



Welcome!

Q and A

To ask the presenter a question, you will type that in the Q and A box.

CHAT

If you'd like to interact with chat, click the chat box and select **“chat to all panelists and attendees”** from the dropdown menu.

RECORDING

You will receive a recording of this webinar including a scrollable chat box.

TOO MUCH?

If the chat and/or Q and A interactions are too distracting, please feel free to close them now or at any time during the webinar.

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Practical Resources for Churches



PRC is a non-profit ecumenical resource center offering consultants, workshops, webinars, and resources to congregations and individuals.

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Outreach Events

PRACTICAL
RESOURCE FOR
CHURCHES
SESSION 1 OF 2





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helping churches embody 1 > 99



**Kim's a successful pastor for 20 years.
Eric is a Fortune 500 marketing exec.**

Together, we combine the best of the secular corporate world and church practice to deliver the newest skills and trends with a sound theological understanding to create positive change.

What is an outreach event?

An outreach event is an event that is created and implemented solely for the purpose of introducing your church to the community.

Broken Sheep Tip and Trick

**Do not mistake
outreach with missions.**

**Missions main purpose
is to serve others and
teach your
congregation to be in
community with those
they serve.**



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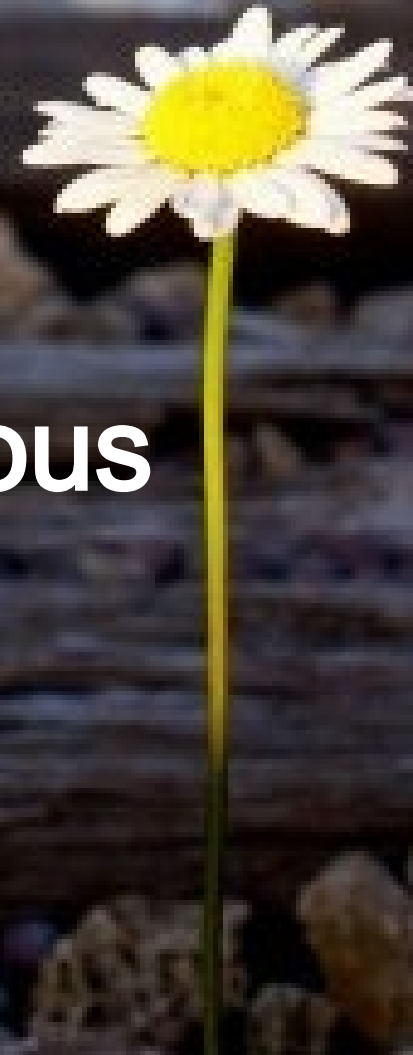
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**An outreach event is like
a first date!**





- 30 people- all over 65
- Limited budget
- Inner-city neighborhood
- Church was not homogenous to the neighborhood



Church Health is a Factor

- **Biblical understanding of your purpose**
- **Loving conflict resolution**
- **Sense of team**
- **Servant leaders**





All Outreach events should...

- **Reflect your churches best.**
- **Cater to the needs of your community.**
- **Be hopeful, but not high commitment.**

Tips for small and mid sized churches

Partner

Partner with others.

Bigger

Think big!!! (x3 factor)

**Labor
division**

Think strategically about labor division



Partner







WAL★MART

SATISFACTION GUARANTEED

PHARMACY

CENTER





Bigger



Strategy





What should we do?

- Who are we trying to reach?
- What are the felt needs of the demographic (don't guess)?
- What do they like to do?
- Ask around before you decide.

Follo
w the
cultur
al
trends

- Amazon

- Disney

- Apple

- Target

- Social Media outlets

Outreach Ideas

- American Girl Tea
- Touch-a-truck
- Egg hunt
- Princess & Pirate Party
- Rent a venue
- Trunk or treat
- Breakfast with Santa
- Taste of...

- Tailgates
- School fair
- Free rummage
- Baby sitting
- Father/Daughter dance
- Safety Night
- VBS
- Fifth quarter parties/
video games/
humans vs. zombies
- Free car wash

**We aren't just
competing with
other churches.**

**We are competing
for people's time!**



Let's Chat!



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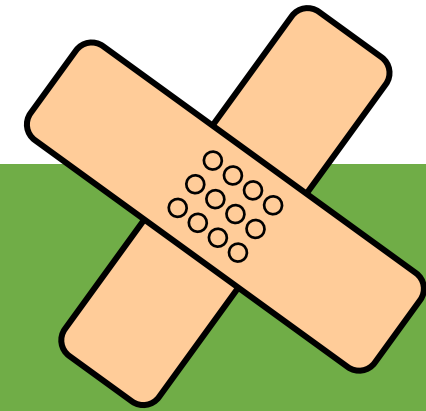
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