

# Creative Outreach ideas for Pathfinders



New Jersey Conference

# Hello!

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# Why The Church Needs Do This?

- The church exists to introduce people to Jesus, and this is why we constantly need to produce new church outreach ideas! We shouldn't pour all of our energy and resources into erecting a wonderful, comfortable building with the hope that people will wander in—we need to be out building relationships with them.
- That means we always need to be challenging ourselves to reach people in our communities. So, we've compiled 30 fun outreach ideas to help you brainstorm ways to impact your city.



# Why The Church Need Do This?

- Looking for ways your church can perform outreach while social distancing? We've also compiled community outreach ideas that are safe to hold during COVID-19.
- (Don't see your favorite outreach idea here? Drop us a comment and if it's a big winner, we'll add it to the list!)



# Time Commitment

- Some outreach ideas can be done in an afternoon, and some need to be committed to for months (or longer). This entry will give you a rough idea of how much of a time commitment this idea will require.



# Investment

- You can expect to make a financial investment for any outreach, but some opportunities are going to cost more than others. Hopefully, you can expect a greater outcome with a larger capital investment.



# Volunteers

- You'll also need to consider whether you have enough people to run the event. I'll give you a range of the ideal volunteers needed to run this event successfully.



# Who Are You Trying To Reach?

- The members of your community are individuals that have unique interests and personalities. Due to these differences, the same ministry outreach idea won't have the same impact on everyone. To have a truly successful outreach event, you need to narrow down and identify your target audience. This will make your outreach efforts more effective and feel more personal.



# Group Discussion Time

## Share your Thoughts



- Why does the church need to do this?
- Why is time commitment important?
- How is this an investment?
- Why is getting the right volunteers important?
- Why is knowing your target group important?





# Marketing Your Event

- You can plan all the outreach ideas you want, but your church will not see growth unless members of the community attend. Once you have your event's specifics planned, you'll also need to plan how you'll market the event. Advertising the event with flyers and signs or sharing it on your [church's website](#) or social media accounts will help get the word out and increase the likeliness that your outreach attempt will be successful.



# Keep Track Of Volunteers

- When planning an outreach event, you not only have to take into consideration all the people who will attend, but all the people who volunteer to help.
- Create a What's App Group. Your volunteers will be able to set availability and serving preferences, so you always have the best people helping with each event.



# Affording Your Outreach Ideas

- Often, outreach events cost a good amount of time and money. It's always wise to think ahead and plan out some of your outreach ideas at the beginning of the year so you can budget for them.



# Setting Goals For Your Event

- An event that goes off without a hitch is great, but if church growth is your goal, it's not a good indicator of event success. When planning ministry outreach, set concrete goals that can be measured against, whether that be the number of event attendees, new members acquired, or another metric. These tangible goals will allow you to better measure how successful your event was, and these insights will help your church have successful outreach events in the future.



# We are going to *Share 18 Ideas*

Let's see how many ideas you can produced at the end.





# Family Movie Night

1



- Most churches have a great audio/visual setup. Why not use it for showing movies? This can be a weekly event that happens all summer—or all year! A movie night followed by a discussion about its themes and characters can be an interesting way to bring people into your church.



- You might be surprised by the suggested financial investment and time commitment here, but this isn't an idea you want to get into unless you're willing to invest in the proper non-theatrical public performance license which can be pricey (dependent upon what kind of movies you plan on showing). If you're going to spring for the license, you might as well make family movie nights a regular event.





# Super Bowl Party

2



- The Super Bowl is one of the year's biggest events, and it can be a wonderful opportunity to get people into church—but it has to be done correctly. Most people would prefer to watch this event at home or with close friends, so there needs to be some real thought put into how you'll attract people.



- Not only will you need a commitment from your congregation to show up themselves (and invite their friends), but you might also want to invest in some items to raffle off. This can be done during the halftime show—which is often not something you want to associate yourself with anyway.



- Most of your investment money will go into creating invitations, buying snacks and food, investing in some great raffle items (you can probably get donations or discounts from local businesses, too).
- Make sure you know what the NFL expects from churches sponsoring such an event.



# Support A Senior Center

3



- This is another idea that's more about investing in the community than it is about getting an immediate return on your outreach. There are a number of ways you can invest in local senior centers:
- Lead worship services
- Serve during meals
- Visit with seniors
- Stock the facility with resources like books and movies



- Not only can you really minister to the seniors in your community at a time in their life when they feel cast aside, but you also get to teach your congregation how to serve others. Your outreach spills over into the lives of the center's staff and family members of the residents.





# Host A Concert

4



- Depending on your goals, hosting a concert can be a bit of a risk. You need to ask yourself if you intend to charge for the event, take a “love offering,” or make it a free event.



- If you have local talent, you can negotiate the cost of getting them to come play. This is your best bet for holding a free event. This can be a great way to make your church a place that's known for supporting local artists. If you want to host a more well-known artist, you're probably going to need to make a significant commitment to pay for them.



# Community Festival

5



- You can build relationships with local vendors from all around town who set up booths at the church to sell their products and services. There are also food booths and games for the kids.
- This doesn't work as well as a one-time event, but over time your church can establish itself as an important part of the community.



# Halloween Alternatives

6



- Lots of families are looking for safe, fun things to do on Halloween. This is a wonderful way for your church to step up to the plate. If your church would prefer not to have anything to do with Halloween, you can host a harvest party and provide games, snacks, and candy. This can provide you with an opportunity to get to know parents as their kids play.



# Community Garden

7





- If the church or a church member has an acre or more of garden-worthy land, you can put together a public garden. With plowing, planting, maintenance, and harvest, you're committing to a year-long project (at least). You need someone knowledgeable to head it up and make sure you have a really good idea of what's needed:



- Volunteers
- Tools
- Plants
- Watering system and cost
- Fencing
- A well-run community garden can really pull people together, and it can also provide some food for local shelters and food pantries.



# Free Lunches

8

- Is your church surrounded by businesses? Why not set up some barbecues in the parking lot and offer working people free lunches once a week? I mean, who doesn't love a free lunch? You can even deliver!



- You'll need to market it to the businesses around your church. But if you set up well, it can give you an opportunity to get to know some of the people working near your church and help you build relationships with local businesses.
- Pro tip: When you're trying to get the word out to these businesses, start with the executive assistant or someone in HR—they'll know how to get the message to the rest of the company.





# Homecoming Service

9

- Why not put together a special service for all the church's former members? This can be a fun and meaningful outreach idea that can let your current congregation know the value you place on everyone that has worshiped with you.



- To pull this off, you need to be willing to invite back everyone that's left—which means you need to be willing to let bygones go. But this can be a really meaningful opportunity for healing and to communicate the importance of forgiveness and community.





# Group Discussion Time

## Which of these ideas you like?



- Movie Nite
- Super Bowl Party
- Support a Senior Center
- Host a Concert
- Community Festival
- Halloween Alternative
- Community garden
- Free lunches
- Home coming service



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# Multi-Church Community VBS

10



- Instead of doing your typical summer VBS program, you could get multiple churches involved and do something amazing. If you combine resources, you might be able to rent a community center or use the building of the largest church. With enough planning, a multi-church community VBS could make a dramatic impact on the community!



- Another plus to a large, multi-church VBS event is that it lets churches participate even when they have a lot of people vacationing or out for the summer.
- As we mentioned earlier, an outreach idea like this will take many volunteers.



# Community Yard Sale





- Here's an outreach idea that doubles up on the opportunity to reach out to your community. Think of something meaningful in your community you'd like to raise money for and put together a community-wide yard sale to raise funds.
- (Remember, as an outreach it's best if you're not just fundraising for your own needs.)



- Community members get to come interact with you when they donate their sale items to the yard sale, and then they get to interact with your church again when they come to the actual event!
- Just a word of warning: Don't underestimate the number of volunteer hours that will need to go into sorting, cleaning, and pricing the items that people bring. It's time-consuming.



# Free Car Wash

12





- The key to this outreach is to not take any money. People will want to donate. Find a place with a good, central location with a water hookup for your event. Set up a Facebook event and invite the community. Make sure that you communicate clearly that your church is looking to serve the community and will not be taking any money for it.

- Have some cards made up for the event with your church location and service times and hand them out to the people who are getting their cars washed.





# Hold An Online Class

13



- Does a member of your church have a unique skill or special interest? One way to hold an outreach event during COVID-19 is to host an online class. Have someone from your church volunteer to lead a free how-to seminar and invite members of the community. This can be a one-time event or recurring if there is enough interest.

- If you'd like more guidance on how to manage your church during COVID-19, see [The Church Leader's Guide to Coronavirus: How to Continue Ministry During a Pandemic.](#)





# Small Groups

14

- The Small Group is a group of people that meets weekly under the coordination of a leader aiming at spiritual, relational and evangelistic growth, aiming at its multiplication.



- The Small Group is a plan lived in the Old and New Testaments, which was born in the heart of God, for all Churches – large and small, for all segments of the Church, which will provide an environment for the shepherding and spiritual development of the members.







# Stop & Pray Day

15

- On the National Day of Prayer, use an outside banner to invite the community to come inside and pray. Play background music, light some candles, and provide a simple prayer guide, sign-in-book, and printed invitation to worship.





**Mother's Day**

16

- Is perfect for a baby dedication and to promote the launch for all the Mother, visit or Churches Mothers.





# All-Church Picnic

17

- Plan a fun-filled day of food, games, and fellowship.





# Christmas Caroling

18

- Teams blanket the community with caroling then meet later for hot cocoa..





# Group Discussion Time

## Which of these ideas you like?



- Multi-church Community VBS
- Community Yard Sale
- Free Car Wash
- Online Class
- Small Groups
- Stop & Pray Day
- Mother's Day
- All-church Picnic
- Christmas Caroling

Do you have any ideas to add?



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# Thanks!

