

Before You Go: How to Get Started with Outreach

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If you're in the pre-launch phase or you've never done outreach before, a few best practices will save you a lot of headaches (and possibly a run-in with the police—ask Dave about the time he stood on top of a van with his band and got chased out of a parking lot).

1 Wear your church branding.

Have your team serve in shirts with your church logo. It makes a statement to everyone watching: we love you before you've ever met us.

2 Empower your team with invite cards.

You're there to make a practical difference, but serving opens doors for conversation. Give your team cards for your launch, your next series, Easter, or Christmas so connecting is easy.

3 Capture the moment.

Have someone ready to take photos. You'll show them in church that Sunday, put them on your website and in your bulletin, and use them all year long.

4 Keep it simple and scalable.

The need can feel overwhelming, especially for church plants. Match your outreach to the size and capacity of your church right now, and build something you can actually deliver on.

5 Be a blessing, not a burden.

Don't serve coffee outside a coffee shop—buy gift cards to that coffee shop and hand them out at the door. Get permission. Leave every place better than you found it. People notice those small things more than you think.

6 Serve with no strings attached.

Always be sensitive to opportunities to pray with someone or lead them to Christ, but never pressure anyone. Begin the conversation and let the Holy Spirit work on their heart. If God opens the door, go for it.