REACHING MICHIGAN WORKSHOP:
Developing Missional Outreach Strategy

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BAPTIST STATE CONVENTION of MICHIGAN

Intercultural Institute *for Contextual Ministry*

Developing Missional Outreach Strategy

- PROCESS AND CASE STUDY APPROACH
  - Focus on missional strategy process
  - Illustrate the process wrapped around 3 scenarios:
    - Church Planting
      - *Potter's Wheel, Fenton*
    - Comprehensive Mission Strategy
      - *Saginaw Valley, Saginaw*
    - Church needing Revitalization
      - *Lincoln Park, Flint*

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- RESOURCES TO BE USED
  - MissionSite Report – comprehensive 60 page report
  - MissionSite DIGEST – 2 page summary
  - Missional Zipcode DIGEST – 2 page summary
  - Missional Zipcode Catalogue
  - Missional Corps – zipcode level data

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- FIRST ISSUE: WHO WILL WE REACH ???
  - Core question in missional thinking
  - Why? Because missional thinking always begins with the people to be reached and works backwards
  - This should be carefully considered
    - Because there are some we can easily reach and incorporate in what we are doing already
    - Some are at a cultural distance that we are not likely to ever reach them and incorporate them
    - Some we could reach and incorporate, but we will need to have contextual leaders in order to do so
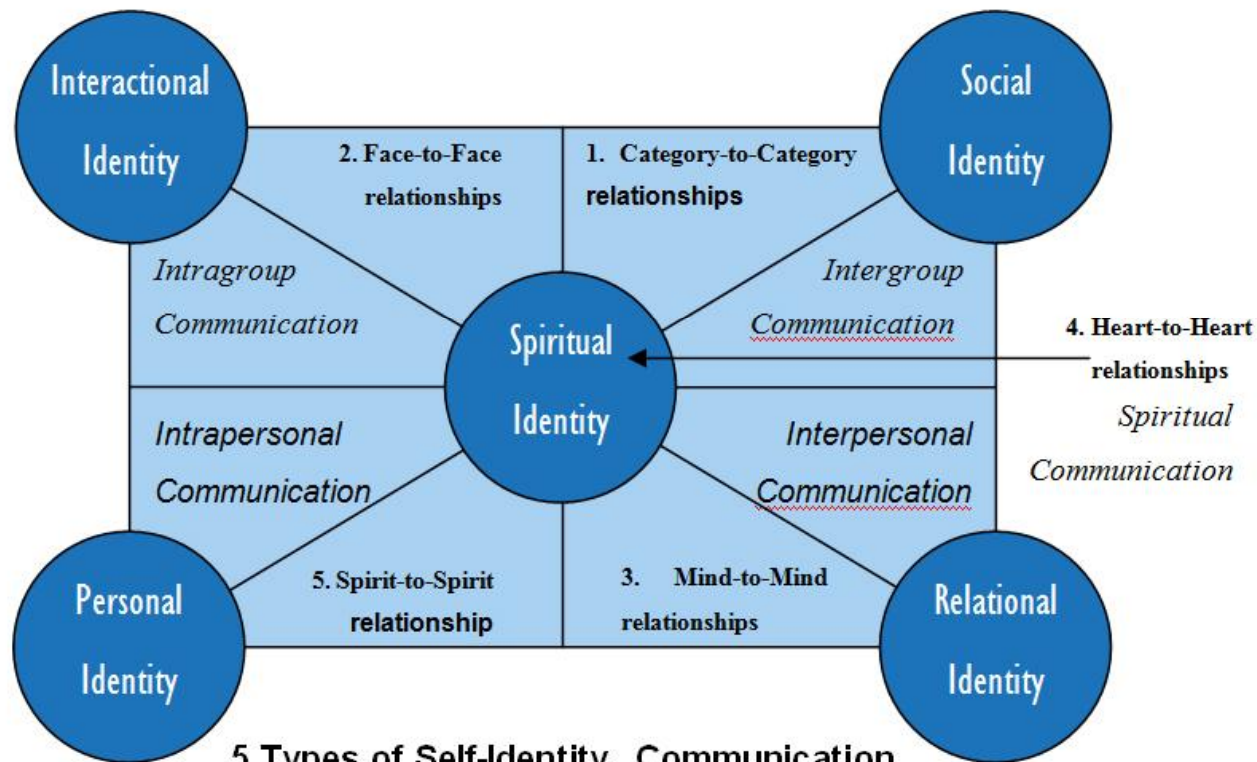
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- FIRST ISSUE: WHO WILL WE REACH ???
  - Who are the people groups in our area?
    - Ethnocultural groups – ethno linguistic groups
    - Sociocultural groups – lifestyle groups
    - Socioreligious groups – cults, world religions, etc.
    - Social need groups – physical needs, emotional needs, disability, victims of crime, etc.
    - Participation groups – people who are related by virtual of some common activity

Deciding Who to Reach is Vitally Important

5 Types of Self-Identity, Communication & Relationships

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- FIRST ISSUE: WHO WILL WE REACH ???
  - However, the scenarios are different:
    - Church plant -- decide major focus group early in process
    - Healthy church – decide if this will be:
      - Church Growth – reaching those whom we can incorporate into what we have already
      - Mission Outpost – reaching those who are culturally different, who won't incorporate
    - Revitalization – decide if this will be:
      - Reaching those like us
      - Transitioning the church to reach different

Who Will We Reach and Why?

- POTTER'S WHEEL CHURCH PLANT
  - Run a MissionSite report – Fenton
    - Spirituality Indicators -- pg 11
    - Current, Projected Demographic Summary – pg 15f
    - Ethnographic Summary – pg 25
    - Unreached Households by Lifestyle Segment – pg 30f
    - Identifying Focus Groups in this Location -- 34

TWO APPROACHES:

1. **Planter Led – based on characteristics of planter and/or core group a decision is made**
2. **Church Planting Strategist evaluates, up front, in light of other churches in area, and then uses that as the basis for recruitment**

Who Will We Reach and Why?

- SAGINAW MISSIONAL STRATEGY
  - Run a MissionSite report – Saginaw
    - Spirituality Indicators -- pg 11
    - Current, Projected Demographic Summary – pg 15f
    - Ethnographic Summary – pg 25
    - Unreached Households by Lifestyle Segment – pg 30f
    - Identifying Focus Groups in this Location -- 34

TWO APPROACHES:

1. **Plan to Incorporate – choose group that culturally "fits" with the current congregation that you can disciple and bring into the church**
2. **Plan to begin Mission Outpost – choose group that is culturally different and provide a different "end game" in terms of congregationalizing them**

Who Will We Reach and Why?

- FLINT REVITALIZATION STRATEGY
  - Run a MissionSite report – Flint
    - Spirituality Indicators -- pg 11
    - Current, Projected Demographic Summary – pg 15f
    - Ethnographic Summary – pg 25
    - Unreached Households by Lifestyle Segment – pg 30f
    - Identifying Focus Groups in this Location -- 34

TWO APPROACHES:

1. **Plan to Incorporate – choose group that culturally "fits" with the current congregation that you can disciple and bring into the church**
2. **Plan for a new church being started reaching a culturally different group than what is in the original church**

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- SECOND ISSUE: HOW WILL WE BUILD RELATIONSHIPS
  - A second core issue is very practical:
    - How will we connect with this group?
    - What "venue" will put us into contact with these people?
    - How can we join in with them in the community so that we can get to know them
  - In terms of self-identity
    - What is the "category" that we share in common?
    - How do we become "face-to-face" ?

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- SECOND ISSUE: HOW WILL WE BUILD RELATIONSHIPS
  - However, the scenarios, though different, are the same:
    - Church plant, Healthy church, Revitalization – all will have to spend time in the community building relationships with the lost:
      - What are the cultural bridges that will help us build relationships?
      - Where do they go to eat where we could go and hang out with them? (shared places)
      - What do they do that we could join in with them in order to get to know them? (shared projects)

How Will We Connect ?

- POTTER'S WHEEL CHURCH PLANT
  - Run a MissionSite report – Fenton
    - Cultural Bridges – page 35
    - Shared Places – page 47
    - Shared Projects – page 49

THREE APPROACHES:

1. Join them in something they are doing – something that is already in the community = participation
2. Start something that would serve them in the community = social issue
3. Hang out with them where they are – regular presence = target group

How Will We Connect ?

- SAGINAW MISSIONAL STRATEGY
  - Run a MissionSite report – Saginaw
    - Cultural Bridges – page 35
    - Shared Places – page 47
    - Shared Projects – page 49

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How Will We Connect ?

- FLINT REVITALIZATION STRATEGY
  - Run a MissionSite report – Flint
    - Cultural Bridges – page 35
    - Shared Places – page 47
    - Shared Projects – page 49

THREE APPROACHES:

1. Join them in something they are doing – something that is already in the community = participation
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3. Hang out with them where they are – regular presence = target group

Become an Embedded Missionary

¡ What is Embeddedness?

§ **Definition:**
to incorporate as an essential part or characteristic

§ INCORPORATE –
to put or introduce into something   as an integral part

§ ESSENTIAL –
absolutely necessary; indispensable

§ PART –
a portion, a constituent, a member

§ CHARACTERISTIC –
a distinguishing feature or quality

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- THIRD ISSUE: HOW WILL WE COMMUNICATE ?
  - However, the scenarios, though different, are the same:
    - Church plant, Healthy church, Revitalization – all will have to find a way to communicate effectively in culturally appropriate ways:
      - What are *communication media content* do they read, listen to, and watch?
      - What are *times and frequency* of their use of various types of media?

How Will We Communicate ?

- POTTER'S WHEEL CHURCH PLANT
  - Run a MissionSite report – Fenton
    - Communication Media Content – page 50
    - Communication Media Usage – page 54

THREE ISSUES:

1. Understanding the cultural context better
2. Choosing appropriate media for advertising etc.
3. Choosing appropriate type of music for worship

How Will We Communicate ?

6b

- SAGINAW MISSIONAL STRATEGY
  - Run a MissionSite report – Saginaw
    - Cultural Bridges – page 35
    - Shared Places – page 47
    - Shared Projects – page 49

THREE ISSUES:

1. Understanding the cultural context better
2. Choosing appropriate media for advertising etc.
3. Choosing appropriate type of music for worship

How Will We Communicate ?

- FLINT REVITALIZATION STRATEGY
  - Run a MissionSite report – Flint
    - Cultural Bridges – page 35
    - Shared Places – page 47
    - Shared Projects – page 49

THREE ISSUES:

1. **Understanding the cultural context better**
2. **Choosing appropriate media for advertising etc.**
3. **Choosing appropriate type of music for worship**

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- FOURTH ISSUE: HOW WILL WE SHARE THE GOSPEL ?
  - However, the scenarios, though different, are the same:
    - Church plant, Healthy church, Revitalization – all will have to find a way to share the gospel in culturally appropriate ways:
      - What are the *cultural barriers* to the spread of the gospel ? (these need to be overcome)
      - What are the *cultural themes* around which we can develop the gospel presentation ?

How Will We Share the Gospel ?

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- POTTER'S WHEEL CHURCH PLANT
  - Run a MissionSite report – Fenton
    - Cultural Barriers – page 41
    - Cultural Themes – page 44

TWO ISSUES:

1. Understanding the attitudes that may keep people from coming to accept Christ as Savior
2. Understanding key attitudes and values that could be used to wrap the gospel presentation around

How Will We Share the Gospel ?

- SAGINAW MISSIONAL STRATEGY
  - Run a MissionSite report – Saginaw
    - Cultural Barriers – page 41
    - Cultural Themes – page 44

TWO ISSUES:

1. **Understanding the attitudes that may keep people from coming to accept Christ as Savior**
2. **Understanding key attitudes and values that could be used to wrap the gospel presentation around**

How Will We Share the Gospel ?

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    - Cultural Barriers – page 41
    - Cultural Themes – page 44

TWO ISSUES:

1. **Understanding the attitudes that may keep people from coming to accept Christ as Savior**
2. **Understanding key attitudes and values that could be used to wrap the gospel presentation around**

Helps in Using the Information

- Cultural Bridges, Barriers and Themes – page 59
- Shared Places, Projects and Media – page 60

A Word on Cultural Layers

- MISSION SITE DATA
  - Aggregate data for the mission site
- MISSIONAL CORPS
  - Aggregate data for a zip code
- MISSIONAL ZIPCODE CATALOGUE
  - Date for a Specific Lifestyle Segment

A Word on Cultural Layers

- MISSIONAL ZIPCODE CATALOGUE
  - Date for a Specific Lifestyle Segment

  - Potter's Wheel Church Plant, Fenton

  - Saginaw Valley, Saginaw

  - Lincoln Park, Flint

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