE

Pastors' Training Session Debrief – April 23, 2016

Pastors and four laypersons attended “Door-to-Core” training on Saturday, March 19, 10 a.m.-2 p.m. at the Conference Office with Brad Aycok, Director of New Church Starts.

62 people attended “Resource Refocus” on Sunday, April 10, 1:30-4:00 p.m. at Wesley.

Met Tuesday, April 19, 9:30 a.m.-4:00 p.m. – Pastor Jeff at Conference Office, Pastor Becky (and 3 other pastors via Skype)

Accountability

- Updated on how our church is known in the community and how God wants our church to be known and other “Door-to-Core” assignments
- Shared reactions to Resource Refocus

Door-to-Core

- Three components
 1. Guest readiness
 2. Simple systems
 3. Catalytic events
- Guest readiness – How you win over the crowd
 1. What is our church current known for? Vs. What is God calling our church to be known for?
 2. Understanding the outside perception of our church is the first step in creating community impact ministry – What attracts people to our church?
 3. Are we a cruise ship or a battleship?
 4. Marketing is the management of perception – if we don't manage it, someone else will
 5. Marketing is proactively communicating your message to the public
 6. Goal: Move the unchurched along a continuum so that they say, “If I ever go, then I'll go there.”
How?
 - Raise awareness – hear what we say we're about
 - Credibility – buy it/accept it
 - That's where I'm going
 7. “You must do things with quality. The rest of the labor force is held accountable to high performance in their everyday professions. Your guests are developing a perception from their first 60 seconds of pulling in. If you don't take it seriously, neither will your guests.”
 8. Tips:
 - Use secret worshipers every month
 - Hospitality
 - Connections team – “ask me anything”
 - Worship – view as 52 events per year
 - Celebrate every victory (and overwhelm the opposition)
 - We're not trying to reach Christians; we're trying to reach the secular world
 9. Generate momentum:
 - Something new
 - Something improved
 - Something improving
 - Have at least 3 strategic momentum triggers for worship each year
- Simple Systems

1. Tracking guests
 - Connect card
 - Immediate follow-up with first-time guests (texting or email)
 - Invite to the next step in the process
 - Offer invitation to the next thing at each step of the way
- 11 ways to connect with young adults
 1. Clean, intuitive website
 2. Social media
 3. Equal parking for preschool families as for handicapped; offer parking volunteers to assist
 4. First impressions team
 5. Compare the design and environment to places 20 and 30 year-olds gather
 6. Information for first-time parent experience
 7. Recruit great nursery, preschool, children's leaders/volunteers
 8. Dress casually
 9. Use people with high relational intelligence
 10. Don't forget single adults – provide connection points for them
 11. Get outside the walls and make a difference in the community. This group wants to do something, serve others.

Moving toward the Unchurched (from Resource Refocus)

- Three questions for every committee, ministry team, staff person or volunteer planning an event, "Refocus Resources":
 1. How will non-members/unchurched be invited to this event?
 2. How will they experience radical hospitality?
 3. How will they be personally invited to return to another event or activity (possible assimilation)?
- Three movements of an Off or On Campus Initiative
 1. The Splash!
 2. The Big Push ...
 3. The Main Event
- Improving two events that are not currently invitational
 1. Name two current congregational events that can be transformed to "**include**" an invitational element.
 2. How will those invited experience Radical Hospitality?
 3. How will they be personally invited to return to another event or activity?

New Material: Developing Unpaid Teams

- Pastor and leaders set the tone that this is a place that gathers new teams
- New teams
 - Create connection points for others
 - Allow others to exercise and develop spiritual gifts
 - Help others explore God's call in their lives
 - Multiply the ministry work that can be done
- Ways to build unpaid teams:
 - Rely on Nominating team that meets once a year

- Problems:
 - Keep same people on teams year after year – term limits are helpful so that others have the opportunity to serve
 - If no one leads Nominations, the team simply looks for someone to fill the slot
 - Use announcements
 - Problem: Very small subset of people will respond; most are looking for something that only they can do
 - Post or pass around a signup sheet
 - Problem: Some will sign up, but most won't – they want to be personally invited
 - Pastor's (or leader's) prayer, discernment, selection process
 - Especially for new leaders of teams
 - Eliminate the phrase "we need help with"
 - Problem: People get connected to the pastor or leader; instead, connect them to the mission and to God
 - Look for restless people who believe God has something more for them to contribute and frame it in terms of "God possibilities"
 - Informational meetings
 - Frame these as "God possibility" meetings
 - Invite people to connect to an internal passion or call to ministry opportunity to turn this from an information-only meeting
 - "This is a church where every gift can be used"
 - New Member classes
 - Get acquainted with people, administer some tool (Primary Leadership Component survey, spiritual gifts inventory, StrengthsFinder), have conversation (or interview) to learn their hobbies, interests, passion, call
 - Build another system that incorporates engaging people in ministry teams
- Caution: Pastors and leaders who are "high responsibility" will struggle with forming and deploying new teams. Sometimes the pastors and leaders also enjoy doing ministry themselves, but need to be reminded that their purpose is to recruit, equip and deploy people/teams to do the work of ministry. They also have to be comfortable with others doing ministry "differently" than they might, perhaps even achieving better results.
- Every new team needs to have a leader who understands that they are responsible to lead. Otherwise, someone will step up and try to take charge. Inviting leaders is better than leaving it open-ended.
- Recruiting:
 - Talk in terms of "God possibility" – "Is this something God has put out there for you to do?"
 - Don't give them a week or two to think; let them give you the terms they need to decide. For example, ask, "Do you want me to call you Monday to get back with you?"
 - Remember that a "no" is not personal
 - Also, "no" may not be the final answer. So ask, "Where is God calling you to serve?" or "Where are you interested in or gifted for serving?"
 - Pastors should avoid language about "working our way out of a job." A pastor's job is deployment more than doing the actual work of the church.
- Healthy, functional unpaid teams:
 - Have an identified leader or co-leaders
 - Use a tool to help members get acquainted with a sense of who each one is (examples: Primary Leadership Component, spiritual gifts inventory, StrengthsFinder, etc.)

- Have a clarifying conversation about the purpose of the team and what success for that team looks like
- Have a few core team agreements on how the work will get done
 - Leader does this as a conversation with team members
 - A different team member reminds the team of these agreements at each meeting
 - Examples include:
 - If I can't follow through on something I agreed to do, I will email the leader and team
 - I agree to be in worship frequently so I can see where the church is heading
 - Leader will follow up with absent team members and, as needed, remind them of the importance of meeting
- The Pastor must take responsibility for dealing with rogue teams or dysfunctional team members

Application

Following the MCCI Consultation Weekend and 75% affirmative vote, the Pastors will need to form and convene at least one team to work on each prescription. These teams will need lay leaders to work with the Pastors and other team members on developing skills and implementing the prescriptions with each coach. We will need to recruit more than the people who are usually called on to serve to pull these off.

Assignments

- **Continue** work on Self-Study, Breakthrough Prayer, Growing Generous Givers, and Door-to-Core list
- **Identify and plan** to constitute at least one new unpaid team
- **Bring** a list of at least 10 names of people who might be helpful on MCCI prescription teams
- **Talk with** Sue Nilson-Kibbey (MCCI Director) about MCCI consultation weekend possible dates and arrangements

Reminders

- There is an MCCI Notebook in the Church Office for anyone's review.
- There is an MCCI Webpage on the Wesley website (www.bryanwesleyumc.org) with updates and resources.

Next Session Tuesday, May 24, 2016, 9:30 a.m.-4:00 p.m.

Next Debrief Saturday, May 28, 2016, 9:00 a.m., Lounge