

INSIDEOUT: TEN HACKS TO REACH A COMMUNITY

Plug Into Your Community

There are ongoing events where you can be part of your community. Reach out to those organizations and your municipalities and see how you can help. Make the goal relationship, not promoting your church or ministry.

SERVING WILL NOT ONLY HELP YOU KNOW YOUR COMMUNITY BETTER (THAT'S THE WIN!) BUT WILL ALSO HELP YOUR CHURCH CULTURE SEE HOW YOU VALUE SIMPLE RELATIONSHIPS AND TURN YOUR MINISTRY INSIDE OUT.

Reach Out To The School

Almost every family interacts with the school on a day-to-day basis. By connecting with the school, you are building inroads into those families. Take an approach that doesn't have an agenda, other than a straightforward question: *How can we serve?*

SET A MEETING WITH THE HIGHEST SCHOOL ADMINISTRATOR YOU CAN REACH. RESIST THE TEMPTATION TO SUGGEST ANYTHING IN THIS MEETING BUT THAT ONE SIMPLE QUESTION. SUGGEST YOU WILL COME BACK WITH THEM WITH IDEAS IF THEY OFFER A LIST OF NEEDS. EVEN IF THEY REBUFF, YOU HAVE ESTABLISHED YOUR DESIRE TO PARTNER WITH THEM.

Find Your Area Network

You are doing ministry alongside volunteer, part-time, and full-time ministers in your community and county. Reach out to who you know, whether large or small ministry, don't bother asking about how many they serve. These are your partners for prayer, resourcing each other, strategy, and friends in ministry.

FIND OUT WHO IS SERVING NEAR YOU AND MEET THEM. LOOK INTO WHETHER THERE IS A YOUTH MIN NETWORK OR KIDS MIN NETWORK. IF THERE ISN'T ONE, START ONE. PRAY, CONNECT, DREAM, STRATEGIZE, AND BUILD RELATIONSHIP. DO THIS REGULARLY, AND DON'T STOP!

Use Missional Language To Create Culture

To create a culture in your ministry that begins to see the school and community as their mission field, you will need to put that target in front of them not only with events but the words you use.

GET YOURSELF SOME KEY PHRASES THAT REPRESENT THE MISSION FIELD YOU ARE SERVING AND THE ACTIONS RELATED TO MISSIONS IN YOUR COMMUNITY, AND DON'T STOP USING THEM.

Launch Campus Ministries That Work

Bible clubs have gained an indifferent reputation over the years, but a good campus ministry is salt and light to the school. It's a hub for Christian students to be inspired and mobilized to serve their school and share the Message of Hope, Jesus Christ.

IF YOUR SCHOOL DOESN'T HAVE A CLUB, START ONE. IF THEY HAVE ONE THAT'S NOT WORKING, START A SECOND ONE. NOW SHOW UP A FEW TIMES A YEAR AND USE IT AS A MISSION OUTPOST IN YOUR COMMUNITY.

You Need A Team, Get On The Team

You can't do community outreach without a team of leader in your church. Get on their team, and let them get on your team. Look for ways to work together to reach your community.

GET YOUR TEAMMATES ON YOUR TEAM, AND BE ON THEIR TEAM

Pay Attention To Community Life Around You

If something important happens at the school (good or bad), call and offer to help (individually, as a group, or with resources). Train your students to do this on a personal level. Some opportunities will be on the calendar, and others circumstantial.

IF TRAGEDY STRIKES THE SCHOOL, CALL IN.

Ask Your Church To Partner In Prayer

"If something happens when we pray, something doesn't when we don't." - Mark Batterson. Ask students, parents, youth leaders, and church members to pray for your schools. It matters.

A SIDE EFFECT OF EVERYONE PRAYING FOR YOUR SCHOOLS IS THAT EVERYONE FOCUSES ON YOUR SCHOOLS. WHEN YOU NEED RESOURCES OR VOLUNTEERS, IT IS VALUABLE TO HAVE EVERYONE ALREADY FOCUSED ON WHAT MATTERS.

Create Opportunities For People To Come Serve With You

Everyone plays a part in reaching a community, and each ministry can partner together for this critical task. Don't leave the outreach to one ministry or person in your church.

LOOK FOR WAYS THAT ALL THE PEOPLE OF YOUR CHURCH CAN PARTNER FOR OUTREACH, EVEN IN THE SCHOOLS.

Keep Mission In Focus

It is vital to share across all platforms. Feature the school in sermons, stories of students reaching students, reports of Christian educators and coaches, community stories, and celebrate how your church is meeting needs and sharing God's love and truth.

KEEP YOUR CHURCH FACING OUTWARD BY CONSISTENTLY POINTING THEM TOWARD MISSION.

Thanks to Jason Forsman, Jessica Riner, John Ginnan and Rob Gillen for these hacks.