

## Creating Your Organic Outreach® Ministry Action Plan (OO MAP)

Every area of ministry at our church is unique and different. In the same way, every **OO MAP** will be different and uniquely constructed to bring the greatest amount of influence to Level 4 and Level 5 (the ministry partners, workers, and participants) in your area of ministry.

As you create your **OO MAP** consider how you can begin to counteract and even break down the barriers that keep people from making disciples.

Begin to pray and plan elements and events that can get your area of ministry out of the church and into the community, and also how your area of ministry can draw the unchurched onto your church campus.

These four key elements need to be included in your **MAP**:

### **Accountability.**

Not much stays high on our list of priorities without some form of accountability. On the Outreach Influence Team we use the One-Degree check-in.

### **Inspiration.**

Telling of our outreach stories and activities.

### **Learning.**

In order to keep growing, people need to keep learning.

### **Planning.**

Not much happens that doesn't take planning in advance.

Although the Outreach Influence Team agendas have these four elements built-in, it's understood that you won't necessarily have the ability to bring all of your ministry team together for a meeting specifically focused on outreach. The challenge then is to find ways in the normal cadence of your team to ensure that each of these four elements are being infused into every member of your team every month.

Every **MAP** will look different. The ultimate goal is to increase the knowledge and practice of Organic Outreach in every area of operation within your church.

## **Use the MAP Development Worksheet and the tips below**

If you are in a supervisor position and some of those who report to you are on the Outreach Influence Team, you still need to include them in your Ministry Action Plan, but your monthly infusion time with them may be focused on reviewing their MAP and how well it is working.

**Resources to consider as you develop your MAP** (All are available as part of Level 2 and 3 memberships at [www.organicoutreach.org](http://www.organicoutreach.org))

### **Cup of Coffee Agendas (30 minutes)**

These adaptations of the original OIT agendas are designed to be completed in 30 minutes or less. Consider using these if you have a group that meets regularly and there is opportunity to adapt the normal meetings by beginning with this agenda. You may be able to either shorten the time taken for normal business discussed or lengthen the meeting or a combination of both.

### **Shot of Espresso Agendas (15 minutes)**

Like the Cup of Coffee Agendas, these have been adapted from the original OIT agendas, but are designed to be completed in 15 minutes or less. These are useful in either a group meeting or one-on-one meetings (one-on-one will take less than 15 minutes)

### **Energy Elements (5 minutes)**

These are 5 minute exercises that each provide one of the four key elements (Inspiration, Accountability, Learning, Planning). These can be used individually or in combinations. The goal would be that you use one of each element through the course of each month so there is a well-balanced infusion. These are highly useful for e-mail and phone interactions as well as in-person contexts in which you have a very limited time available.

### **Additional Ideas**

#### **1) Organic Outreach Books**

Give a copy of one or more of the books (Ordinary People, Churches, Families) to each person on your ministry team and ask them to reach a chapter each month. Then you can build brief reading discussions into your monthly interactions. Reading check-in can be done in person, on-line or on the phone.

#### **2) Use the One-Degree Rule check in.** This is one of the most effective and easy to use methods - especially with limited time. If you're on the Outreach Influence Team you've seen this in the "one minute to say it" One-Degree check in.

- 3) **Online resources.** The Organic Outreach website has a growing library of brief (3 to 5 minute) videos plus two full length outreach training videos (90 min+). There are also concept sheets and other documents that can be used for infusing Learning into your team each month.
- 4) **Do a web search.** Have yourself or someone else in your ministry area do a web search of how other believers as well as ministries and churches do evangelism. Use this to bring new outreach ideas to your area of ministry.
- 5) **Get ministry workers and participants to trainings.** One of the best ways to influence in your ministry area is to ask team members to present the learning part of the monthly infusion.
- 6) **Get together one on one.** If you can get together one on one take the opportunity to add a special outreach element to it. Ask them about their own personal outreach and share about yours.
- 7) **Have a quarterly or yearly volunteer appreciation.** Include a short teaching element on Organic Outreach.
- 8) **Praying Independently.** Challenge ministry partners/workers to be praying for unbelievers and praying with unbelievers.
- 9) **Praying together.** Make outreach prayer a standard in all you do. Pray for direction on how to get your ministry outreach focused. Pray together as teams. Pray for the Lord of the Harvest to be sending out workers into His harvest field from your area of ministry and from our church. Get others praying with you on a regular basis.
- 10) **Outreach Intensity.** Engage your team in evaluating the Outreach Intensity of all of the team's activities/projects/events. Are there any outreach intensity levels that could be increased? (*See chapter 10 of Organic Outreach for Churches.*)
- 11) **Sharing Personal Conversion Testimonies.** Take time in each meeting to have one of the team members share their conversion testimonies.
- 12) **Training to share the "Good News."** Many believers don't feel confident in sharing the Gospel, yet the "Gospel Go Go" method can be trained in about 5 minutes (a printable bookmark download for this is available at [organicoutreach.org](http://organicoutreach.org) with any level of membership).
- 13) **Serve together as a team.** As a church there are many opportunities to serve in a community outreach project as a team. Identify an opportunity outside of your ministry area where your team can serve together.
- 14) **Celebration.** When someone makes an advancement toward Jesus or comes to Salvation provide time and place for celebration.
- 15) **Grow your relationship.** As leaders, when it comes to staff and volunteers we may need to intentionally grow our relationships before we can effectively pour into them. There are many ways to do this but it always begins with authentic care and concern, prayer, and finding an avenue to be more "tuned-in" to their life which will open the door to greater outreach influence.

**16)Join together as a ministry** to choose a worship service or special event where you get everyone to invite an unchurched friend.

**17)Innovate.** What works for you? What will work in your area of ministry?

There are countless other ways to influence Organic Outreach into your area of ministry. Be creative and remember to collaborate with fellow OIT members. Share with the rest of the team the methods that are working for you, they may also work in their area of ministry

**Remember to consider the 30-Day Rule,** “Everything that is important to a church is placed on the schedule and planned. I don’t know of any church that just hopes someone will show up every week to take care of babies In the nursery. No, we recruit volunteers, train them, and make a schedule. We don’t simply hope and pray that a musician will show up to lead our Sunday worship service. We plan and practice to make sure we have a great worship experience that honors God and blesses people. In the same way, we need to plan regular times when we put new fuel on the outreach fire. If it’s important, we will make sure it gets done. If it’s a high priority, everyone will know about it. With outreach, I have learned that we need to put fuel on the fire every month of the year.” Kevin Harney, *Organic Outreach for Churches* (chapter 7)