



WELCOME to the
*Tulsa Mission
Mobilizers Network*

developing a church missions strategy



developing a church missions strategy

by Blake McDaniel

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today's objectives

- to introduce 8 key factors to consider in selecting field-based focus areas
- to interact briefly around these key factors

what is a missions strategy?



“an intentional plan developed and implemented by a local church that seeks to maximize its impact on the world as every member of the congregation moves toward becoming world Christians”


scope of today's discussion

two primary strategy issues!

- 1. identification of field-based focus areas**
- 2. congregational mobilization**

NOTE: *this presentation will address only the identification of field-based focus areas*

question



Why is it so important to bring focus to your church's missions strategy? What will be the consequences if you lack focus?

8 key factors in selecting focus areas

1. **global / local balance**
2. **past history / values**
3. **religious megaspheres**
4. **geographical**
5. **the least reached**
6. **ministry types**
7. **congregational candidates**
8. **partnerships**

1. global / local balance

- **ACTS 1:8**

- **4 geographic dimensions:**

- Jerusalem – *natural spheres of influence of the church's members*
- Judea – *geographically near, culturally similar*
- Samaria – *geographically near, cultural different*
- ends of the earth – *geographically distant, culturally different*

- **“AND” not “OR”**

- **Does your church have good balance between the global and local mandates for outreach? If not, how will you seek to achieve a balance?**

2. past history / values

- **your strategy should be consistent with the unique DNA of the church**
- **your strategy should take into account current and past mission involvements**
- **your strategy should NOT be limited to current and past mission involvement**
- **grandfather or phase out?**

3. religious megaspheres

- **will your church choose to focus it's energies on a particular religious megasphere?**
- **THUMB – tribal, Hindu, unreligious, Muslim, Buddhist**
- **6th megasphere: nominal Christians – Catholic, Orthodox, liberal Protestant, cults**

4. geographical

Will your church choose to focus it's energies on particular countries or regions of the world?



4. geographical (*continued*)

How many geographical focuses should your church select?

– how deep do you want to go?

– what is your capacity? – manpower, finances, expertise, commitment

5. the least reached

- what priority will your church place on targeting unreached people groups?

- unreached people groups: *“a people group among which there is no indigenous community of believing Christians with adequate numbers and resources to evangelize their people without outside cross-cultural assistance”* – U.S. Center for World Missions

5. the least reached (*continued*)

THE 10-40 WINDOW:

- composed of North Africa, the Middle East, Central / South / East Asia
- includes the world's two largest countries – China and India
- 65% of the world's population lives in this window
- 95% of the world's unreached people live in this window
- 90% of the world's poor live inside this window

6. ministry types

- What types of ministry are your church strongest at and most committed to?

- community development / mercy
- evangelism
- discipleship
- leadership development
- church planting
- translation work
- support roles

7. congregational candidates

- will you seek to identify and train candidates from inside your own church?
- will you partner with missionaries sent out from other churches?
- what priority will you assign to congregational candidates vs. external candidates?

8. partnerships

- If you are a denominational church, what priority will you place on works and missionaries from within and external to your denomination?
- Will you send your own missionaries or partner with sending agencies? Do you have the capacity to send your own missionaries apart from sending agencies?
- What kind of relationship will you seek with the sending agencies you do partner with?
- What priority will you place on partnering with national sending agencies, churches, and workers?

small group interaction

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- Which of the 8 key factors would you place the highest priority on? Lowest? Why?
 - What other factors would you add to the list of 8 for a church to consider in identifying their focus areas? Why?



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