

E-Team: Leveraging a Program—Group Exercise 1.01

*E-Team is not a teaching class, although there is teaching and training. The goal is the development of an on-going, extremely effective team that is able to think outside the box, shift paradigms if necessary, to plan and execute projects, programs and events aimed at creating evangelism possibilities. Often times—such as tonight—we are not gathering for teaching, rather we are gathered to work as an evangelism think tank.*

*So, tonight, our focus will be on leveraging our Sunday Morning Celebration. (Right now, we will be focusing on the Adult Sunday Morning Service, but in the future we will also need to think about leveraging the Children’s side of the ledger as well)*

*So… We start our thinking process from ground zero. Almost everything is up for consideration with a few exceptions:*

* Church Name is off the board.
* Length of Service is off the board.
* Actual worship or song service off the board.
* Preaching is off the board.

Everything else is up for conversation and consideration.

**List of Considerations:**

* **Advertising & Marketing**
* **Website**
* **Name of service**
* **Parking Lot**
* **Sign (Signs—remote, up front, on building, etc.)**
* **Grounds (There are some limitations, because we do not have a large water source)**
* **Greeters**
* **Greeting area**
* **Information Booth (Manning the booth)**
* **Visitor Packet of BC Information**
* **In auditorium conversations**
* **Managing Visitor’s Cards (Collecting of Information, Recording and Use of Information)**
* **Follow-up on Visitors: Two Tracks—New Converts, Christian Transfers**
* **Visitor Gifts**
* **In Service Ministry to Visitors**
* **Meet & Greet after service**
* **Church Integration of New Attenders**
* **Misc.**

**Questions to Consider:**

* **How do people view BC? (Both from driving past our campus and from online)**
* **Does any of our marketing attract non-believers?**
* **What do new people experience when they visit?**
* **Do people get the information that they need?**
* **Can visitors easily find people to help them when they attend?**
* **Do people feel that we are friendly? Are we too friendly?**
* **Is the service compelling?**
* **Is the atmosphere appealing? (What does our target audience like?)**
* **Can people connect to the pastor?**
* **Is the follow-up adequate?**
* **How can we improve assimilation?**
* **Is the spiritual flow pleasing to God and does it touch lives?**

**Time for Ideas: Brain-Storming (No bad ideas—Let’s see what sticks)**

**Favorite Ideas from List:**

**Counting the Cost & the Challenge of Paradigm Shifting)** *Each idea that becomes reality will generally need the following:*

* Accountable Leadership
* Well-Defined Organization
* Commitment from Team
* Adequate Funding
* Adequate Planning
* Excellent Execution
* Follow-up and Evaluation