



CHURCH
CHANGER

LEADER GUIDE: EPISODE #6 OUTREACH AS A RECALL STRATEGY

AN INTRODUCTION TO CHURCH CHANGER:

It's time to rip the lid off your leadership and push past organizational pain points holding you and your church back. **Church Changer** is designed to equip church leaders with practical tools, proven strategies, and best practices to help you reach more people for Christ and shatter growth barriers in your ministry. Listen today, and put key takeaways into practice tomorrow! We're here to collaborate with you and cheerlead for you. Join co-hosts Pastor Tim Lucas and Lauren Bercarich, along with special guests, as they outline a clear path forward so you can increase your impact, and let's have some fun in the process! New episodes drop the first Tuesday of each month.

EPISODE NOTES:

Overview

After the summer slump, it's time to recall your congregation, engage young people, and attract new guests by launching strategic community outreaches. Get practical advice on launching successful outreaches for the Fall and Christmas seasons that match your timeline, budget, and goals. Liquid Church's Outreach Director Kristin Flynn prepares us to roll up our sleeves and get to work!

Our Guest

We're excited to welcome Kristin Flynn to the podcast! Kristin is the Outreach Director at Liquid Church. She has extensive experience leading both local and global outreach programs. At Liquid, Kristin oversees outreach event planning, financial planning, staff management, and so much more. Kristin previously served as the International Director for "Surfing The Nations" for 9 years...which integrates surfing and humanitarian work. At that time, she worked in South East Asia and the Middle East. Most importantly, Kristin is passionate about improving the lives of individuals and their communities. Welcome, Kristin!



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Why do you think outreaches are so important not just for serving the community, but in bringing people together?

Outreach is this unique bridge between the 'Churched' and 'Unchurched', it's almost like neutral territory, because *most* everyone can agree that doing good is a good thing. Stepping into a church building can be a big hurdle for people, but outreaches allow people to come together for a focused goal or mission that meets a need in someone's life or in a community.

Whether that's packing meals, serving at a mobile food pantry, building a house for Habitat for Humanity, or hosting a festival for families with a special needs child, all of these opportunities provide the Church with an opportunity to express our love for Jesus and His love for others. Outreaches are opportunities for acts of compassion, no strings attached.

What are some best practices around scheduling outreach events?

The Fall is ripe with outreach opportunities! As students and teachers go back to school and as the holiday season approaches, calendars are changing. October is actually a great time to start your planning process for a Thanksgiving or Christmas Outreach. First, you'll want to identify the scope and scale of your outreach event - whether that's a small event like a backpack drive, or a big event like a Christmas Meal-Packing Rally - and where your church can have the greatest impact.

During the holiday season, so many people and families are looking for ways to give back to the community, so this is a great time of year to make room for new volunteers to lock arms with you and serve alongside your church. Take advantage of the opportunity that the Fall and holiday season presents before you!

What are some ideas for outreaches that you think are doable to pull off with a 4-6 week runway?

Here are a few top ideas:

- **Backpack Drive** - School is back in session! Partner with your local Title 1 schools to conduct a back-to-school supplies and backpack drive. Bonus: Collect supplies to bless both teachers and students!
- **Fall Clean-Up** - Try partnering with a local women's shelter to do yard work and beautification of the grounds. Plus, this is a great opportunity to host a BBQ or picnic after serving to meet residents, engage with them, pray with them, and build relationships.
- **Christmas Wish Lists** - While Christmas might feel far away now, most non-profit organizations will have their "Christmas Wish Lists" ready by October. Try connecting with a local organization that serves children in foster care or refugees and create a local "Christmas Shopping Village" or simply sponsor wish list items as a church!



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Churches Making Waves: Eastside Christian Church

As part of the Church Changer podcast, each month we want to spotlight churches “making waves” and doing great work. It’s not just about giving them a shout-out, but about pointing you in the right direction. For anyone working in ministry, it’s a great idea to see how others are excelling to discover some key takeaways that would work for you and your church.

This episode, we’re spotlighting [Eastside Christian Church](#). Eastside Christian Church is killing it when it comes to local community outreach! They have so many opportunities to get involved in serving the community, no matter what your age and stage is. Events range from crafting encouraging cards for seniors in assisted living to creating welcome baskets for residents at domestic violence shelters and so much more. Plus, their Outreach web page is easy for guests to navigate and sign-up to get involved.

Something Fun, Something Free

[Outreach Proposal Template](#) - We welcome you to use this Outreach Proposal Template from our special guest, Kristin Flynn, Outreach Director at Liquid Church. This proposal template shows a real-life example, the Outreach Proposal for Liquid Church’s Run For Rwanda. Use this example template and fill in your own information to share your outreach plans with senior leadership. The Run For Rwanda Outreach Template includes everything from budget management, staffing and volunteer requirements, risk assessment, and more.

Outreach Coaching Call - We want to make our special guest, Kristin Flynn’s expertise available to you! Follow [@ChurchChangers](#) on Instagram for a chance to win a 60-minute coaching call with Kristin.

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DISCUSSION QUESTIONS

Continue the conversation! Here are questions to ask yourself and your team to help your church thrive. We hope Church Changer will inspire you to put into practice what we discuss each month!

1. How are you currently doing local community outreach at your church?

2. What is one key takeaway that you can implement tomorrow to improve community outreach at your church?

3. How can you take steps to incorporate 1-2 community outreaches into your Fall recall strategy?

4. What local partnerships and relationships can you invest in now to help your church make a big impact in your larger community?
