

# REACHING MICHIGAN WORKSHOP: Developing Missional Outreach Strategy

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# Developing Missional Outreach Strategy

- PROCESS AND CASE STUDY APPROACH
  - Focus on missional strategy process
  - Illustrate the process wrapped around 3 scenarios:
    - Church Planting
      - *Proposed, Cadillac*
    - Comprehensive Mission Strategy
      - *Huron Baptist, Oscoda*
    - Church needing Revitalization
      - *Alpine Village, Gaylord*



# Developing Missional Outreach Strategy

- 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



# Developing Missional Outreach Strategy

- 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

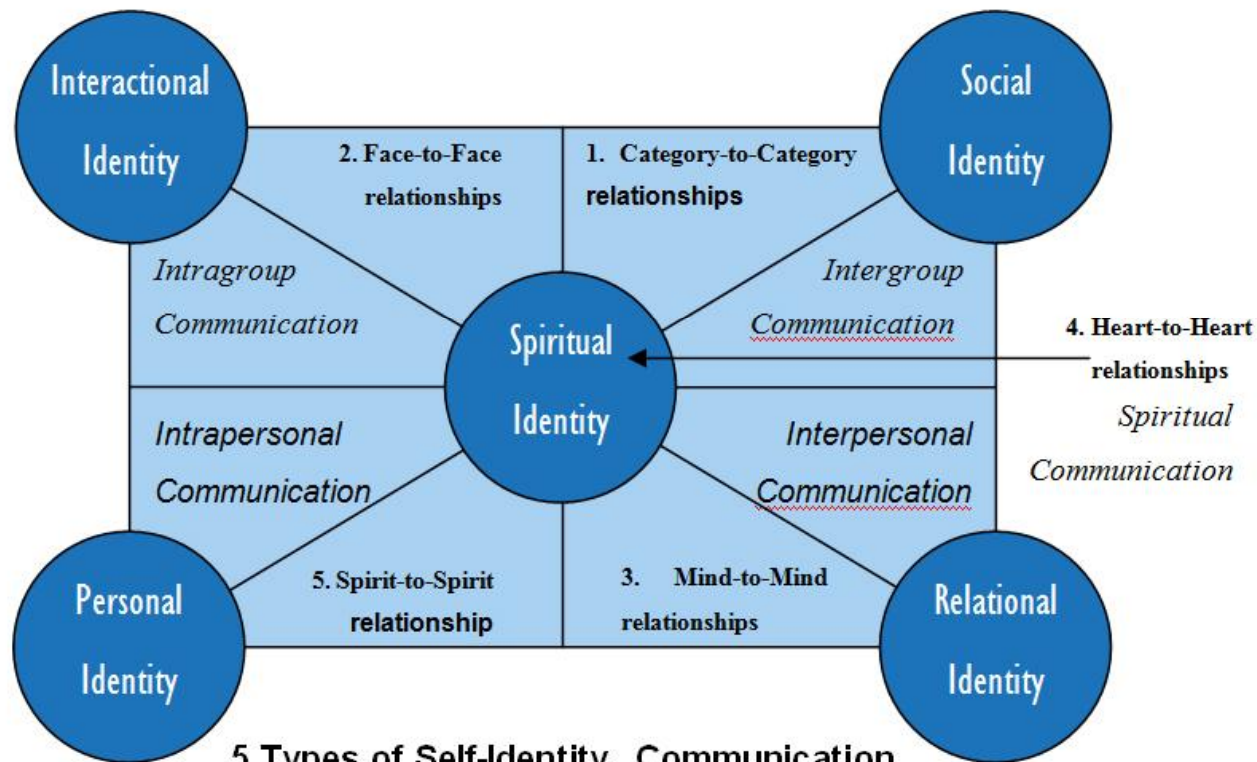


# Developing Missional Outreach Strategy

- 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

# Developing Missional Outreach Strategy

- 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?

6a

- PROPOSED CHURCH PLANT
  - Run a MissionSite report – Cadillac
    - 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?

6b

- HURON MISSIONAL STRATEGY
  - Run a MissionSite report – Oscoda
    - 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?

6c

- ALPINE VILLAGE REVITALIZATION STRATEGY
  - Run a MissionSite report – Gaylord
    - 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



# Developing Missional Outreach Strategy

- 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” ?



# Developing Missional Outreach Strategy

- 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 ?

6a

- PROPOSED CHURCH PLANT
  - Run a MissionSite report – Cadillac
    - 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 ?

6b

- HURON MISSIONAL STRATEGY
  - Run a MissionSite report – Oscoda
    - 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
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# How Will We Connect ?

6c

- ALPINE VILLAGE REVITALIZATION STRATEGY
  - Run a MissionSite report – Gaylord
    - 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





# Developing Missional Outreach Strategy

- 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 ?

6a

- PROPOSED CHURCH PLANT
  - Run a MissionSite report – Cadillac
    - 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

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

## THREE ISSUES:

1. Understanding the cultural context better
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- ALPINE VILLAGE REVITALIZATION STRATEGY
  - Run a MissionSite report – Gaylord
    - 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



# Developing Missional Outreach Strategy

- 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 ?

6a

- PROPOSED CHURCH PLANT
  - Run a MissionSite report – Cadillac
    - 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 ?

6b

- HURON MISSIONAL STRATEGY
  - Run a MissionSite report – Oscoda
    - 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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- ALPINE VILLAGE REVITALIZATION STRATEGY
  - Run a MissionSite report – Gaylord
    - 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
  - Data for a Specific Lifestyle Segment



# A Word on Cultural Layers

- MISSIONAL ZIPCODE CATALOGUE
  - Date for a Specific Lifestyle Segment
  - Proposed Church Plant, Cadillac
  - Huron Baptist, Oscoda
  - Alpine Village, Gaylord

6d

6e

6f



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