

Outreach/Visitation Strategy



Outreach Strategy

The main outreach arm of HARVEST CHURCH is the Small Group Ministry. The small group ministry of HARVEST CHURCH is uniquely designed to keep HARVEST CHURCH small. Small Groups invite a more relational and intimate environment with their main focus of building relationships. Through fellowships and Sunday morning bible study the Small Groups function as a “small church.” Small group leaders/teachers should have the mindset and goal of being bible study and evangelistically minded and not only bible study and fellowship minded. The small group leader should be constantly encouraging their small group members to be inviting people to their small group. There are many opportunities within the small group to outreach such as: Sunday Morning Small Group, Ministry Opportunities done by the small group, fellowships and community gatherings outside of HARVEST CHURCH. If it is not worked it is not working. It is no easy task however the most successful way to get people to HARVEST CHURCH is through the small group ministry.

Another outreach arm of HARVEST CHURCH is Special Events. HARVEST CHURCH will provide throughout the year special events to offer to the community such as Friend Day, Guest Speakers/Preachers, Concerts, Evangelistic Outreaches, Crusades. These special events are effective however not as effective as the Small Group Ministry.

HARVEST CHURCH will provide all means possible of the availability of literature to answer questions about HARVEST CHURCH. Due to economic times one of the best tools at our expense is the church web-site Harvest Church.com. Efforts are underway to keep the web-site updated on all events and ministries of the church.

The best marketing tool we have is word of mouth. We need to encourage the members of HARVEST CHURCH to once again get about the business of sharing about the impact that HARVEST CHURCH is having on them, their family, the community, surrounding areas, this nation and the world.

Finally, the two year emphasis and vision of our Senior Pastor Dan Williams to Be the Difference has the potential to have a great impact on Northport and surrounding areas. When God's people begin to minister and meet the needs of those around them great things begin to happen in our midst. God begins to move in us and we become His hands and feet of ministry carrying His gospel to this world. Having a "ministry mind-set" collectively among the church family will radically impact the Kingdom of God thus overflowing into the Body of Christ at HARVEST CHURCH. The challenge is to motivate the Body of Christ to place this vision into action and begin to Be the Difference in the lives of people around them.

Visitation

Due to the busy schedules of people today, cold calling or drop in visits is a thing of the past. This generation would like to know that we the church are coming. We can no longer have a mom and pop approach to visitation. So we will shift our focus to appointment based visitation. When a visitor fills out an information card they know that we will visit. Let's offer a phone call of courtesy to let them know we are coming, when we are coming and the purpose of the visit. This process eliminates arriving to a home or place of business to find no one there and makes our visitation energies more productive. Below is the process that we follow to visit potential church members.

1. A Visitors Card will be filled out in Small Group.
2. Small Group Teacher will collect visitor card from their class and place in offering plate.
3. During all worship times on Sunday and Wednesday visitors will be encouraged to fill out a visitor card and place in offering plate.
4. We will change how we take up the offering to better help with this. The plates will go throughout the congregation pew to pew.
5. The visitor cards will be collected by money counting team and given to the Church Secretary.
6. The Church Secretary will enter into church membership database. The Church Secretary will have the Visitor's Card Attached to a map for the address given on the card.
7. The Church Secretary will give the visitor information to the BEM Minister/ Assimilation Pastor by noon on Monday.
8. The BEM Minister/ Assimilation Pastor will coordinate with the appropriate Small Group Leader to set up an appointment for that week. Either Monday or Tuesday Night. However it is really up to the visitor. Please Note the Following

1. The Children's Minister will visit all Children. The visit will not be to do both child and adult. Just Children and answer Parents questions about Children's Ministry.

2. The Youth Minister will visit all Youth. The visit will not be to do both student and adult. Just Youth and answer Parents questions about Youth Ministry.

3. Adults Will be spilt into 4 Categories. College, Young, Median, Senior Adults.

4. Kyle and Jackie Hudgins, Robert and Rhonda Kimbrell will visit College/Career

5. Chris Kelley will visit Young Adults

6. Bro. Dan Williams, David Cottingham, Jackie Houston, Chris Allen, David Burns, John Jones will visit Median Adults. The first visit will come from the small group class they visited first. The process should be : see examples.

Example 1: Bob and Sue Jane visit Stephen West's Class. Jackie gets them to fill out a card. The card goes to the offering plate to secretary. Secretary enters the information gets a map. Gives info to BEM Minister/ Assimilation Pastor. BEM Minister/Assimilation Pastor gets information to Jackie. Jackie along with a team from His class schedules a visit. They go visit. The Assimilation Pastor follows up with Jackie to see how the visit went.

If they do not like the class they visit or if they decide to shop around the information goes back to the Assimilation Pastor to give to all Median Teachers. Then they visit.

7. Senior Adults will be visited by a team from the senior adult ministry. Followed up by the BEM Minister/ Assimilation Pastor. Senior Single Adult Women their information will be given to the Senior women's small group leader.

Rotation- The Assimilation Pastor will rotate the names of the visitors to all the teachers so that they may contact them personally about a visit.

Appointment Scheduling

Please make sure that you let the visitor know that the visit is at their convenience and that you are more than willing to accommodate. Please do not show up unannounced. Please call first!

Final Word

The most effective way to visit is within the small group ministry. If we do our work in the small group we will see fruit and the church will grow. If it is not worked it is not working. It takes all of us working together and planning the visits and encouraging our small groups to invite.

A question for HARVEST CHURCH Small Group Leaders to ask themselves:

Am I willing to do “Whatever It Takes” to see my Small Group be a success?

What does success in a small group look like and how is it measured?

1. Spiritual/ **Create and Enabling Faithful Followers of Christ.** Knowledge of the Word
2. Ministry/ Projects Planned and Executed. Good Intentions are Great. Ministry is always better.
Whatever it Takes.
3. Relationships/ **Turn North and Go Deep.** The Small Group member’s relationship with God maturing, and the deepening of relationships with fellow believers around them at HARVEST CHURCH.

Please Note that Our Success is not measured by numbers. If we faithfully execute the process above the numbers will take care of themselves. We are not interested in other churches members, or being the hottest ticket in town. We are, however, interested in executing the Great Commission set for us by Jesus. Let the numbers go please!