

Every church should make Evangelism a ministry priority! Despite a church's size and available resources, my recommendation is to strategize some efforts in each area outlined below—even if it's just one small initiative at the beginning. Variety and balance are the goal!

8 Areas of Local Church Outreach



1 Visibility Ministries

Many churches are their communities' best kept secret! These ministries allow the church to be "visible" in the community through publicity, location, signage and reputation efforts.

2 Compassion Ministries

These ministries mobilize the church family to demonstrate God's love in practical ways in the community. . . . focusing on things like food distribution, crisis financial assistance, local public school tutoring, etc.

3 Way of Life Ministries

These ministries focus on training people to share Christ in the context of their "everyday" relationships with family, friends, neighbors, and co-workers.

4 Harvesting Ministries

These ministries focus on specifically sharing the content of the Gospel and encouraging salvation decisions. . . . focusing on things like Bible studies, door-to-door evangelistic contacts, evangelistic services, etc.

5 Discipleship Ministries

These ministries fall into two main categories. First, the initial follow-up of new believers as they are grounded in the faith. . . . Second, "upper level" discipleship ministries for those believers who have laid that necessary foundation and desire to grow on toward maturity.

6 Assimilation Ministries

These ministries relate to the church's desire to "assimilate" people into the membership and ministry of the church. . . They focus on efforts to "grow"

people from being first time church visitors to committed serving members in the church.

7 Special Event Ministries

These are single (one time) outreach events such as Christmas and Easter programs, Mother's and Father's Day events, church open houses, friend days, etc.

8 Target Ministries

These ongoing ministries specifically "target" a segment of the community that can be reached with the Gospel. For example, some churches are in college communities and can therefore target outreach to students. Other targets could be: senior adults, local fire and police personnel, international students, the homeless, business men and women, etc.

- Dr. Jim Vogel