

2017 - 2018
MINISTRY PLAN

HIS MISSION, OUR PURPOSE

WORSHIP • CONNECT • SERVE



INTRODUCTION

Then the eleven disciples went to Galilee, to the mountain where Jesus had told them to go. *Matthew 28:16*

I imagine that Jesus couldn't help but smile as he watched his disciples climb up the hill toward him that afternoon. His work of salvation was completed. He had lived perfectly, he died on the cross, and rose again from the dead. Sin, death, and hell had been defeated. The gates of heaven stood opened, a relationship with God could be had, and peace and forgiveness was won. His work was complete. It was time for him to go and rule all things by the side of his Father in heaven.

Jesus' work had been completed, but he knew that only those who have faith receive these blessings. And so, it was on that hill that Jesus gave the church her marching orders. He said:

Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age.

Matthew 28:19-20

What Jesus wants more than anything else is that people believe in him that they may receive eternal life. In other words, he wants people to become his disciples. He wants all people to be saved and to come to a knowledge of the truth.

That is the goal of the Church, and to carry out this mission we establish churches throughout the world. The church is a place that makes disciples. How do we do that? We gather for **worship** around the means of grace, we **connect** with other believers, growing deeper in our faith, and we go out into the world to **serve** and reach the lost.

How each church does that may be different depending on where they are at in the world, but those main points will always be the same. That is the process that Jesus gave us to make disciples. **Worship. Connect. Serve.**

What you'll find in the following pages is how Peace Lutheran Church in Liberty Hill, TX will be carrying out these mission orders from our Savior.

WORSHIP

01

Everything we do is based around worship on Sunday morning. When we talk about what we want people to do, how we want them to respond to any of our communications or “marketing” - this is the first step.

The first thing we want people to do is come and gather with us on Sunday morning because it is on Sunday’s that we hear God’s Word and we encourage one another in the Means of Grace.

THE MAIN GOAL

The main goal of Worship is to gather our congregation and guests together to worship and praise our Lord, usually on Sunday mornings. This is the starting point; where we hear the message, and begin to develop relationships with other members and guests.

WHO IS THIS STEP FOR?

Everyone! Peace Lutheran Church members and guests alike; all are welcome to our weekly worship gatherings.

WHAT ARE THE ACTIONS WE WANT PEOPLE TO TAKE AFTER THIS STEP?

First-time guests:

- Meet and greet with the pastor or other member of leadership to make sure our guests feel welcome, recognized and invited to return.
- Come back next week.

Regular attenders:

- Join a small group – Bible 101 for guests or a Connect group for members.

Members already involved in Connect Group:

- Join a Service Group



MINISTRY ACTIVITIES TO SUPPORT WORSHIP

Because it's the first step and interaction many will have with our congregation, it's Peace's goal to create an excellent worship experience. We will do this through:

SERMON SERIES:

Peace will structure our worship around topical sermon series, making it easy for current members to invite friends, neighbors and relatives to our worship services.

Topics of our sermon series will be carefully and prayerfully selected to both engage and attract guests, but also provide current members with the opportunity to grow deeper in God's Word.

Sermon series also serve as a great basis for communication topics on our additional platforms, like our website or Facebook.

To that end, our current sermon series will be the basis for all other communications efforts at Peace – from what's preached on Sundays, to the home page of our website, to what's being discussed in Connect Group – we will focus on the sermon series topic across all communications strategies.

This strategy allows our small congregation to leverage one area of focus to multiply our results. It also helps our members and guests truly understand the messages that are being preached, as they will hear and see these themes across all venues.

KIDS CHURCH:

We serve a community of young families. Attending an hour-long service with a busy toddler can be an exhausting and defeating experience. In fact, it can be so tough, that it causes many parents to put church "on hold" for this season of life. We want to give our parents a better solution.

While we acknowledge the importance of families worshiping together, we also want to make church an easy "yes" for families with children. And we want older children to truly benefit from attending worship, by receiving messages that meet them where they're at.

We have developed and will continue to refine a Kids Church option for parents, where young children (3 & under) will receive childcare provided by Peace volunteers during the sermon, and older children will participate in a kid-friendly devotion, centered on the sermon topic.

GUEST-FIRST FOCUS:

Walking into a church – especially one like ours where it’s hard to blend in – can be overwhelming and scary. We want to be sure our guests never regret their decision to walk through our doors.

Before worship, we want to create a congregation that welcomes and greets people we don’t know. We want to make sure these guests feel invited and welcomed, not like the only person in the room who doesn’t know everyone else.

During worship, we’ll design services that are understandable, engaging and comfortable for our guests. This means using modern language, a mix of modern music and beloved hymns, a Bible-based message that applies to our lives, today.

We’ll also make sure that guests can participate in every aspect of worship. Right now, this means scheduling membership communion before the service, and providing all participants with worship folders that explain the various parts of our service.

We’ll use technology – mainly a projector and screen – to guide people through the service on a large screen, so they’re not solely dependent on their worship folder or hymnal.

Finally, each attendee will be encouraged to complete a connection card every Sunday, so we can gather first-time guest information without making our guests feel called-out or embarrassed.

After worship, we’ll host refreshments in our gathering space. Guests will receive a first-time attender gift that includes information about Peace, a short devotional or Bible 101 lesson preview, information about upcoming events, and a \$10 gift card to a local restaurant or coffee shop.

SPECIAL WORSHIP EVENTS:

Jesus’ message in the Great Commission is clear – we need to GO and make disciples. And sometimes, that GO message even – especially – applies to Sunday Worship.

On occasion, we will host special worship events at locations that are easier for our guests to attend, like Easter Worship at Santa Rita Ranch or a Spring/Fall Worship in the Park with BBQ.

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COMMUNICATIONS ACTIVITIES TO SUPPORT WORSHIP

Because Worship is our starting point, and main goal for all of our outreach, our communications activities will be heavily focused on this step in the discipleship process.

SERMON SERIES:

We'll create or alter modern, eye-catching and engaging graphics and content for each sermon series. These designs will appear on our website home page, on social media, in print, and on all communications pieces related to Worship (service folders, presentation slides, etc.)

We'll also continue to build a sermon archive on our website, where members, guests and prospects can listen to or read Sunday's message.

GUEST-FIRST FOCUS:

Connection Card Follow-Up Process

We'll design a welcome email series that helps our guests get to know Peace better, and clearly explains the next step in our ministry process. Our pastor will also continue to follow-up with guests by sending a personalized email. We want to ensure that guests have a crystal-clear understanding of what's next after attending church on Sunday.

Helpful Content Marketing

We will also occasionally design and create outreach materials that – at first glance – aren't all about us and Sunday worship. The purpose of these materials will be to provide a helpful service to the people we're trying to reach.

For example, we might place an ad that features content around "5 Family-Friendly Things to Do in Liberty Hill this Summer" or "Your Back to School Bucket List." These content pieces will include our outreach event as one of the items on the list, but it wouldn't be overtly "sold."

Welcome Center

We'll begin to design a staffed "Welcome Center" where guests can collect information about Peace, upcoming events, and request a visit or meeting from our pastor.

The Welcome Center will include informational pieces like a welcome brochure, information about Divine Savior Academy and upcoming events, as well as first-time attender gifts.

CONNECT

02

We grow deeper in our relationship with God when we're regularly studying his Word. At Peace, we want to do this both individually and as a community, encouraging and helping each other take God's truth deeper by providing small group opportunities for our members and those wishing to join our membership.

We're calling them Connect Groups at Peace, because this is how we'll connect with God's Word and each other. Both elements – building relationships with other people and studying God's Word – should be present in all of our Connect groups.

The central focus of the “Connect” step in our ministry process is to get our congregation plugged in to Connect groups.



THE MAIN GOAL

Grow in God's love for us through deepening relationships with other Christians and the study of Scripture.

WHO IS THIS STEP FOR?

Those who are regularly attending Worship with us.

WHAT ARE THE ACTIONS WE WANT PEOPLE TO TAKE AFTER THIS STEP?

Guests who have become regular Worship attenders: Attend the Bible 101 Connect Group

Bible 101 "Graduates": Join & regularly participate in a Connect group

MINISTRY ACTIVITIES TO SUPPORT CONNECT

Bible 101 Connect Group:

Bible 101 will continue to serve as both our new membership class as well as a great option for first-time connect group attenders. Bible 101 reviews the foundations of our faith and provides participants with a great opportunity to connect with other new faces and our pastor. Bible 101 will meet at Peace.

Off-Site/In-Home Connect Groups:

The rest of our Connect Groups will meet in members' homes or at an off-site location, and be led by a trained member. Groups can gather around location (Leander, Santa Rita Ranch), life stage (Teens, Singles, Tired Moms of Toddlers) or other criteria of the leaders' choosing (Day, Time, etc.) Connect group leaders will be provided with a weekly outline of Scripture and questions to study and discuss as a group, all based on the previous Sunday's sermon.

Alternatively, connect group leaders can get creative with the topics that their group focuses on, to make sure that the content is most relevant to the people attending the group. For example, a group might form for parents of small children who want to read a faith-based parenting book and get together to discuss. The main goal of every connect group is to grow deeper – both in our relationships with one another and in God's Word. Anything that helps us accomplish that goal is good for Connect Groups!

Leaders and members will also be encouraged to organize occasional social events, like a Connect Group trivia night or play date at the park.

COMMUNICATIONS ACTIVITIES TO SUPPORT CONNECT

“Connect” communications activities will focus on both building awareness of how to get involved in Connect groups, but also creating excellent materials and resources that our Connect groups can use to deepen their study of God’s Word and relationships with one another.

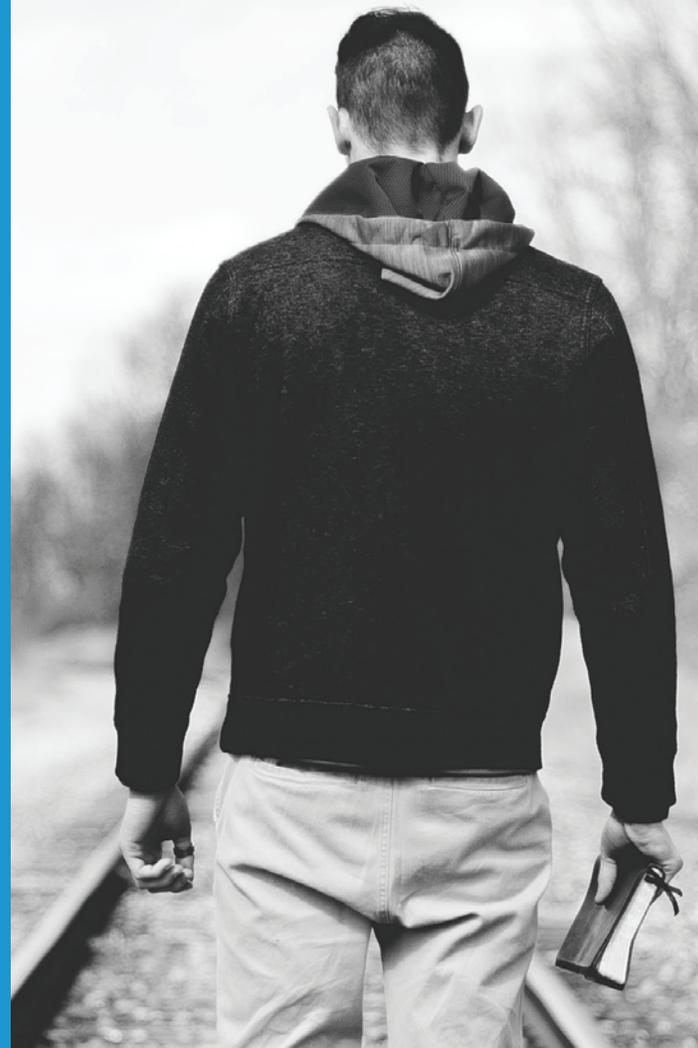
BUILD AWARENESS:

- Basic, printed information about connect group or Bible 101 included in first-time attender gifts, weekly worship folders.
- Information about Connect groups is included on electronic communications, like the weekly congregational update email or the Peace website.
- We’ll make sure that contact information and next steps are clear on all awareness pieces

DEEPEN OUR STUDY OF GOD’S WORD:

- Distribute a daily email from our pastor that includes a Bible verse and prayer or reflection, usually based on the previous week’s sermon message.
- Create individual daily Scripture study plans and printable journals to further support the Sermon message where members can take a more active approach to individual Bible study.

**CONNECT GROUPS
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SERVE

03

As we further our study of Scripture and deepen our relationship with God, there's only one way to respond to what Jesus has done for us - GO. To get up out of Sunday Worship chairs, get out beyond our Connect groups and serve, both our congregation and our community.

It's how we'll actively seek out the lost in our community and intentionally proclaim Jesus' peace and His message of salvation. The central focus of the "Serve" step in our ministry process is to move our members to service, both within the walls of our building and out in the community.

THE MAIN GOAL

To proclaim Jesus' love for our community by serving their needs and sharing the Gospel through service.

WHO IS THIS STEP FOR?

All members.

WHAT ARE THE ACTIONS WE WANT PEOPLE TO TAKE DURING THIS STEP?

- Find their place of service within the congregation
- Become aware of needs within our community and take initiative to organize a response to those needs with other Peace members

MINISTRY ACTIVITIES TO SUPPORT SERVE

Invite Your One: We want to challenge all members to invite ONE person to Worship THREE times throughout the year.

New Mover Visits: Coordinated visits and gift drop-offs to addresses on Peace's new mover list.

Community Events: Participation in select community events to support the community and the organizations who have supported us, like the Independence Day festival, Christmas Fest, Santa Rita Ranch Easter Egg Hunt, Trunk or Treat, etc. Our preference is to always host these events at a 3rd party location (like the Santa Rita Ranch House) so we're GOING where they people are.



Peace Congregational Committees & Service Opportunities:

Worship

- Worship Welcome Team
- Kids Church Volunteers
- Ushers
- Worship/Music Team
- Technology Team
- Hospitality Team
- Cleaning Team

Connect

- Connect Group Hosts
- Connect Group Leaders

Serve

- New Mover Team
- Events Team

Any opportunity our members see a need and opportunity to share Jesus' love.

Examples include:

- Backyard VBS
- Trivia Nights with Outreach Intent
- Neighborhood Grill Outs
- Food Pantry Collection
- Community Service Projects
- Christmas Toy Drive





COMMUNICATIONS ACTIVITIES TO SUPPORT “SERVE”

“Serve” communications activities will focus on creating materials that help our members “get the word out” about service opportunities and facilitate successful events. We’ll also support amplification of service opportunities through regular updates and posting to our website and other 3rd party platforms like Facebook.

Invite Your One:

We’ll provide all members with an accountability form, where they can write down the names of their “one” and be reminded to pray for their “one” and an opportunity to invite them to church. Members will also be provided with materials on an ongoing basis to give to their “one,” such as sermon series postcards or devotionals.

New Mover Visits:

We’ll provide New Mover Team members with gifts to leave behind at each New Mover Visit, including:

- An “All About Liberty Hill” brochure that includes helpful information that new community members would appreciate, including basic resources like utilities and hospitals, as well as some favorite local restaurants and activities.
- A coupon to a local restaurant so they can enjoy a meal on Peace
- Information about Peace’s upcoming sermon series and/or community event
- A general information brochure about Peace

Community Events:

When appropriate, we’ll develop full awareness campaigns to promote the events we host or participate in, including printed items for 1:1 outreach, email templates, landing pages, Facebook Ads, and more. Our goal will be to develop strategies that we can use corporately, but also design pieces that members can use for individual, 1:1 outreach.

Peace Congregational Committees & Service Opportunities:

As we establish new committees and service opportunities for our members, we’ll create communications pieces (print + web) that share information about how to get involved, who to contact, etc.

Additionally, as members identify opportunities to serve the community, we’ll support them however we can with well-designed, clear communications pieces and amplification support, like coordinated email blasts and Facebook ads.

CONCLUSION

As Peace prepares to continue to carry out the mission that Jesus gave us, we pray that we remain intentionally and keenly focused on Jesus' call to make disciples.

And that in doing so, we create a congregation of Christ-followers who:

- Love Jesus and His Word with all our hearts, minds and strength. [Luke 10:27](#)
- Open our Bibles daily, both individually and in community together, so that the Word guides us, wherever we go. [Psalm 119:105](#)
- Foster and value deep, lasting Christian friendships amongst each other, that we might grow together as a community of believers. [Proverbs 27:17](#)
- Love our neighbors as ourselves. [Luke 10:27](#)
- Care more about the needs of the people beyond our walls, than the preferences of those inside. [2 Timothy 2:10](#)

