

Introduction:

Living in a continually changing world that affects us in so many ways, there is no better a time for the name of Jesus to be proclaimed and known. Before Jesus left this earth, He made one command to all believers - that being to share the message about Him and make more disciples. Over the past few months, we have been scrupulously looking at what this means for Atonement and how we can effectively engage the lost people of our community. Because of the call to be compassionate people, we have engaged this plan and see it of utmost importance for our congregation to acclaim it. We must grow in His grace, develop in His word, and actively engage others to build them up and show them the path to everlasting freedom.

Vision:

Develop a comprehensive ministry that will actively engage the congregation in personal evangelism and promotion of Atonement.

Each ministry will incorporate these components:

- 1) Ownership: Each member has to feel it is their responsibility to tell others about Christ and Atonement.
- 2) Resources: Each member must feel prepared and supported if their efforts are to be effective.
- 3) Messages: There must be a system-wide commitment to evangelism and marketing as evidenced by frequent sermons, website content, brochures and presentations.
- 4) Discipleship: “Crawl before you walk; walk before you run” Introducing someone to Christ is not enough. Babies in Christ need spiritual parents, siblings and community to “grow up in Christ”.
- 5) Leadership: To be a sustainable Atonement ministry, there needs to be leaders of 10s, leaders of 100s, and leaders of 1,000s.

Goals:

Members equipped and **sharing** the message of **Jesus Christ**
Members **grounded in scriptures**
Members faithfully **attending worship and bringing guests**
Atonement invested and **engaged in Greater FM community**
Interactive and engaging **website**
Fully engaged and intentional **campaigns** to reach community
Second site to reach un-churched

Year One:

- Research unchurched in FM area
- Research successful trends in evangelism
- “Contagious Christian” course taught 3 times
- Create small groups for discipleship
- Pulpit teaching series on evangelism
- Implement interactive and engaging website
- Develop and implement a marketing strategy [SWOT] strengths, weaknesses, opportunities, threats

- Host an evangelistic event for our community requiring trained counselors
- Research coffee shop [cost, impact, location]
- Identify potential leaders of small groups and training classes and resource them

Year Two:

- Collect conversion testimonies from our efforts and distribute
- Develop program of incentives for members to annually read through the Bible
- Develop “mugging” program for inviting guests to church-purchase coffee mugs and distribute them out to different neighborhoods
- Identify and implement community evangelism mission
- “Contagious Christian” course taught 3 times
- Host an evangelistic event for our community requiring trained counselors
- Create 3 small groups focused on evangelism/ discipleship
- Present coffee shop business plan and financial projections to Board
- Continue creating leaders [Identify, resource, assess]
- Develop measurement tools for assessing impact of efforts

Year Three:

- Public testimonies from those who are evangelizing others
- Identify and implement additional community evangelism mission
- “Contagious Christian” course taught 3 times
- Host an evangelistic event for our community requiring trained counselors
- Open Coffee Shop!
- Create 3 additional small groups focused on evangelism/discipleship
- Continue creating leaders [Identify, resource, assess]
- Measure impact of efforts

Years Four and Five:

- “Evangelism R Us” event [part celebration, part marketing]
- Identify and implement additional community evangelism mission
- “Contagious Christian” course taught 3 times
- Host an evangelistic event for our community requiring trained counselors
- Create 3 additional small groups focused on evangelism/discipleship
- Continue creating leaders [Identify, resource, assess]
- Measure impact of efforts

Members on the Evangelism/Marketing team: Erin Elliott, Brandon Foster, Gerry Skindelien, Jim Dunkel, Rona Pfund, and Jarl Iverson