

Increasing Effective Ministry

Revised And Expanded



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Introduction

*“But you will receive power when the **Holy Spirit** comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth.” Acts 1:8, NIV*

Let's cut right to the bottom line. Unless there is a move of the Holy Spirit no ministry will be effective where it

really counts. Period. Oh, it may produce a certain level of results to human eyes, but we are working for something deeper, something eternal. We want to see the Holy Spirit move across nations transforming lives for the glory of God. All our efforts are useless unless motivated and activated by the Holy Spirit.

This is one reason why Western Culture is falling apart. The Church has tried to use the world's methods to achieve spiritual results and has settled for the world's standard of success.

I know you know this. You would not be a Godly minister if you did not. But I wanted to state it right at the beginning so that we are both clear that what I am going to say on the next few pages is useless unless the Holy Spirit is flowing through our lives, our churches and our ministries.

In today's rushed and demanding society, we need to be good at time management. We need to be able to prioritize. We need to look into the Word and ask, "What must I do?" There are many things we could do, but what must I do?

As this relates to church ministry there are 2 main “Must Dos.”

1. We must effectively reach people who do not know the Gospel of Jesus Christ.

In spite of the heritage of our Western nations and the abundance of Bibles, teaching and music many people in our communities either have never heard the gospel or have formed false ideas of what it is. They must be reached. They must be reached because they are individuals loved and valued by God. They must also be reached because it is only as hearts are truly changed that society can be changed and Godly order restored.

2. We must effectively help people reach Christian maturity.

As you are well aware, it is not God’s desire to have a family of babies - no parent wants that. Of course, we all start there, but there must be maturity and growth in a healthy Christian life. If a 40 year-old has no more maturity than a 1 year-old we have a serious problem!

3. Not a “must do” but as a time management tool, we need to be able to communicate with various groups of people quickly and efficiently.

Now I know there are many aspects of the puzzle of how to do the above effectively. Undoubtedly you and

your church are very good at them. But what can you do to increase your effective ministry? What I am going to suggest is another piece of the puzzle that you may not have considered or may not be using to its full advantage.

Note: The ideas below will only work if your ministry is to people who have easy, inexpensive access to email and the Internet.

Reaching People Outside The Church

In marketing there is a saying, “People buy from those they know, like and trust.” The same holds true in any relationship especially new ones.

I want to carefully define what I mean by this.

First, I do not mean we avoid offending people at all costs. Sometimes we are afraid to speak the truth because we don’t want to offend. Jesus never shied away from speaking the truth, but interesting enough it was usually the religious people not the “sinners” who were offended by it.

Second, if we are going to win the lost, they have to be willing to listen to us. They won't do that if that can't stand us because we are always condemning them. Jesus never compromised the truth or Biblical standards, but "sinners" always felt love and concern from Him not condemnation. They wanted to be around Him, invited Him to their homes - would listen to Him for 3 days without eating. [How many of our people would walk out if we delayed their Sunday lunch by 15 min.??]

In our modern society a great way to reach people is through a well-placed email campaign giving them information that *they* want in order to build relationships. So how do email campaigns help you reach out to the unsaved without taking up a lot of your precious time - time you would like to spend with your family perhaps?

To begin with, you will need to build a list of people. How? You get people's attention by giving them what they want and then show them what they need.

An inexpensive way of doing this is Facebook advertising. For as little as \$2 a day you can reach specific people in your community.

For example, lets say your church has a program to help single mothers. You can set your Facebook advertising so that only single moms in your specific community will see your ad. Your ad briefly states the

benefits of your program. Mothers who are interested, click the ad and are taken to a page which offers them more details or perhaps a free report in exchange for their name and email address. [Note: You have already done this on MY page or you wouldn't be reading this - see how easy it was!].

For everyone who fills in your page you get an additional name on your list. These are people in your community who many never have thought of your church or your program before. Even now they may not be willing to enter your building, but they have given you permission to contact them and get to know them, at least, by email. Its safe and non-threatening for them. [For example, in less than two years I have built a list of almost 3,000 on a very low advertising budget.]

You may want to have them set up on an autoresponder campaign. If you don't know what that is, an autoresponder is a series of emails that is sent out automatically when someone gives you their email address. The emails can be sent daily, weekly or as often you want. In our example, what kind of email would you want to send a single mom?

You can send a free course on single parenting, or tips on grocery shopping, or any topic that would be of interest to them - keeping each email short and to the

point. At the bottom of each email you could remind them of your program and how it could help them.

Or you could send a series of emails introducing yourself and your staff to help them feel more at home and comfortable with your church. You could do short You-Tube videos and send them the link so they can see you and your staff “in person” and get a feel for what you are like and what they can expect.

If you have a special speaker, you can shoot them a one-time email telling how the speaker would benefit them and, perhaps, offering for a lady member in their area to give them a ride if needed. Free babysitting during the meeting? Don't forget to mention it!

It really is amazing [and scary] the amount of information Facebook has on its approximately 1 billion users, but you can use it to *your* advantage. You can “target” your ads to just about any category of people - new parents, grandparents, teenagers, business people, retail employees, mill workers, new car owners, new home buyers, people who are interested in certain hobbies, industries, magazines... The possibilities are just about endless.

This is important: Each person signing up on a different page can go into a different category and receive a different autoresponder campaign. You can tailor this to meet the needs of different kinds of people and you can

send one-time emails to everyone or just to certain categories...you choose. And this is a time-saver. You [or someone on your staff] writes the autoresponder emails one time and that's it. After that it is automatic. It costs you no more time if 1 or 10,000 people sign up.

I hope this has helped to fire your imagination on how your church can reach people in your community who would never have otherwise heard of you, your church or the Gospel message.

Training People In The Church

Christians need relationship with other Christians. We are a family after all. Emails can never replace that; however, they can aid in important ways.

Ideally, of course, people come to the church building for training and fellowship. For some this is difficult or impossible due to work schedules, family schedules, distances, etc. Sometimes a church offers beginning training, but not continual training although many churches do have Bible studies which are constantly changing to bring new light and variety.

For members who cannot attend in church Bible studies or who want a different subject, email courses

can be offered. Again, it is very time efficient. You set it up once and it is good for as long as you want to offer the course.

If you join me below, you can have access to any of my courses *already* written or to be developed in the future including How To Study The Bible For Yourself, Basic Christian Doctrines, Successful Christian Life [from R.A.Torrey's book], plus deeper study courses like Covenants, New Testament Survey, etc. You would be free to use them as is or to edit and change them anyway that fits your needs.

Your members could do the courses on their own or a group could do the course at home and then meet weekly for coffee to discuss what they learned. Again, the possibilities are limited only by what you want to do. The goal is to get your people into studying and applying the Scriptures in their lives to grow into maturity and Christlikeness.

Communicating With Members

Obviously, if you only need to tell one person something you just pick up the phone and call, but what if you want to reach the entire board. Just write up an email and sent it to everyone at once. Want to send out

a teaser for your Sunday message or Fill-In-The Blank sermon notes? Just a couple of clicks and everyone in your congregation can have a copy. Was the single mom's group cancelled this week? Send out an email to just the single mom's. Want to remind everyone of a special speaker? Click, click done. Send information to just certain groups or to everyone. You choose.

A Powerful, Inexpensive System

You may already have a email system in place. If you don't control it in-house, it doesn't have unlimited autoresponders and other important features and/or you are paying more than \$30US a month then you should consider the Power Lead System [PLS]. While PLS was designed as a marketing tool for online or offline businesses it works great for churches and already has some Christian templates designed for quick and easy use.

Priceless Possibilities, the company behind Power Lead System, has been designing custom contact managing systems for about 18 years. Once you have designed a couple of pages you will find it easy and able to do in minutes. There are video instructions every step of the way, plus if you need help just shoot

me an email [joshuaclubcom@yahoo.ca with Effective Ministry in the subject] and I will help you personally. Or if you are not sure PLS will do what you want it to do, send me an email describing what you want to do and I will tell you if it will work for you.

You can sign up here: <http://church.expand-your-vision.com/> . You get a 7 day free trial to test things out for yourself. You can cancel at anytime within that 7 days and not be charged. After 7 days you can cancel at anytime and only pay for the months you have used.

Note: *YOU* are a good example of how this works. You signed up, probably from a Facebook ad or my website, giving me your name and email. You received the free E-Book I promised. You were placed on my “list” and will receive a series of emails from me. By the way, if you do not want to be on my list you can easily unsubscribe at the bottom of any email.

Your Website

Many church websites are little more than an announcement board. If that’s all you want, that’s fine. But consider making it a destination site...a site where people *want to go* because it holds valuable information. You can have people from your

<http://church.expand-your-vision.com/>

community outside your church family - and around the world - coming to visit your site.

Your sermons can be turned into articles, you can offer email courses, devotionals, insights into Scripture or comments on issues important in your community. Again, with a little time and thought it can be anything you want it to be.

Often churches have a volunteer webmaster or hire one outside of the church. The cost can run into thousands of dollars plus it may take days and extra cost if you want to make changes.

With a company called SBI you can have someone in-house design a professional looking site without having any computer programming skills. And you can add a page, delete a page, make changes to pages within minutes. Once you, or someone in your office, has mastered the basics of the SBI system you will find it easy and fast to use. Make your website more than just an announcement board!

You can check it out here: <http://www.sitesell.com/Glenn8.html> If you have any questions, just let me know.

Free Resources

Below are some free resources that may help you in your ministry.

Resources from us:

The Joshua Club is a free membership club where you will find all our courses in PDF form, Bible Chronology, and much more. You are free to use or adapt any of its courses for your own teaching/email campaign needs. It also has instructions on setting up your PLS system, although the system itself has detailed instructions.

<http://freebiblestudylessons.wildapricot.org>

Free Bible Study Lessons has many articles on various Biblical subjects.

www.free-bible-study-lessons.com

<http://church.expand-your-vision.com/>

Free Bible Study Lessons You-Tube Channel is a place where you can find encouraging messages. Many of the messages are taken from old audio tapes from a variety of speakers.

<https://www.youtube.com/channel/UCBWogkSjS7K6-ZnzMB4f27A/feed>

Free Resources from other places can be found on our Joshua Club page.

Fund Raising Tips

If you join PLS as an affiliate you can make a generous commission month after month. Think of the business people in your church and in your community. You can help them increase their business potential by introducing them to PLS...and your church will earn income every month they maintain their membership. This can be a substantial amount depending on how many people purchase the system and if they recommend it to their contacts....

May the Holy Spirit guide and bless your ministry,
Glenn

PS. Sign up for your free 7 day PLS trial now: [http://
church.expand-your-vision.com/](http://church.expand-your-vision.com/)