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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 **"everyone"** 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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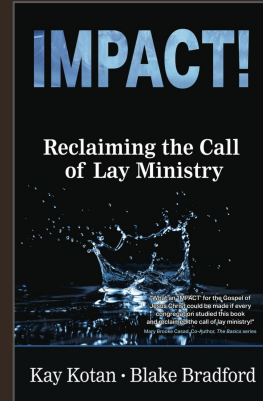
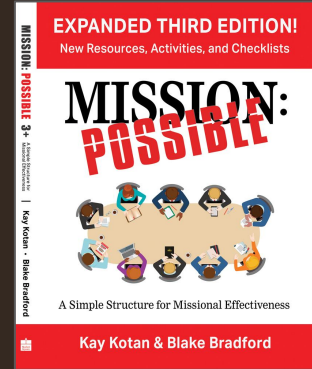
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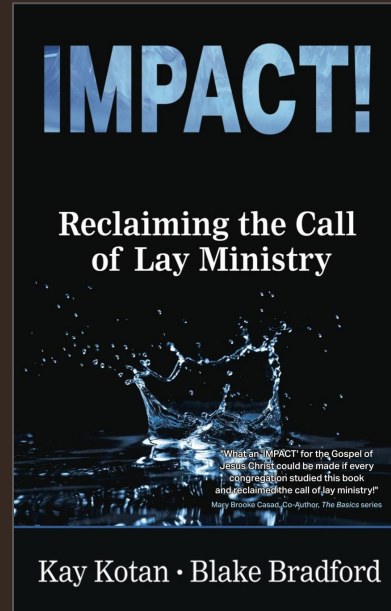
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Small Church **BIG IMPACT**

Blake Bradford, D.Min
District Superintendent
Arkansas Conference of the United Methodist Church

Much of today's ideas, stories, and materials
are adapted from *IMPACT!*
by Blake Bradford and Kay Kotan



Small Church **BIG IMPACT**

**Every church, large
and small, has a
God-given potential
to make a God-sized
IMPACT in its
community...**

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Asking Different Questions

**Most church leadership books
and
church leadership conferences
were designed
for pastors and
multi-staff congregations
with over 500 members.**

**Beyond generalized
COVID-related troubles,
these larger churches
are facing
very different challenges
than your average
small family-sized or
pastoral-sized congregation.**

Asking Different Questions

Larger Congregation Challenges

- + **Multi-site Growth & Resource Allocation**
- + **Highly Focuses Role of Senior Pastor**
- + **Decentralized Staff with dual reporting lines in multiple locations**
- + **Hierarchical Board Decision-making**
- + **Creating a connection and membership system that unifies members from multiple worship venues**

Asking Different Questions

Larger Congregation Challenges

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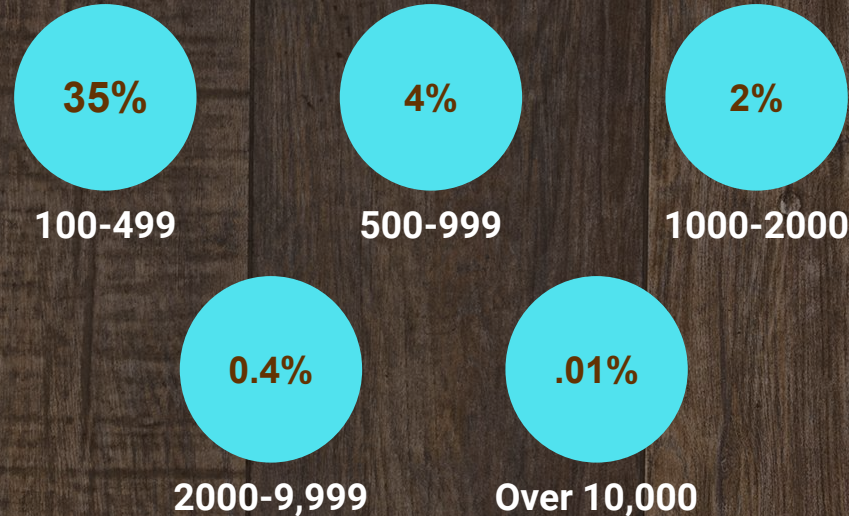
Smaller Congregation Challenges

- + Claiming a vision beyond care for the church extended family
- + Faith-Sharing and mentoring of new people (especially since there are a LOT of assumptions that “everybody knows everybody”)
- + Turf issues, such as Pastor & Board interactions with the (often unelected) Matriarch/Patriarch
- + Informal and “messy” board governance work

Pre-COVID Reality Check

59%

of Protestant Churches have an engaged
Membership of under 100*



*2016 National
Congregations Study,
Duke University
Sociology Department

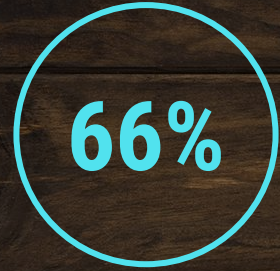
My Group: United Methodists in Arkansas



662
Congregations



Fewer than
100
Engaged Members



Fewer than
50
Engaged Members

Small Church

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1

Clarify an
Impactful
Purpose

2

Partner up
& Re-engage
your
Community

3

Leverage
Relational
Intimacy

4

Right-size
your
Leadership &
Governance



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at the end of the presentation.**

Clarify an Impactful Purpose

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1

Purpose Matters



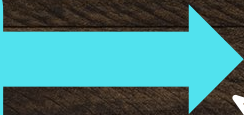
Blessing Boxes are nice for folks in need and they provide some good marketing, but they are not a valid excuse to avoid purposeful, missional, relational, Christ-centered ministry.

Know your “Why”

Plan for Impact

- ❖ Many existing ministries may be “nice” and/or meaningful, but are they fulfilling our Christian purpose?
- ❖ We will all be relaunching in a post-COVID reality with only $\frac{1}{3}$, $\frac{1}{2}$, or $\frac{2}{3}$ of our pre-COVID membership.
- ❖ Triage all Ministries: Stovetop, Refrigerator, Freezer, and the Compost Pile
- ❖ “Let’s look busy!” is not a ministry plan

Purpose
Your "WHY"
Christ's Vision & Mission
God-Sized Goals



DISCERN
+ Research

PLAN
+ Set Goals

REFLECT:
Leading and Learning

IMPLEMENT:
Ministry Impact

EVALUATE:
Fruitful Impact

Impact-Focused
Accountable
Leadership
Cycle



Example of Knowing the WHY:

Reaching new people while also caring
for a needy homebound neighbor



**Partner up &
Re-engage your
Community
(or neighborhood)
with Focus**

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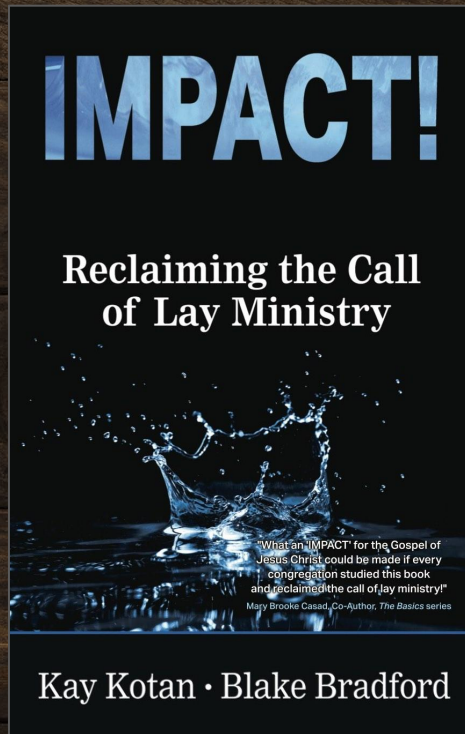
“

“I have a confession....

I didn't walk across the street....

**I was under the mistaken impression
that I was supposed to pastor
the church ~ not much was said
about the community”**

”



The Special Gifts of Small Churches

- ❖ Can do “whole church” (All Aboard!) missions
- ❖ Small rural churches are often the only institutions with permanence & trust, and their members are often the community leaders who know the levers of change.
- ❖ Partnerships with other churches and organizations are a requirement to be fruitful, so small churches are often less isolated than larger congregations.

Face to Face

Disciple-forming
and Missional
Impact

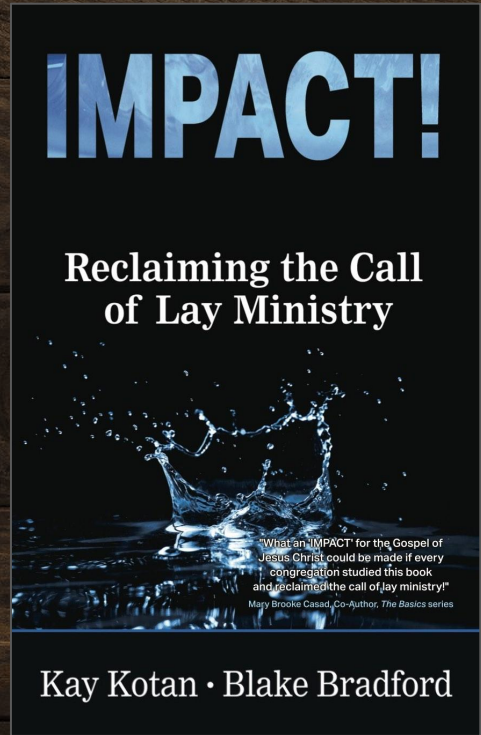


“

“Checkbook Charity is not a replacement for the Good News of Jesus Christ.

What differentiates the church from other charity groups is that we are in the Jesus business.”

”



Leverage Relational Intimacy to Reach People and Change Lives

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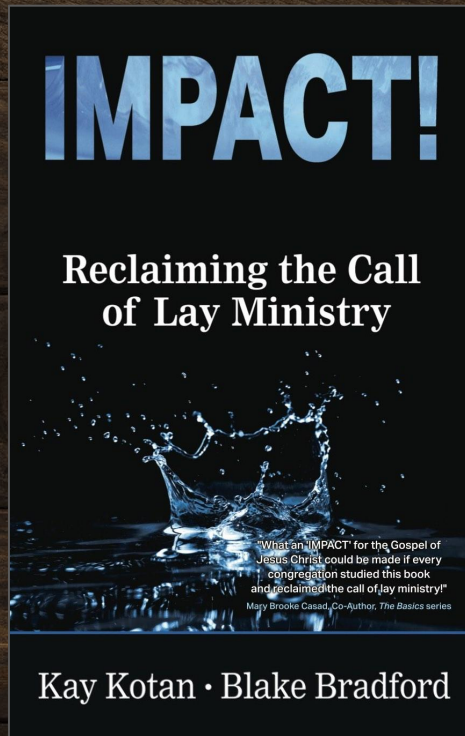
**Programs and
Buildings don't
make disciples.**

**God uses disciples
to make disciples.**

“

“People can go anywhere
to find *friendliness*,
but most people are
looking for something far
beyond friendly.
They are looking for a
place to *belong*.”

”



IMPACT!

Reclaiming the Call
of Lay Ministry

"What an IMPACT for the Gospel of
Jesus Christ could be made if every
congregation studied this book
and reclaimed the call of lay ministry!"

Mary Brooke Casad, Co-Author, *The Basics* series

Kay Kotan · Blake Bradford

Adapt Ministries for Relationship-Building



Pre-COVID example: From DMV Line to Community

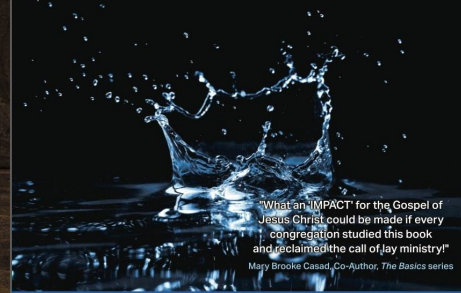
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“A fruitful, Christ-centered,
and grace-filled outreach
ministry is not really about
what we do to or for people.
Rather, it is how we
build relationships
with people.”

”

IMPACT!

Reclaiming the Call
of Lay Ministry



“What an **IMPACT!** for the Gospel of Jesus Christ could be made if every congregation studied this book and reclaimed the call of lay ministry!”

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Right-Size your Leadership & Governance

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Porch Swing Leadership

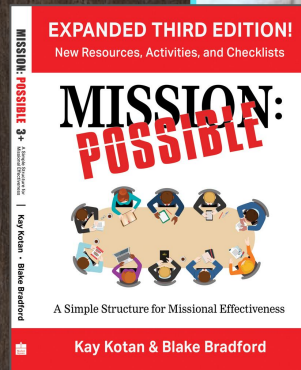
- Pastor is a Coach, not the CEO.
- Sit side-by-side, not across.
- Look into the distance together, instead of pushing an agenda.
- Bring curiosity and questions, not demands, fears, or ultimatums.
- Chaplain, not cruise director.
- Let things sit for a while.

Rethinking the role of Pastor in the Small Church

- ✦ Appreciate Bivocational pastors as indigenous leaders.
- ✦ Reassess every ministry task: what can only be done by clergy? (answer: very little!).
- ✦ Power in numbers: Share pastors & staff & resources as if 2+ congregations were a multi-site church.
- ✦ Don't wait on the pastor for visioning.

Move all your personnel,
facility, visioning, finance, and
legal board of directors
functions under one small,
accountable
leadership board.

**Simplify & Right-size
your Governance**



**Every church
has a God-given
potential to make a
God-sized IMPACT
in its community!**

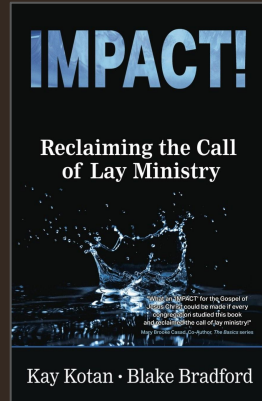
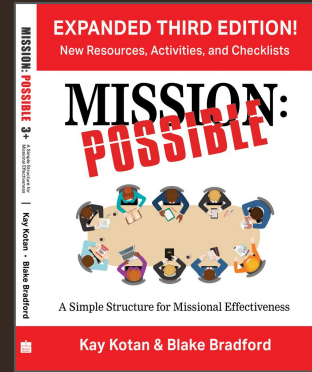


Q&A

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