



Finding New Prospects for Your Church

Participant's Handout



The purpose of this module is to challenge and equip the participants to find and reach new prospects for their church so they may be transformed by the power of Jesus Christ.

The objectives for this module are:

- **To realize the importance of reaching new prospects.**
- **To examine eight key principles that will assist the church in reaching new prospects.**

I. Introduction

A. Prospecting is the same way the church ought to think about finding new people for Jesus.

1. Unfortunately too many churches just go about their business _____ new people will turn up in God's house. How sad!
2. A plan is needed in order to _____ new people.
3. We need to become prospectors. There is a "gold rush" waiting to be _____.

B. Such a plan rests firmly on _____ grace.

1. Theologians tell us this is the grace that "goes before." God's grace "goes before" people _____ Christ.
2. God reaches out to us while we are _____ in sin. Without this grace we would never become a Christian.

C. What does this have to do with our discussion? People away from God _____ to be found.

1. They also _____ to be found because God's prevenient grace has created a spiritual hunger in them.
2. A plan to reach new people rests on God's _____ which "goes before" we ever get there.
3. Lost people are _____ to be found.

II. The plan to reach new people is comprised of eight key principles.

A. The principle of _____ leadership

1. The pastor must lead the _____ in finding new people.
 - a. Congregants will rarely _____ in a ministerial activity unless they see the behavior modeled by their pastor.
 - b. The ministerial team must _____ to make this a commitment.
2. If every pastor and staff is to set the example they must be _____ in the lives of lost people.
 - a. This active involvement is basic but often _____.
 - b. Often the pastor and staff are so _____ doing the everyday tasks of ministry they fail to get involved in the lives of others.

B. The principle of getting the _____ out.

1. To reach new people a certain amount of _____ takes place.

- a. Advertising is simply another way of saying to lost people, “the church _____ you.”
 - b. Many of the lost think of the church _____. Our job is to let them know the truth.
2. Use all possible _____ to get the word out.
- a. _____ for a monthly marketing event.
 - b. Brainstorm with your leadership team to explore ideas for _____ new people who may work in your setting.
 - c. Some ideas include:
 - i. Passing out school pencils with church information stamped on it
 - ii. Web Site Pop Ups
 - iii. Newspaper ads
 - iv. New homeowner letters.
 - v. Try a variety of things and see what works.
3. In getting the word out focus on passing out information in a way that alleviates the **FEARS** of new people.

C. The principle of _____ members

1. Churches that routinely find new people are churches that _____ every member to be involved in the process.
 - a. Everyone is needed _____ of his or her gifts and talents.
 - b. People are _____ who can speak out, cook, set up chairs, baby-sit, make posters, and peel stamps.
2. _____ of your church.
 - a. How many people are _____ in the ministry of reaching out to new people?
 - b. What _____ of the church does that represent?
 - c. _____ to reach 100% participation by conducting a “catch the vision” service.
 - d. Sermons on the biblical topic of the priesthood of all believers and the Body of Christ will also help _____ participation.

D. The principle of public _____

1. Celebrate the _____ that new people are coming to Christ. Beat the drum!
 - a. Schedule times for new people to _____ their salvation stories.
 - b. Tremendous excitement is _____ as individuals tell their story.
2. Every church can do _____ in this area of celebration.

E. The principle of _____.

1. If we are really going to find and keep prospects we must be _____ relevant.
 - a. Understand that the church culture is vastly _____ than the culture in

most communities.

- b. We typically speak in a different language, sing to different instruments, and dress differently than those _____ the church.
 - c. The church must _____ to make changes in its culture in order to reach and keep new people.
 - d. This change can be risky business if the church confuses _____ with message.
 - e. The _____ must never be changed, but the method is up for grabs if it reaches the people of our community.
2. To fail in this area means we may attract new people but not _____ them.
 - a. The church must _____ answer the unspoken question in the mind of new people: "What does this have to do with where I am?"
 - b. If the church does not meet their needs again and again they will _____ the church.
 - c. After all, there are plenty of other "communities" calling out to them if the church lets them _____.

F. The principle of Big _____.

1. Denominations have long recognized there are two annual natural _____ in church attendance during the year.
2. One Sunday per month plan to have a higher attendance Sunday that _____ out to new people.

G. The principle of utilizing one day a week for _____.

1. Churches that are _____ reaching new people select one day a week in which to do nothing but evangelism.
 - a. We all know it is too easy for the church to get sidetracked doing everything but the main thing: reaching _____ people.
 - b. To be successful we must put the good _____ we have in outreach on the calendar. Just as a magnifying glass can start a fire when properly focused so too can the church reach new people when it is properly focused.
 - c. Imagine what could happen if you focused all the _____ and resources of the church one day a week on reaching new people!
2. After you make the commitment to weekly focus on outreach, _____ what must be done on that day. Some suggestions include:
 - a. _____ teams spending time in prayer for the lost.
 - b. Volunteers working the phone lines to _____ recent visitors.
 - c. Pastoral led _____ sessions on the subject of outreach.
 - d. Sending out _____ teams.
 - e. Teams of people who gather to write _____ notes of love and encouragement to people who are not yet part of the church.

H. The principle of no _____.

1. We must firmly understand the church is the final _____ for people who need Christ.
 - a. The Bible gives no indication God has created a _____ plan if the church fails. The buck stops with us.
 - b. Failure of the church to _____ new people means we have increased the population of hell.
 - c. When the church adopts this mindset we will finally become the _____ institution God wanted us to be. Safety nets will fall.
 - d. Personal opinions and preferences will be set aside. _____ will prevail.
 - e. God has _____ us to be the outreaching arm of His love to a sick and dying world. We must not fail.
 - f. There is no _____.
2. This _____ must start at the top and work its way down to every member.
 - a. The pastor must passionately believe there is no plan B. This belief must be then _____ to the leadership team.
 - b. Soon a _____ for the lost will be burning brightly. For some churches it will take longer than others.
 - c. Too many churches have focused on themselves so long that when it comes to lighting a fire for others their wood for is wet. Keep _____ sparks and sooner or later the fire will start.

Small Group Activity

The questions are:

1. Discuss the likeness between the Gold Rush of 1849 and the spiritual harvest field all around us. Focus on key ideas such as value, passion, equipping, and planning. How similar is your church to the group of "Forty-Niners" that invested their lives to find gold?
2. List some ways your leadership team can rub shoulders with the lost in your own community. What marketing currently takes place in your church? How can you improve in this area?
3. Discuss the pros and cons of appointing a person to be responsible for marketing your church to the community.
4. Approximately what percentage of your church is involved in the outreach process? What can you do to increase that percentage during the next twelve months?
5. What are you currently doing in the area of celebrating the fact that new people are coming to Christ? Right now plan one way to celebrate within the next month.
6. Imagine you are an unchurched person who comes to your church for the very first time. Through these new eyes and ears what do you notice about the language? music? sermon? dress? What would need to change to make you, as a new person, feel more comfortable?

7. What would need to happen in your church to make a weekly big Sunday possible? What resources would you need? Who would need to be involved? Brainstorm about the possibility of starting a team who will be responsible for making big Sundays happen.
8. Decide which day of the week would best be suited for outreach. Why would that day work better than others?

Discuss the implications for the church regarding the fact that there is no “plan B” for reaching the lost.

Action Planning/Reporting

Using the eight principles for finding new prospects begin to construct a plan, complete with a timeline that mobilizes your church to reach new prospects.

Work on putting the above items on the calendar. This develops a timeline, which

Principle #	Key Ideas To Utilize Principle?	Key Person?	Key Action Steps?
#1 Pastoral Leadership			
#2 Getting The Word Out			
#3 Mobilizing Members			
#4 Public Celebration			
#5 Relevancy			
#6 Big Sunday			
#7 One Day A Week			
#8 No Plan B			

make your ideas come alive