

Breaking the Huddle



What's the Right Play? »

What's the best way to reach people in your community who aren't thinking about church? That's a tough question. Just like the best football teams in the country, it's hard to win a game if your team doesn't know what play you're running. Here are some key insights on how your church can better break the holy huddle and become more confident in the plays your church chooses to run.

Choosing Unique Ideas to Meet New People »

Here are three steps your church can use to develop unique ideas that will reach more people in your community. Use this filter when your leadership team is thinking of new ideas for community events.

1 » Identify the Needs and Passions of Your Community: Every community is different. A community event will have the most impact by being tailored to your community's specific passions. When brainstorming for community events, ask yourself and your team, "Where are people who don't know Jesus?" By identifying what is important to your community, you will have a strong foundation of trust with new people from the start.

- Whether it is sports, music, food, or family events, identify at least one passion of your community. What kind of events do people in your community naturally gravitate towards?

2 » How Can Your Church use That Passion to Connect?: Leaving your church's building can be a massive catalyst for your church's growth. Rather than having a "come-in-here" mindset, embracing a "go-and-tell" mindset will enable your church to meet more new people.

- What is an event that fulfills a felt need of your community that your church can realistically execute? What is one way your church can serve your community in a way that creates conversation with people who aren't thinking about church?

3 » Constantly Evaluate What Works and What Doesn't: The reality is that some ideas won't work. Ask yourself and your team, "Is this event actually helping us reach people who don't know Jesus?" Identify which events are successful in your specific setting and continue to refine them so they become more and more remarkable.

- Which of your church's community events are remarkably successful at reaching new people? How can those events be elevated to the next level? Which of your church's community events are *not* successful at connecting with new people and may need more in-depth evaluation from your team?



Learn more about how we can help your church meet new people at:

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