

# Community Ministry in the Small Church

Presented by Joy Skjegstad

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# PRC



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# Joy Skjegstad

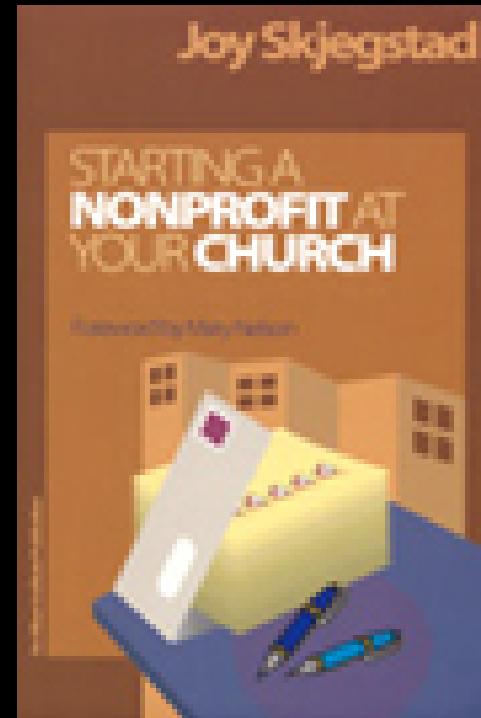
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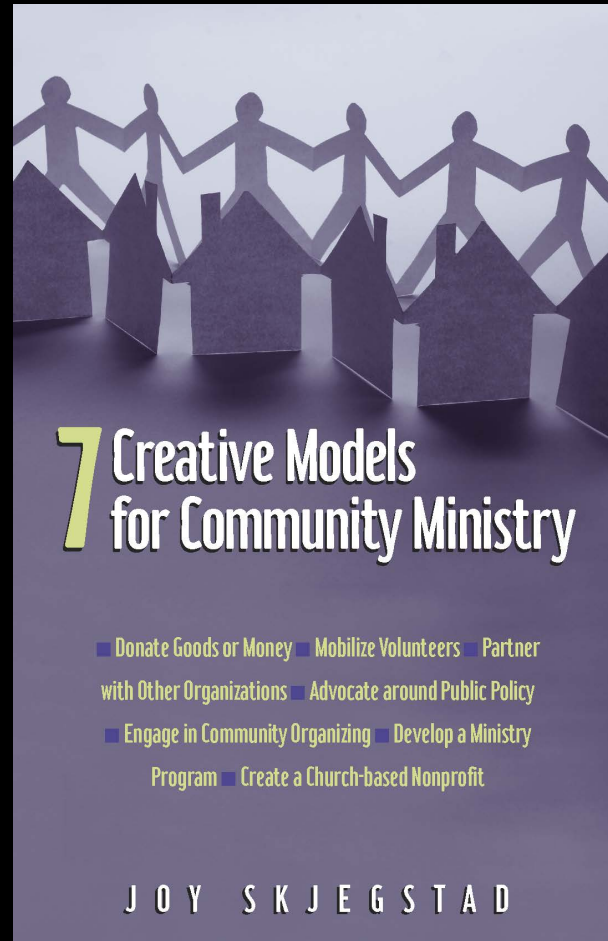
Joy Skjegstad is a national speaker and consultant on nonprofit management and ministry development. She has more than 30 years of experience starting and growing nonprofit organizations, with a special focus on faith-based groups, and youth and community development.

# Joy Skjegstad

Available at Rowman and Littlefield



# Joy Skjegstad available at Judson Press



**JUDSON PRESS**  
PUBLISHERS SINCE 1824

New title in June 2021

- Real Connections:  
Ministries to Strengthen  
Church and Community  
Relationships
- Publisher: Judson Press

Small is Beautiful

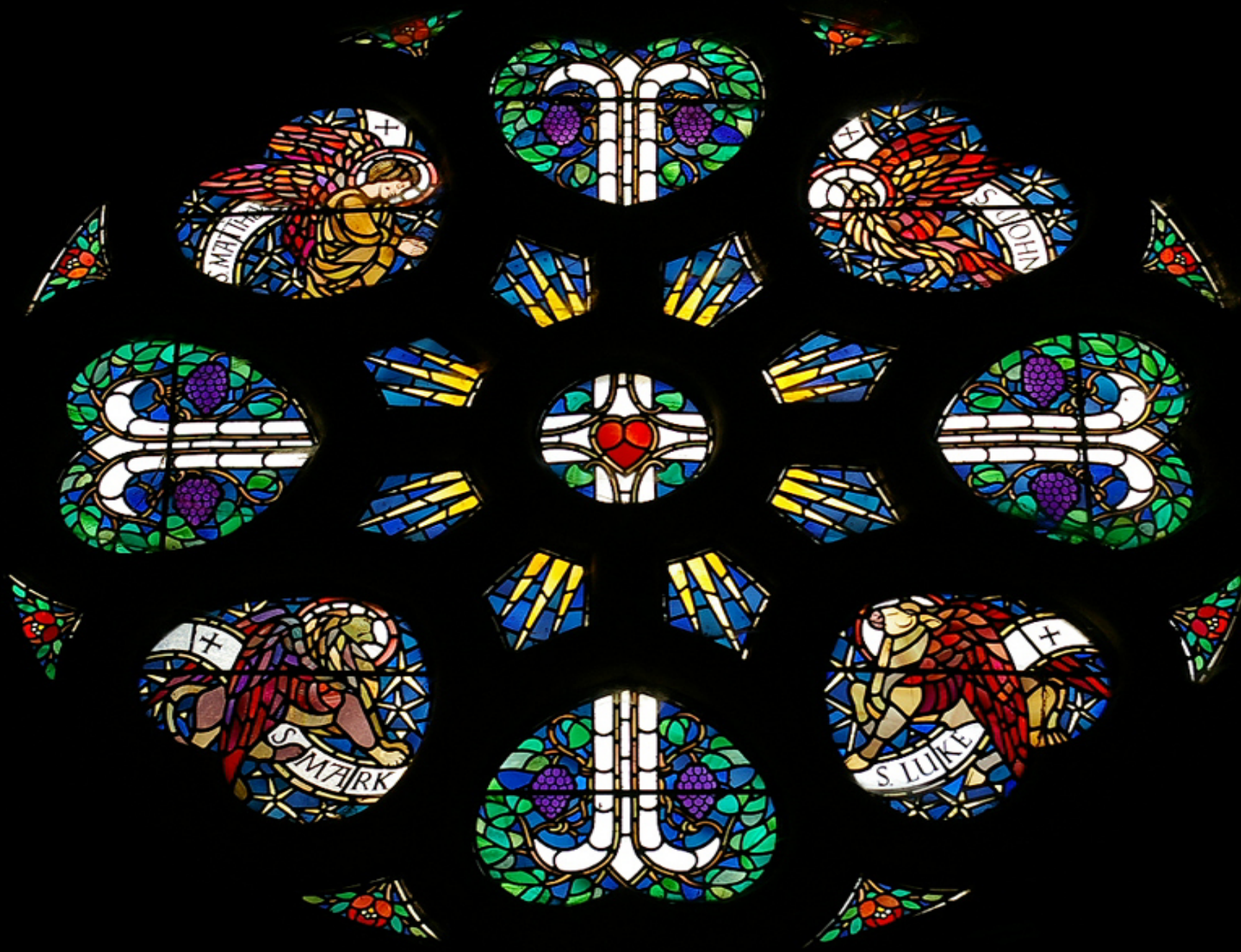
Small churches can make  
a big impact on their  
communities





YOU ARE  
ALWAYS  
» STRONGER «  
THAN YOU  
THINK  
YOU ARE

[WWW.LIVELIFEHAPPY.COM](http://WWW.LIVELIFEHAPPY.COM)



# Family Feel





**High Level of  
Engagement with Each  
Other**





Nimble!



Faster  
decisionmaking







Fewer people = higher  
accountability?



Can see each other's gifts



Feel Greater Ownership





**Lay-led ministries often more sustainable**



You develop lay  
leaders in the  
process



A young woman with dark hair and glasses is leaning against a brick wall. She is looking towards the camera with a serious expression. Her hands are pressed against the wall. The background is a blurred outdoor setting with a blue sky and some greenery.

# Challenges for the Small Church

UNITED STATES

NOTE IS LEGAL TENDER  
IN ALL PARTS, PUBLIC AND PRIVATE

F 51145

May have smaller  
budgets



WASHINGTON



127 D

do Cabral

SERIES  
2006

*Henry*

ed States.

Secreta

WASHINGTON  
ONE DOLLAR

**Can't Just Add Staff**






**Laypeople  
Overtaxed**





A top-down view of a collection of hats and baskets. In the center is a large, light-colored straw hat with a dark brown band. To its right is a brown fedora-style hat. Below the straw hat is a white mesh hat. In the bottom right, there's a hat with a zebra print pattern. Several woven baskets are visible on the right side. The items are set against a background of green leaves.

**Limited staff  
and they  
wear many  
hats**



Time Is Running Out



Entrenched Ways of Doing Things?



The Way it Used  
to Be.....

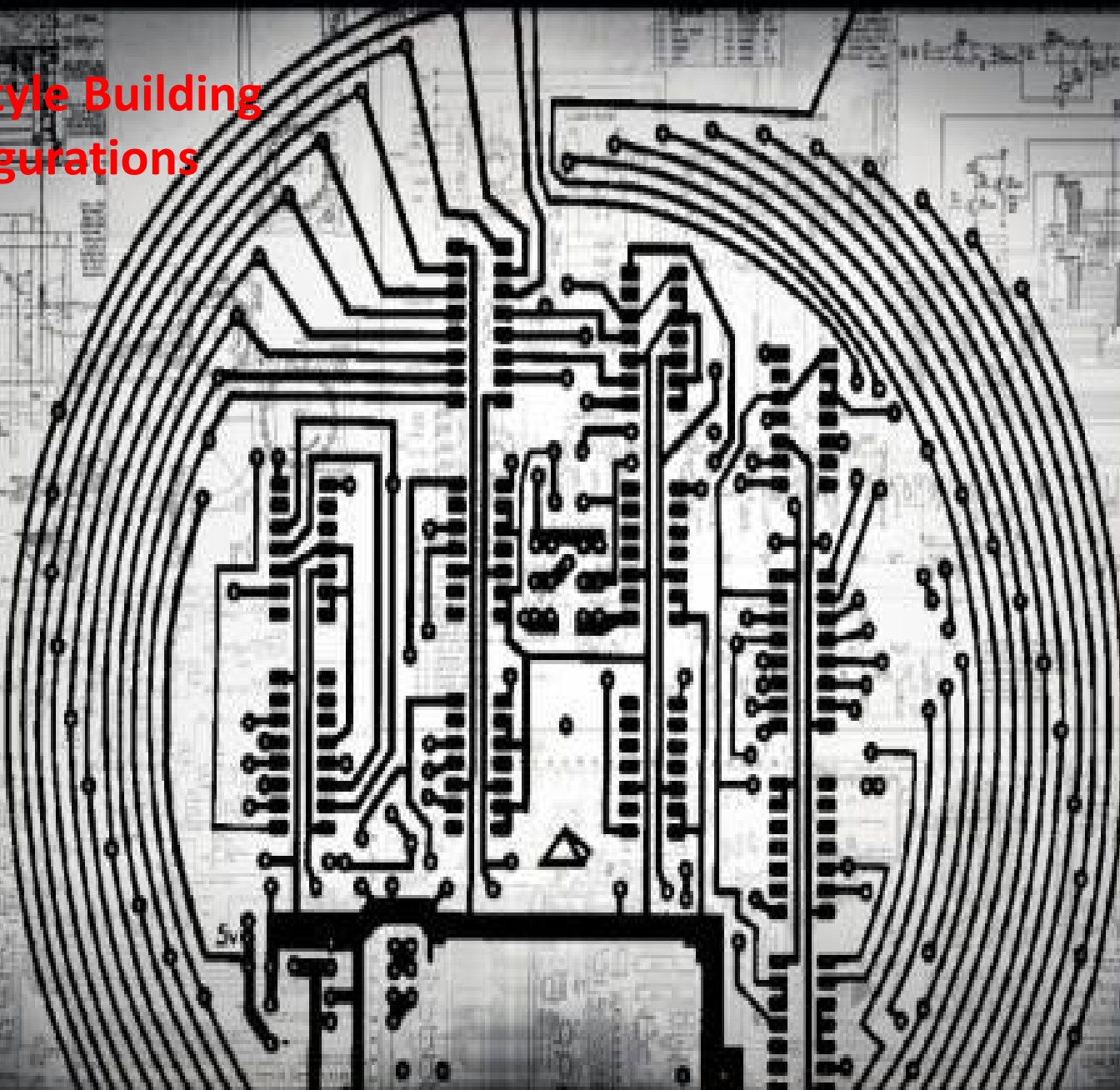


May be in older buildings





# Old style Building Configurations





# Strategies for Success

- What can you do to maximize your strengths as a small congregation?
- How can you address obstacles to ministry?

# Ideas/Case Studies

- Catalyst for development of homeless shelter in smaller community
- Priest at two small Episcopal parishes took the lead in convening people to talk about new site for a shelter in the community
- Group of church members/community members formed a separate nonprofit for the shelter

# Ideas/Case Studies

- Community garden using church green space
- People interested in/gifted in gardening in the congregation
- Donated seeds and use of equipment via Extension Service
- Work with block clubs and Neighborhood Association to recruit volunteers and to promote the project
- Good signage, encouraging neighbors to stop by and “grab something for supper”

# Ideas/Case Study

- Provide studio space to several community artists
- Provide small commissions for pieces for the church, used during church holidays
- Work with schools and youth development orgs. in the community to secure grants for artist residencies
- Art classes for the broader community offered at the church—youth and adult-focused

# Ideas/Case Studies

- Join a coalition working on an important community issue
- Now: Covid-19 task force. Or: Affordable Housing Coalition, Mental Health
- Listen first, find ways for your church to provide a meaningful contribution to the group. Host events, provide a place for training, provide volunteers
- Bonus: You receive up-to-date informationk

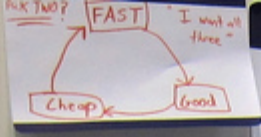


# Strategy #1

Create a Culture of “Yes”

# Share your ideas

More Booth Babes!



HELLO my idea is  
More free Shows

HELLO my idea is  
PAY US for IDEAS  
knowledge is my FREE

HELLO my idea is  
玩之術  
中国之行

HELLO my idea is  
W LA FIGA!

HELLO my idea is  
中国海  
加油

HELLO my idea is  
w  
SET blog  
bys

HELLO my idea is  
I ♥ HELLOKITTY!  
Please make Hello Kitty Refrigerator!

HELLO my idea is  
Two WORDS:  
4096 DPI  
What is your Source?

HELLO my idea is  
Affordable  
"Hurry"  
Teenagers!

HELLO my idea is  
move out of  
mom's house  
by 2011!

HELLO my idea is  
Hair

HELLO my idea is  
A WI-FI CONNECTED  
MP3 PLAYER

HELLO my idea is  
A device, service, community,  
lifestyle that promotes cultural  
understanding and peace ..... in 3D  
@checkmate

HELLO my idea is  
iPhone with  
Flash  
camera

HELLO my idea is  
MAKE  
IN U.S.A.  
AGAIN!!!

HELLO my idea is  
PEDOBEAR  
ANIMATED SERIES

HELLO my idea is  
Over 9000+

HELLO my idea is  
A TV THAT WORKS AS  
A TOUCHSCREEN, NO  
NEED TO LOOK FOR THE  
REMOTE WHEN I'M LAYING  
IN BED

HELLO my idea is  
GO TO  
CONEXPO

HELLO my idea is  
A MOBILE PHONE  
THAT IS ALSO A  
BOOMERANG &  
A TAZER!

HELLO my idea is  
A TV THAT  
CAN LOVE ME  
BACK

HELLO my idea is  
Having identical eye wear!  
That's perfection!

HELLO my idea is  
Busch me dupa

HELLO my idea is  
TV that turns  
on my head, so when  
I lay in the couch and want  
to watch as if I'm sitting up!  
Can I get my laptop.....

HELLO my idea is  
IT PLEASE  
↓

HELLO my idea is  
USE SEMIOTICS  
WHEN YOU  
DESIGN STUFF

HELLO my idea is  
Lockers at CES  
to help my aching back

HELLO my idea is  
Happy New Year!

HELLO my idea is  
N

HELLO my idea is  
TV that uses  
bigger  
a screen pad

HELLO my idea is  
A nice catch!  
with everything  
you need!

HELLO my idea is  
Haier

HELLO my idea is  
oled phone  
A 3D TV?

HELLO my idea is  
Forgot  
Forgot!

HELLO my idea is  
Games on 9  
HOTV Not SD

HELLO my idea is  
A TV you can control w/  
mind. Job Future!

HELLO my idea is  
HIRE LIQUID  
AGENCY  
www.liquidagency.com

HELLO my idea is  
Voice and/or hand  
motion control for  
your TV and connected  
devices

HELLO my idea is  
A 3D TV w/o  
GLASSES  
UNDER 2K

HELLO my idea is  
Build in a camera  
on the PC to use  
SKYPE!

HELLO my idea is  
NO MORE  
3D TV  
PLEASE

HELLO my idea is  
is a game.

HELLO my idea is

HELLO my idea is  
TO CUT "o"  
OOSE!!

HELLO my idea is  
[MSC] GREEN



# Ways to encourage idea-sharing

- Annual all-congregation visioning/planning meeting
- Add it into the work of committees each year
- Do study and sharing new ministry ideas in small groups
- Preaching series that encourages people to bring forward new ideas



Create a Small Group  
of Innovators or  
Creators



"The best way to  
have a good idea  
is to have **a lot of  
ideas.**"

~ Linus Pauling

Encourage ideas/innovation in leadership or discipleship training





## Strategy #2

Pursue Ministries that People in  
Your Church Are Passionate  
About

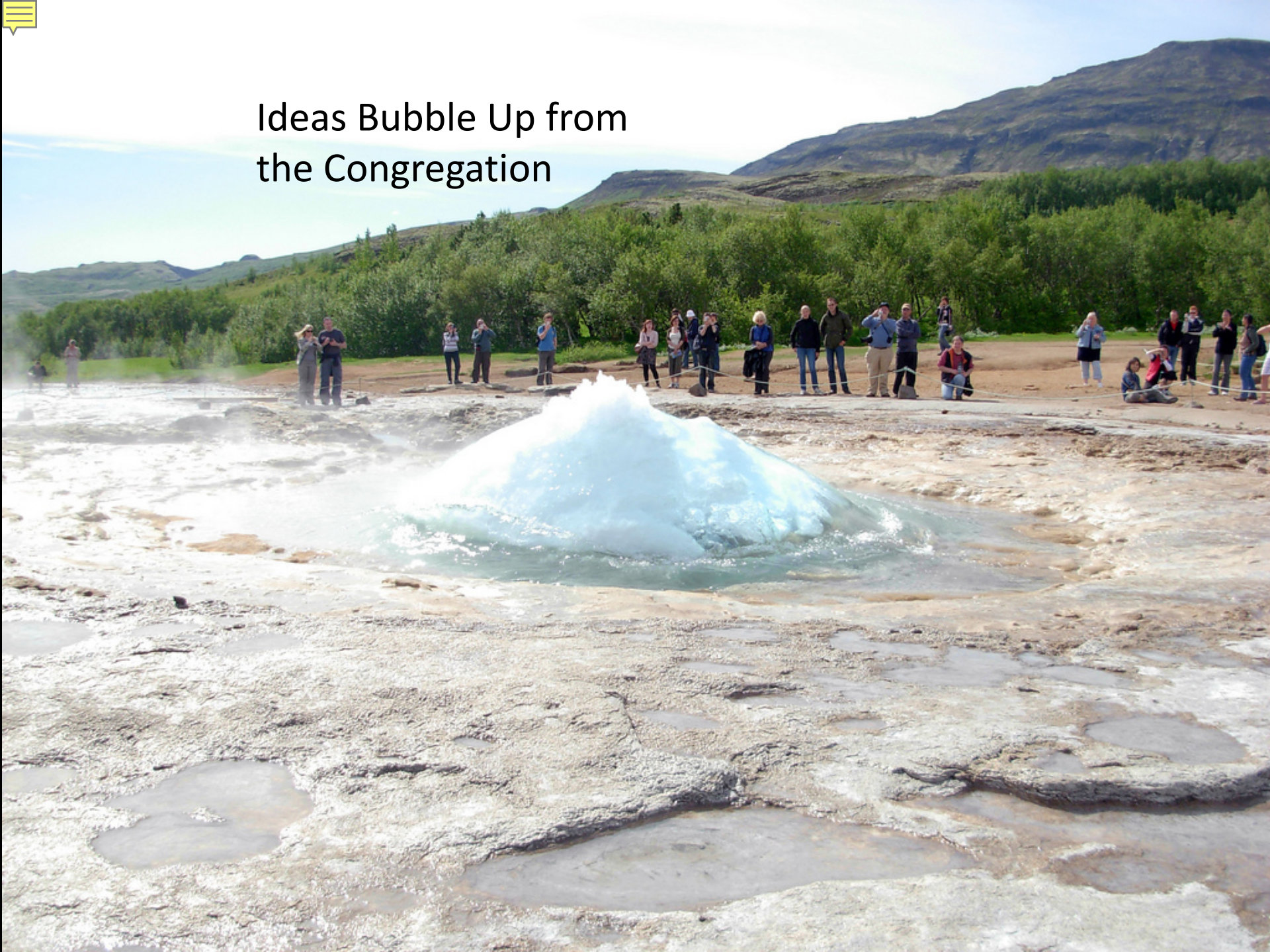
What can people not stop talking  
about?



What do they do outside of church?



# Ideas Bubble Up from the Congregation



# "NEW IDEA STORE."







Leads to a sense of ownership and a willingness to work





# Strategy #3

## Pursue Partnerships

- Allows your church to do what it does best,  
And involve other groups to fill in your  
gaps

# Schwinn

## BICYCLES



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# What you could share

- Space
- Staff
- Expertise
- Networks
- Money
- Connections to other partners
- Program models
- Access to advertising/promotions
- Technology

Churches—cross-denominational partnership



# Partnering with Businesses



# Other Nonprofits



Neighborhood groups  
or service clubs







## Strategy #4

Be Bold in Asking  
for Resources



# Ask for Money

- Identify “giving packages”—items or projects with a price tag (camp scholarships or buy a piece of equipment, for example).
- Utilize contacts of the people in your church
- Put together a one-page description of your project that makes the case for it.

**SPAM**

# SPAM

## HOT & SPICY

Flavored with



epSos.de

Ingredients: Pork, Water, Garlic (Contains Citric Acid), Modified Potato Starch, Salt, Sugar, Sodium Nitrite.

NET WT 12 OZ (340g)

# SPAM

## Garlic

★★★★★  
USA Luncheon Meat  
美国午餐肉



epSos.de

Ingredients: Pork, Water, Garlic (Contains Citric Acid), Modified Potato Starch, Salt, Sugar, Sodium Nitrite.

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NET WT 12 OZ (340g)

# Ask for Volunteers



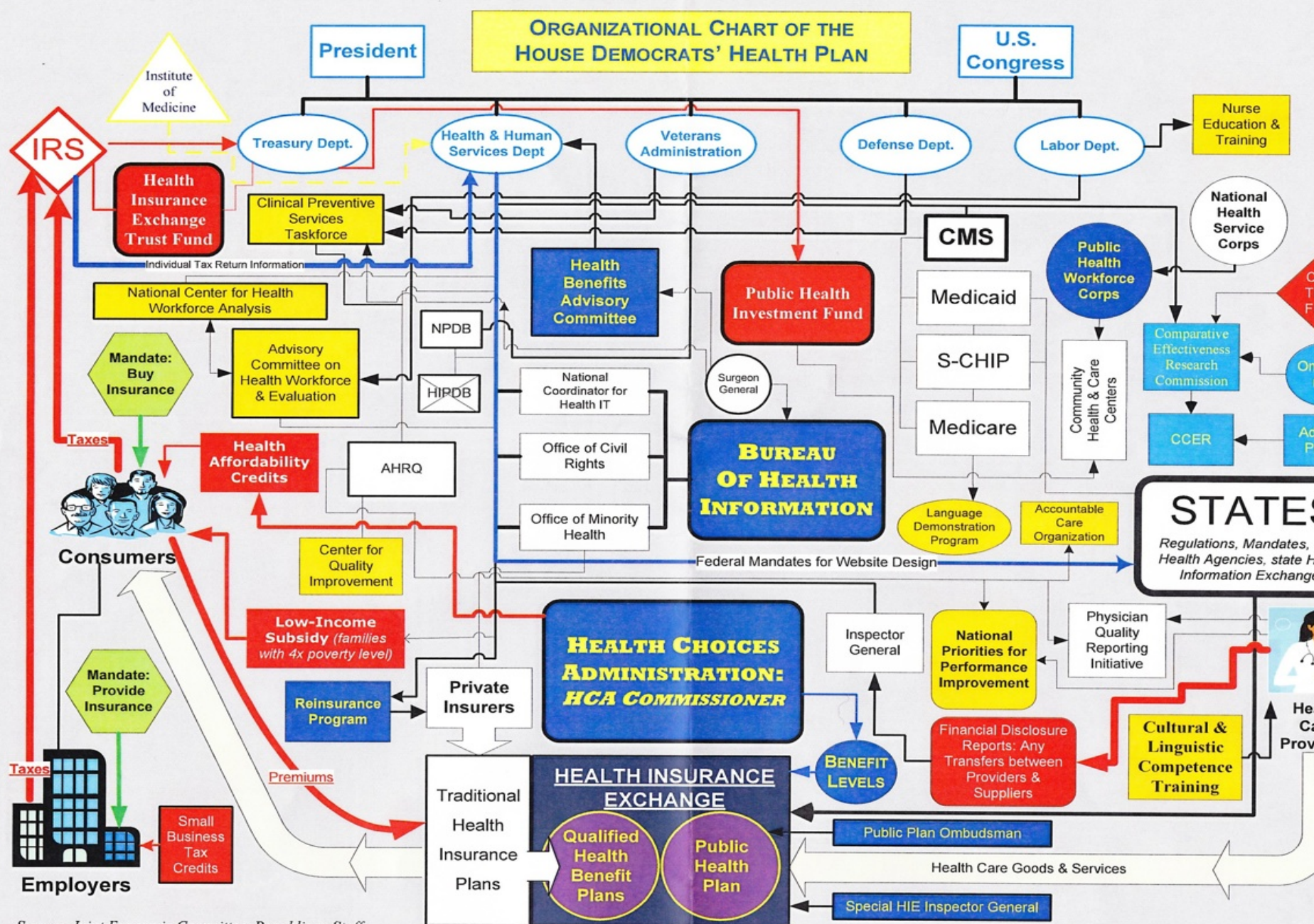




## Strategy #5

Don't over-structure or over-committee your church

- Too many committees take people away from hands-on ministry



Source: Joint Economic Committee, Republican Staff Congressman Kevin Brady, Ranking House Republican Member

# Consider having just three committees

- Administrative/Management
  - Finance, property, Human Resources
- Spiritual Development/Discipleship
  - Internal church ministries—youth/children, adult education, spiritual formation
- Outreach
  - Community partnerships, event, programs

Talk to denominational leaders if needed





## Strategy #6

Open Your Building to  
the Community



**Builds Trust, Helps You Get to Know Neighbors**

# Community meetings



# A Safe Place During Difficult Times



Locate a  
variety of  
services in  
your building





LEASED

**LEASED**

Contact via B10  
04 6889



BUSINESSES Put the ZIP on HOMELESSNESS  
JEANNE CLAY 2012  
Awarded to: [Name]

Could lead to new partnerships



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