

Evangelism in Everything or “We are an Inviting & Welcoming Church”

ESLO Meeting 11/16

Goals for Evangelism Discussion at ESLO Meeting 11/16

- Develop comfort with and practice each person’s evangelism (inviting and welcoming) skills
- Share information about marketing research, existing communication plan
- Practice incorporating inviting and welcoming planning into all Eden activities & events
- Commit to developing a publicity plan, and assessing campus welcome for all activities/events
- Develop ideas about how to spread evangelism skills throughout the congregation

Goal 1—Personal comfort & practice with Evangelism (“inviting & welcoming”)

1. Send ahead of time—ask people to jot down their answers and bring them to meeting

- How did you learn about Eden?
- When did you come the first time? Why then?
- When did you attend Eden subsequent times? Why did you come back those times?
- Why did you decide to stay/join?

As part of devotion: Share one characteristic of Eden that influenced you to join (10 min.)

Goal 2—Build understanding of Eden’s market, communication plan

2. Evangelism: Me? Who? How? What?—Presentation by Stephanie (15-20 minutes)

- The heart of evangelism: “Inviting” and “Welcoming”
- Brief description of the learning from the Marketing Team, 2004 – 2005
 - Who would want to hear about Eden? Who is in our neighborhood?
 - How do we reach specific groups?
 - What do we tell the groups who resonate with Eden’s identity?
- How to build layers of awareness and interest about Eden
 - Increasing community visibility
 - publicity we don’t pay for—sending press releases
 - hosting nonreligious events that match our mission: get people to campus
 - Broadening the invitation for all Eden events and activities
 - Enhancing publicity and increasing specific/personal invitations
 - Creating a more active welcome
 - Creating or participating in events specifically for evangelism

Goal 3—Practice incorporating evangelism planning into all Eden activities & events

3. Building strengths: making evangelism part of everything—team discussion/reflection (10 min.)

- For your activities and events: increasing inviting and welcoming of target groups and Eden goals
 - Who might be interested?
 - Where are they (already at Eden or not)?
 - How can we let them know?
 - Can we generate free publicity?
 - Ensuring maximum welcome
- Inviting and welcoming actions that can be built into your next activity or event—report out (10 min.)

Goal 4—Develop evangelism skills throughout the congregation

4. Using every opportunity to maximize invitations and welcome

- Where do “inviting and welcoming” opportunities already exist?—brainstorming (5 min.)
 - In worship
 - Ushers/greeters;
 - fellowship hour;
 - Sunday School;
 - invite people you don’t know well at Eden to participate with you in something (coffee hour)
 - small groups;
 - adult education;
 - youth activities;
 - children’s activities;
- How can we build e-skills in everyone at Eden? Planning for an ongoing focus (10 min.)
 - Congregation training/practice?
 - Way to integrate new members into ongoing activities & events
 - Include new people as a way of getting to know each other
 - Include fellowship in committee/planning meetings

**Evangelism in Everything or “We are an Inviting & Welcoming Church”
ESLO Meeting 11/16**

- Establish a regular meeting time after worship? (Also need to discuss with Arlene & Council)