

Heightening Visibility of Your Local Church:  
Being a Visible Church in  
a Visual Society



Instructor Guide

Church Renewal Resource  
Evangelism Ministries USA/Canada Region  
Church of the Nazarene

# Acknowledgments

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# Preparation Checklist

**The following information will help you prepare to instruct this module.**

- Review the material and make notes of specific areas for special emphasis.
- Check to ensure the following materials are available:
  - PowerPoint presentations
  - Participant booklet (copy as needed)
- Gather the following materials:
  - Pens and/or pencils
  - Other material you want to use
- Check the classroom for:
  - Projector
  - Sufficient number of tables and chairs for the participants
- Arrange the room so each church team sits around an individual table and you have ample room to move among the teams.

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## Module-at-a-Glance

The table below identifies each module section, the time allotted for each section, and a brief description of the section's objective. When you are familiar with this module, you may want to teach from this page rather than the detailed information.

SECTION	TIME	PAGE	BRIEF DESCRIPTION
I. Introduction	5 mins.	p. 5	Introduce module, purpose, and objectives.
II. Lecture	20 mins.	p. 6	The facilitator presents information to encourage participants to regularly assess their church's visibility.
III. Small Group Activity	15 mins.	p. 9	Participants work in teams to assess the visibility level of their church.
IV. Discussion	5 mins.	p. 10	<ul style="list-style-type: none"> <li>Participants report their team findings.</li> <li>Participants share thoughts about the information presented in the lecture.</li> <li>Possible discussion questions:               <ul style="list-style-type: none"> <li>What things currently does your church do to be visible in the community?</li> <li>How could you make your church more visible?</li> </ul> </li> </ul>
V. Action Planning/ Reporting	10 mins.	p. 10	<ul style="list-style-type: none"> <li>Participants begin planning a strategy for increasing their church visibility.</li> <li>Participants will create a timeline for their strategy.</li> <li>Participants will report their results to appropriate church leaders.</li> </ul>
VI. Module Wrap-Up	5 mins.	p. 11	Close the module with your final comments regarding the topic.
<b>Total Module Time: 60 mins.</b>			

# I. Module Introduction

(5 minutes)

Let the participants know the material is theirs to keep and encourage them to take notes.

- Purpose
- Objectives
- “Fill-in-the-blanks” for the lecture
- Application exercises

*The purpose of this module is:*

***To encourage church leaders to regularly assess their church’s visibility in the community.***

*The objectives for this module are:*

- Learn why church visibility is important.
- Learn how to assess your church’s visibility in the community.
- Discover ways to increase your church’s visibility in the community.
- Create a practical strategy to increase your church’s visibility in the community.

Notes

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## II. Lecture

Notes

(20 minutes)

(The UNDERLINED text represents the blanks in the participant booklet.)

### Why is church visibility important in today's society?

- A. We live in a VISUAL society.
- B. Jesus' MESSAGE was visual.
- *Jesus himself was God's visual representation to the world (Colossians 1:15).*
  - *The parables of Jesus were visual (Matthew 13:1-9; 13:24-30; 13:44-46).*
  - *The miracles of Jesus visually represented his compassion for people (Mark 5:21-43).*
- C. Our message MUST be visible for everyone to see.
- "You are the light of the world. A city on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead they put it on its stand, and it gives light to everyone in the house. In the same way, let your light shine before men, that they may see your good deeds and praise your Father in heaven" (Matthew 5:14-16).*
- D. We will ATTRACT more visitors to our services.
- A simple law of advertising states: the more people who know about your product, the more customers you will have.*
- E. Church members will increase their CONFIDENCE in the church.
- As church members see their church advertised in public, they will experience a sense of excitement toward their church.*
- I. **How to Assess Your Church's Visibility in the Community** (Adapted from Getting the Word Out by Frederick H. Gonnerman). Have the group answer two of the following questions:
- A. Who is the congregation's AUDIENCE?
  - B. Is advertising and communication primarily for members, those in attendance, or for the UNCHURCHED community?
  - C. Do you have statements of mission/PURPOSES for publications/public relations?

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## II. Lecture (cont.)

Notes

- D. Have you critiqued your recent **PUBLICATIONS** and other communications efforts? How effective were they?
- E. What does your church building/sign **COMMUNICATE** to the unchurched during the day and at night?
- F. Do you have a leader (laity or staff) **COORDINATING** church visibility in the community?
- G. Is your church **ACTIVE** in community events (e.g. carnivals, craft shows, blood drives, fundraisers)?
- H. Are your church facilities more of a country club for the members or a **COMMUNITY** center for the needy?
- I. How **AWARE** of your church is the average person in your community?

### II. Ideas for Heightening Visibility

- A. **SIGNAGE**
- B. Updated **WEBSITE**
- C. Attractive **BROCHURE**
- D. Business **CARDS** for all staff
- E. Invitation cards for **LAITY**
- F. **COMMUNITY** catalog/magazine
- G. **PHONE** listing and yellow pages
- H. **RADIO** ads
- I. **T.V.** commercials
- J. Community **EVENTS**
- K. **NIGHTTIME** lighting
- L. **NEWSLETTERS**
- M. Special event **MAILERS**
- N. **INTRODUCTORY** DVDs/CDs
- O. **INTERNET**-based broadcasting

### III. Where Do I Start?

- A. Create and propose a visibility **BUDGET**.
  1. Be creative.
  2. Think **COST** effective.

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## II. Lecture (cont.)

3. Start **SMALL**.
4. Discover a **NICHE** or need in your community [*Lyle Schaller's three basic suggestions for congregations wishing to assess their growth potential.*]
  - a. "Study the Competition! Visit other congregations to discover what they are doing that is working."
  - b. "Engage in Self-Appraisal. Look at who you have been successfully reaching. Isolate the methods that have worked well and expand them."
  - c. "Increase the Entry Points. Create more and better ways for others to see how to get in your church" (*Find a Niche and Scratch It* by Robert L. Perry, pgs. 20, 21).

### B. Develop Your **STRATEGY**.

Three easy strategies for reaching out to your community from Rick Warren's book, The Purpose Driven Church. These ideas are helpful where you can be effectively visual.

1. "Know What You are Fishing For"
2. "Go Where the Fish Are Biting"
3. "Learn to Think Like a Fish" (*The Purpose Driven Church* by Rick Warren, pgs. 186-188)

### C. Begin with **INVITATION CARDS** to hand out to your people.

1. Why?
  - a. People love the **PERSONAL** touch and invitation.
  - b. They are **COST** effective
  - c. They give your people a **TOOL** with which to invite others.
2. How?
  - a. They can be created through Microsoft Publisher or a similar program (at a low cost).
  - b. They can be **PRODUCED** by a local printing company.
3. How to Construct an Invitation Card
  - a. Include church name, address, phone number, fax number, website address;
  - b. Select two or three attractive statements about

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## II. Lecture (cont.)

- your church;
- c. Describe ministries your church offers;
  - d. List weekly service/activity times.

## III. Small Group Exercise

(15 Minutes)

The small group exercise portion of the module provides an opportunity for people to discuss the information presented and how it applies to their church. Have people break up in groups of three to four people.

Turn to the small group exercise portion of your participant guide. In this section, you will assess your church's visibility in the community based on the assessment material we learned earlier. Break up into groups of three to four people. Be sure to assess your church using all eight questions. Record your answers in the space provided for you.

Remain available during the exercise time to answer questions. Announce to the group when they have five minutes remaining.

## IV. Discussion

(5 Minutes)

The discussion portion of the module provides an opportunity for people to share their thoughts about building God's church.

If you're ahead of schedule, below are some questions you might ask. However, it's easy to lose track of time so watch the clock.

1. Currently, what does your church do to be visible in your community?
2. How could you make your church more visible?



## V. Action Planning/Reporting

(10 Minutes)

Notes

This section gives the participants an opportunity to create and discuss their strategies to make their churches more visible. Allow time for people to share visibility ideas for their church with the rest of the group.

The homework assignment for this module is:

- Identify three cost effective ways to increase your visibility in your church.
- Create a strategy to make these things happen.
- Create a reasonable timeline to accomplish these things.

Assign these responsibilities to a capable person.

Take time to move among the groups to answer specific questions. Let the groups know when there are five minutes remaining and ask them to begin to conclude their discussions.

## VI. Module Wrap-Up

(5 Minutes)

This section provides an opportunity to close the module.

- Ask participants to share their thoughts about the module.
- Answer any questions and provide encouragement.
- Close in prayer asking God to help us effectively make our message and church visible in the community.

Additional Sources:

- Getting the Word Out, Frederick H. Gonnerman
- Find a Niche and Scratch It: Marketing Your Congregation, Robert L. Perry
- The Purpose Driven Church, Rick Warren
- Attracting New Members, Robert L. Bast
- Creative Leadership Series: Direct Mail Ministry, Walter Mueller
- Changing Channels: The Church and the Television Revolution, Tyron Inbody (Ed.)



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