

Engaging Your Community

Lutheran Hour Ministries Regional Outreach Conference

Alexandria, MN
March 19, 2011

A Neighborhood Connections Outreach Strategy Anyplace Lutheran Church

Anyplace Lutheran Church's Mission

"...to make disciples for Jesus Christ in our church, **neighborhood** and world..."

A Vision for the Neighborhood

To be an integral, valued, transformational member of our immediate community.

Integral:

If our church closed today, would our immediate community miss us or even know we closed?

Valued:

Does the ministry of our church reflect the needs, challenges, and joys of our immediate neighborhood?

Transformational:

What does God want to do in our immediate neighborhood, and how can we be His hands, feet, and voice?

Our "Immediate" Neighborhood (proposed boundaries)



Neighborhood Outreach Strategy

Neighborhood Walk, July 10, 20??

- On Saturday, July 10th, members of our congregation and other volunteers from other congregations who would like to join us in this effort will gather to survey the neighborhood door to door.
 - Choose the day.
 - Map out the boundary.
 - Divide up the areas.
 - Recruit the volunteers.
 - Develop the questions.
 - Prepare the volunteer script.
 - Get food/drinks, pencils/pens, clip boards.
 - Gather the volunteers for prayer/devotion.
 - Teach appropriate street smarts.
 - Divide up the teams.
 - Assign the areas.
 - Do the survey.
 - Return to the church – pray for the work completed.
 - Collate the results.
 - Prepare to share the results with the community.
- In the survey, two questions will be asked regarding the strengths of the neighborhood and the challenges that our congregation could address.
- An invitation to a neighborhood Block Party will be distributed to all who answer the door as well as left with the home if no one was available



Block Party, July 17, 20??

- A week after the Neighborhood Walk, a Block Party will be held in the parking lot for the neighborhood.
- The smell of BBQ will function as an immediate invite to the neighborhood.
- A large blow-up children's play area will serve to attract children and free up parents to converse with each other and church members.
- A take-home gift will be given to provide a reminder of the congregation's community presence.
- Materials will be provided to give basic church info and show our outreach efforts:
 - VBS: August 1st-5th.
 - Rally Day: September 12th.
 - GodSpeak Groups.
 - Financial Foundations 4 Life and other service/outreach events/classes.
- The summer Block Party will become an annual event to gather the community and build relationships.
- At the block party, time will be set aside where the community will gather together and the results of the neighborhood survey shared and discussed.
- The results of the survey will inform the congregation and the local community regarding further positive community efforts which could be developed. The congregation, along with the local community, will begin to address the issues by forming leadership teams: action committees, ad hoc groups, neighborhood groups – all which become involved in doing something (whatever action is necessary to address the changes desired) to change the community for the better. No affiliation to the congregation is needed to be part of the leadership team. However, members of the congregation will serve on leadership teams.

Anyplace Lutheran Church Neighborhood Flyer

- A 4-page flyer/newsletter will be mailed to all households in the immediate neighborhood published two times per year: Spring (March) and Fall (August).
- Leadership for the flyer/newsletter will come from the community and the congregation.
- The purpose of the flyer/newsletter:
 - To connect members of the community together by addressing common concerns and joys, treating the neighborhood like a family.
 - Items included are guided by the info gathered at the neighborhood walk.
 - Prayer list for individual or common concerns and joys will also be included.
 - Provide a medium for editorials and articles from the neighborhood or other sources of interest to the neighborhood.
 - Provide information regarding city initiatives in the neighborhood.
 - Promote events and other opportunities at the congregation and other organizations.
 - The flyer/newsletter is NOT the congregation's monthly newsletter. It is a community newsletter.
- Minimal advertising space may be allowed, offsetting some of the costs.
- Contents of the flyer/newsletter can also be placed in a highlighted section of the congregation's website.

Community Outreach Projects

- In response to the needs of the community, events will be hosted and planned by the congregation which directly benefits the community.
- The purpose of such events is to provide a medium by which the community can take positive action to address items which concern the community.

Our Hopes

We hope that by loving our community and bringing them together in various ways, the community would value the church as an integral member of the neighborhood family. In the process, corporate and individual relationships will be formed, providing opportunities to share the hope that we have in Jesus Christ for our salvation and theirs. The ultimate goal is not necessarily an increase in the membership of our congregation, but an increase of those in our neighborhood who will spend eternity in heaven.