

The Externally Focused Church

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Foreword

- ... our world is still open to a gospel it can hear *and* see. The real gospel is two-sided – it’s *truth* and *proof*!
P 7

Introduction

- “We make a living by what we get; we make a life by what we give.” - Winston Churchill p. 11
- ... as messengers, Christians have a difficult task, not because the message isn’t compelling, but because we aren’t always compelling messengers. P 11
- Honest, compassionate service can restore credibility to the crucial message we have to share. To tell the truth, we must show the truth. It’s the model Jesus used. P 11
- Two items clearly reveal the truth about what matters most to us: our checkbooks and our calendars. P 12
- Aspects of an externally focused church (p. 12)
 - They are inwardly strong but outwardly focused.
 - They integrate good deeds and good news into the life of the church.
 - They value impact and influence in the community more than attendance.
 - They seek to be salt, light, and leaven in the community.
 - They see themselves as the “soul” of the community.
 - They would be greatly missed by the community if they left.

Ch. 1 What is an Externally Focused Church?

- “There is nothing more powerful than an idea whose time has come” – Victor Hugo. P 15
- Internally focused churches concentrate on getting people into the church and generating activity there...what they do is vital but not sufficient for a healthy church. P 16
- ... worship that is not manifested in how we live in relationship with others may be hollow. P. 16
- ... Isaiah exposes the inadequacy of the faith of people who focus on loving God but forget about loving man. P 17
- *They ask, “Whose lives are different because of this church?” Nearly everything that is done inside the church should prepare and equip people not only for personal growth but also for personal impact. P 18
- Although everyone outside the church is a potential ministry focus, the externally focused church moves toward two specific groups. *The first group comprises those on the margins.* P 18
- “How can you have a healthy church that has no concern for the poor?” P 19
- *The second recipient of the externally focused church’s energy is the city.* P 20
- “Also, seek the peace and prosperity of the city to which I have carried you into exile. *Pray to the Lord for it* because if it prospers, you too will prosper” (Jeremiah 29:7). P. 20
- The spiritual bookkeepers of the world love a return on their investments, but what Jesus asks us to do can’t be measured in those terms... Sometimes things shouldn’t be measured in terms of better and best, but of beauty. P 22

Externally focused churches are not limited by size, location, or denomination.

- Size has nothing to do with a church’s ability to be externally focused. The operative word is *focus*. P 23
- “*Critical mass* is one person with a vision.” Most likely, for your church to become externally focused, it will take one person with a vision. Perhaps that person is you! P 23
- **Being externally focused has much more to do with mind-set than with size.** P 23
- **Location is not part of what it means to be externally focused.** P 23

- Once a church decides to become externally focused by joining in the life and conversation of the community, the possibilities of how it engages the community are endless. P 24

Four characteristics of externally focused churches p 24

1. Externally focused churches are convinced that good deeds and good news can't and shouldn't be separated. P 24

2. Second, they see themselves as vital to the health and well-being of their communities. P 25

It is only when the church is mixed into the very life and conversation of the city that it can be an effective force for change. P 25

In joining the life and rhythm of the city, externally focused churches seek to serve and bless the city, not to control it. p 26

3. Third, they believe that ministering and serving are the normal expressions of Christian living. P 26

Christians can learn through good instruction, but they really cannot grow if they remain uninvolved in ministry and service. P 27

4. Fourth, externally focused churches are evangelistically effective. P 27

We must accept the fact that an increasingly large portion of our population has no idea of "how to go to church." P 28

In our evangelistic zeal, we often think people just need more or better information in order to believe. But what they really long for is authenticity. P 28

Two strategies of externally focused churches p 29

- *First, they identify needs of their communities and start ministries or programs to meet those needs.* P. 29

- *Second, they partner with existing ministries of human-service agencies that are already accomplishing a shared mission in the community.* P 30

- When was the last time you were really proud of what your church was doing? P 32

Sermon/Lesson Idea: Isaiah 58:1-12 p. 33

Action pt. Will you accept the challenge to become an externally focused church?

Ch. 2 Becoming Externally Focused – One Church's Journey

- *Only when the Hubble was focused, could it carry out the mission for which it was created. Size is important. Power is important. But focus is everything.* P 36
- We had a benevolence ministry, but no intentional strategy for the people of LifeBridge to get involved in it. p 37
- We recognized that there will always be a need for money and other goods, but giving them should never be at the expense of actually doing the work. P 38

Externally focused decisions p 38

1. *We decided to broaden our outreach focus* p 38

2. *We decided not to create something that already exists* p 41

- ... we now have "Christian" versions of nearly everything. Instead of influencing the cultural stream, we've created our own parallel stream. 41

3. *We decided to open our doors to other community organizations* p 44

4. *We decided that, to love and serve our community, we must know our community.* P 45

- We became familiar with the real needs of our community instead of trying to fix what we perceived to be the problems. P 45
- 5. *We decided to invite everyone to jump into the stream!* p 47
- 6. *We decided to be open to innovative ideas and partnerships.* P 48
 - Are we enhancing our community? Are we worth our salt? p 50
- Sometimes our churches don't need to do extravagant things to make a real difference in the world. Sometimes we are most effective when we softly rub shoulders as we serve others. P 50
- Make a list of ways your church is currently salt and light in your community. P 52

Sermon/**Lesson** Idea p. 52
Text: Matthew 5:13-16

Ch. 3 The Power of Service

Picture of a ven diagram:

1. *The needs and dreams of the city* p 56

How do we discover the needs and dreams of the city? The quickest way is simply to ask those who are in a position to know, that is, those who are actively serving the city – servants in law enforcement, fire protection, schools, public service, and so on. P 56
Consider your dreams for your city; most likely, people in your city share them. P 56

2. *The mandates and desires of God* p 56

- From Isaiah 65:17-25, Dr. Raymond Bakke, speaking of a future city, outlines six characteristics of a healthy community from the heart of God:
 - public celebrations and happiness v.17-25;
 - public health for children and [the] aged v. 20;
 - housing for all v. 21;
 - food for all v. 22;
 - family support systems v. 23;
 - absence of violence v. 25;

To this list we would add: meaningful work v.22-23 p 57

3. *The calling and capacity of the local church* p 58

Looking at the Intersections

- The most interesting part of this visual construct are the intersections where the city, God, and the church meet. While the circles represent the different entities, the intersections describe what happens between these entities. P 59
 - “**Common grace**” is the term we use to describe the space where the interests of the city intersect with the desires of God (apart from the church). P 59
 - “**Control**” is the intersection between the city and the church (apart from the will of God). p 59
 - “**Salvation**” is the intersection of what God wants for the city and what the church has the calling and capacity to do in relation to the city – to bring salvation to the city. P 60
 - “**Service**” is the only location that encompasses the needs and dreams of the city, the mandates and desires of God, and the calling and capacity of the church. P 60

- *Scan image on P. 61 - Vendiagram*
- The early church grew because its people loved and served. We believe servants can go anywhere. Service gives us access not only to places of need but also to places of influence. P 61
- It is “God’s kindness” that leads to repentance (Romans 2:4), not the threat of God’s judgment. P. 61
- Selfless service gets everyone’s attention. P 61
- Servants get invited to places into which the mighty can’t force their way. P 62
- John records that although Jesus had always loved his disciples, he now did something to *show them* the “full extent of his love” (John 13:1). Did you catch that? P 63
- . . . [Jesus] was showing his disciples that no act of service is so menial to be without meaning. P. 64
- Servanthood is not one of spiritual gifts. We are never exempt from service because we “don’t have that gift.” P 64-65
- *It is not those to whom we minister who meet Jesus in a ministry encounter; it is the ones who are doing the ministering! *We’re not Jesus to them. They are Jesus to us!* P 66
- Most ministry opportunities that God puts in front of us happen at the intersection of the unexpected and the interruption. P 66
- It’s interesting that *the last thing the Samaritan offered was money* (which he gave to the innkeeper). So much good can be done apart money. P 68
- Knowing that only one of ten lepers whom he would heal would return to give thanks did not prevent Jesus from healing the other nine. P 70
- **Check out while in Denver** – *Colorado Community Church – Aurora, Colorado – Lifeboat 14*

Ch. 4 Helping People Grow

What’s your growth model? P 76

- *Good nutrition alone cannot make a person healthy. Good bible teaching alone is insufficient for spiritual maturity. People need exercise for physical health and service for spiritual health. We learn from the Scriptures, but we grow by serving others. P 76
- . . . many people don’t get excited about spiritual disciplines. P 77
- *... getting people involved in service is much easier than getting them involved in activities specifically designed to deepen their faith. P 77
- If Christian maturity is our goal, then there must be many keys to unlocking a passion for spiritual growth. P 77
- *... for Christians to grow, nutrition is only half the equation. Exercise is the other half. P 79
- “I may not know much about discipleship, but I do know this: Discipleship is not what happens *inside* the four walls of this church.” P 80
- *We begin to grow when we take responsibility for the growth of another person. P 81
- *“We do nothing and give to nothing where our people are not involved. We tell our congregation, “If you give money to a ministry, then we want you to get involved in that ministry.” P. 83
- *When the U.S. Labor Department releases the unemployment figures for the quarter, and that number is above 7 percent, it is viewed as a crisis. When a church releases its 80 percent unemployment figures (reflecting the 20 percent of “active” members), it is seen as normal. P 84
- To help people grow, we need to present many opportunities for ministry. P 85
- *We need to define *ministry*. Ministry is simply “meeting another’s need with the resources God has given you.” P 86

Where do we go from here? P 86

- Ministry is for mechanic as well as the minister, the teenage as well as the tenured. P 86
- 1. *Rediscover what the Scriptures say about good works and good deeds.* P 86
 - We are not saved *by* good works, but we are saved *for* good works that “God [has] prepared in advance for us to do.” Our job is not to invent those good works but to discover what they are. P 86-87
 - The way to *inwardly* build a church is through *outward* service. P 87
 - **There is a vast difference between bodybuilding and weight training. P. 87
 - For athletes, weight training is a means to a greater end. Strength, flexibility, and speed are their goal – not the size of their muscles. These athletes train *for* their event. Their training is not the event. P. 88
 - PN – church should be a training center
- 2. *Broaden the definition of ministry* p 88
- 3. *Present “ministry to others” as part and parcel of the normal Christian life.* P 89
 - Wouldn’t it be great if on any given Sunday you could point randomly to any person in your congregation and say, “Please tell us about your ministry,” and every person that was called upon would come forth with a description of how God is using him/her in ministry to others? P 90
- *The test of your spiritual growth is simple – How has your heart grown in the past twelve months? Are your arms open wider toward others, or are they wrapped around yourself? Do you have room for anyone else in your life? P 90
- Sermon/Lesson Idea P. 91-92
 - Text: Ephesians 2:8-10
 - Action Pt. – Set a goal for increasing the percentage of people in your church who are serving and ministering.

Ch. 5 Nothing Happens Outside of Relationships

- “The first responsibility of a leader is to define reality. The last is to say thank you. In between the two, the leader must become a servant.” - Max De Pree P 93
- *If we were to study the primary reason churches fail, we might discover that they’ve failed in the one area they should be good at – building, sustaining, and cultivating relationships.* P 93

Basic Relationship Building Principles: p 95

1. *Recognize that relationships take time* p 95
 - Building long term, trusting relationships with the community doesn’t happen overnight. P 95
2. *Finish what you start* p 96
 - First, make sure that the church and the community organization both clearly understand each other’s needs and expectations. Second, begin slowly, if possible. Third, ensure that one person with passion for the project is responsible for it. (This must be true on both ends of the partnership.) p 96
3. *Partner with any organization that is morally positive and spiritually neutral* p 97
4. *Recognize that conflict is inevitable* p 99
 - Understand that conflict will arise, but begin the relationship at that place of agreement. The best way to resolve conflict is to have had some basis for relationship. P 99
 - ... reconciliation can happen even when resolution does not. P 100

5. *Develop partnerships with no strings attached* p 101

- One rule of thumb is that churches should come only to serve and bless, not to control. P 101
- Always ask the organizations in your community, “How can we help you?” and don’t worry about who gets the credit. P 101

6. *Promote and practice gracious evangelism* p 102

7. *Tear down old assumptions* p 103

8. *Make it personal* p 105

- ... the best way to create relationships is to enter the world of those you seek to know, rather than waiting for them to enter yours. P 106
- Would the people in your community think to ask your church for help? P. 109

Ch. 6 Good News and Good Deeds

“I know this now. Every man gives his life for what he believes. Every woman gives her life for what she believes. Sometimes people believe in little or nothing yet they give their lives to that little or nothing. One life is all we have and we live it as we believe in living it. And then it is gone. But to sacrifice what you are and live without belief, that’s more terrible than dying.” - Joan of Arc P. 111

What good deeds accomplish p 116

1. *Good deeds genuinely benefit others* p 116
2. *Good deeds glorify God* p 117
3. *Good deeds validate the Good News* p 117
 - Take away service, and you take away the church’s power, influence, and evangelistic effectiveness. The power of the gospel is combining its life-changing message with selfless service. P 118
4. *Good deeds move people toward Jesus* p 119
5. *Good deeds create goodwill with the city* p 119

What good deeds do not accomplish P. 120

- ... good deeds, in spite of all the wonderful things they can accomplish, are not sufficient to lead a person to saving faith in Jesus. Good works can be the bridge or the road, but they are not the saving message that crosses that bridge or travels that road. Good works are the complement but never the substitute for good news. P 120
- A life of faith must always give primacy to loving God *and* loving people – the genius of the ‘and.’ P. 122
- Sam Williams says, “In serving others, salvation is our *ultimate* motive but not our *ulterior* motive. People sniff out motives pretty quickly. P 122

How do we share the Good News? P. 122

- Serving others puts us automatically into relationships with those we are serving and those with whom we are serving. P 122
- How can we tell others the good news? We suggest you think in terms of stories. P 123
 - First, listen to the other person’s story. P 123
 - Second, ask permission to tell your story. P 123
 - Third, ask permission to tell God’s story: the plan of salvation. P 123
- Evangelism doesn’t have to be reduced to doing something you don’t like with people you don’t know. P 124

Four types of churches p 125

- *Scan Image on P. 125*
- Externally focused churches have discovered that they don't have to compromise telling the truth to demonstrate grace. P 127
- *An individual gospel without a social gospel is a soul without a body and a social gospel without an individual gospel is a body without a soul. One is a ghost and the other a corpse. P 128
 - Quadrant I churches are good at preaching and teaching and are helpful to those inside their church. They "take care of their own" to one degree or another. When people come to this type of church, they will hear the message of salvation, and they will see people coming to know the Lord. These are the "come to" churches. P 128
 - Quadrant II churches are externally focused on evangelism. They may reach into their communities by going door to door, handing out literature, or sponsoring an evangelistic. Bu they do little or nothing to be a blessing to their communities. P 128
 - Quadrant III churches are effective in proclaiming good news and showing love to their communities. P 128
 - Quadrant IV churches are really good at demonstrating love for their communities, but they are weak in proclaiming the gospel. P 128
- Have members of each ministry team in the church work through how they can be intentional about evangelism and service in every program or tactic in which they are involved. P 129
- *Train each of your small groups in using the "Three Stories" model of evangelism, which includes training in telling God's story (the gospel). P. 129

Ch. 7 From Mercy to Justice

- ... Hosea 6:6 "For I desire mercy, not sacrifice." What is mercy? Mercy, most simply put, is God's attitude and action toward those in need or distress. P 133
- "What will be the instrument of the church in effecting... change? Not simply charity but also justice. Charity is episodic, justice is ongoing. One brings consolation, the other correction. One aims at symptoms, the other at causes. One changes individuals, the other societies". P 136
- *Scan image P. 137 – Humility, Mercy, Justice*
- Christ did not come into our lives just to make us better but also to give us power to make the world a better place through our ministry and service to others. P 137-138
- Every time Jesus healed someone of a debilitating illness, he was empowering him or her not just for a day but also for a lifetime. P 138
- *Where is your church on the Micah 6:8 blueprint? What percentage of your congregation is involved in each column? P. 142

Ch. 8 Casting the Vision

- ... Prov. 16:9: "In his heart a man plans his course, but the Lord determines his steps. P 146
- Leaders constantly ask, "Where are we headed and why?" p 146
- *If you don't have any idea of where your church is going and why, then you are not a leader – period. And all leaders, to be successful, must think about their vision for their organization every day. P 147
- Illus: *Alice's Adventure in Wonderland* – fork in road and meets Cheshire Cat P. 147
 - "Would you tell me, please, which way I ought to go from here?"
 - That depends a good deal on where you want to get to," replies the cat.
 - "I don't much care . . ." says Alice.
 - "Then it doesn't matter which way you go."

- Vision is a desirable picture of a future state. Vision informs others what they are exchanging their lives and time for. P 147
- *... vision is more like a compass than a roadmap. It provides direction; it guides; it motivates toward a desirable future. P 148

Vision problems p 149

1. nearsighted
 2. farsighted
 3. tunnel vision
 4. walleyed
 5. lazy eye
- There's a big difference between visionaries and dreamers. Dreamers have an idea a minute and wonderful plans but never seem to put feet to their dreams. An effective leader spends part of every day focused on turning the vision into reality. P 150
 - None of us will lead forever. Effective leaders spend a bit of every day thinking about who will cast the vision after they are gone – thinking about succession. P 151
 - ... church leaders who would move their churches toward a greater external focus must learn how to manage the dynamic tension between “serve us” and “service.” P 152
 - Being an externally focused church means helping the Christians in your church see in a new way. P 152
 - An external focus is not a tactic or a strategy. It is a transformation. It moves people into the heart of the matter – loving and serving. P 152
 - ... we have since structured ourselves around these four emphasis ministries: outreach (which includes evangelism, community outreach, and missions), spiritual development, worship, and involvement. P 152
 - *Joel Barker defines a leader as “someone you would follow to a place you would not go by yourself.” P 152
 - Most people today are looking for leadership, longing for someone to show them the places they wouldn't go themselves. Are you willing to show the way? 155

Ch. 9 Assessing the Needs of your Community

Suggestions in becoming externally focused p 158

1. *First, ask the people you are serving to identify their needs and dreams.* P 158
 - To bear fruit, compassion must give birth to strategy. P 159
2. *Second, conduct or use existing research on the needs and dreams of your community.* P 159
 - Your local chamber of commerce is also a good source of valuable information. P 159
 - ... research serves as a road map for bringing the life and love of the church to the needs and pains of the community. P 160
 - Do organizations exist in your community that already to some of the legwork and screening that you need in order to get started in volunteering? P 160
3. *Recognize the power of existing relationships.* P 161
 - Look for places where God is already at work through good-hearted people, and ask if you can join in. P. 161
 - Most likely your church also has its share of “professionals” – people who possess an enhanced awareness of community needs because of their job. P 162
 - Community outreach is a mind-set for all ministry areas, and the Community Outreach Team serves as traffic controller. P 163

4. *Look and listen* p 163

- *Scan image on P. 166*
- One way of identifying service opportunities in your community is to give one of these grids to each of your church's small groups and ask them to drive around town, read the newspapers, talk to people in the neighborhood, and so forth to identify needs. P. 166-167
- As you narrow your focus from "What could we do?" to "What should we do?" you will begin to evaluate your church's individual strengths and capacities. P 167
- Your opportunities should be broad enough to engage the passions of all of your church members but focused enough to be achievable. P 167
- After your church has decided what it should do, develop a concise statement of your mission (what you do), your vision (what you hope to accomplish), and those you serve and minister to. P. 167
- *Scan image P. 169*
- If our responsibility is to be fruit producers in the kingdom and to fulfill the Great Commission and the Great Commandment, then we may have to see our community differently. We need to earn the right to be heard with a message that can heal the holes in people's hearts. Serving provides a bridge that can build those relationships. P 169
- Rather than assuming what the people in your community need, let them tell you. "Ears to hear and eyes that see – the Lord has made them both." (Proverbs 20:12) P. 170

Chapter 10 – Organizing for Usefulness

- *"However beautiful the strategy, you should occasionally look at the results."* Winston Churchill p 173
- **Part of being externally focused is to build the road as we travel it. We don't need the entire road before we begin the journey, only enough to take the next step.* P 174

Staffing p 174

1. Paid volunteers
 2. Keep an eye out for "Half-Timers."
 - "half-times" these folks are part of the labor pool that stands around (usually on their boats or on golf courses) because they are seldom asked to take part in the harvest or, if asked, are given responsibilities far below their abilities. P 175
- When hiring staff, make certain the job and their passions are intertwined, that they are being paid to do something they were born to do. P 176
 - Volunteering is really the avenue for Christians to be in shoulder-to-shoulder, face-to-face relationships with those who are yet to become Christians. P 176
 - Your job (Tom Landry) is "to get a group of people to do something they don't want to do, that they might achieve something they have wanted all of their lives. P 176
 - *Every church that seeks to mobilize 100 percent of its congregation in ministry needs to define the minimum qualifications for a volunteer. P 177
 - Churches that seek to mobilize every person must also define ministry in a broad enough way to encompass the skills, experiences, giftedness, passions and relationships of every person in the church. P 178
 - Once churches expand their definition of *ministry*, the sky is the limit for meaningful opportunities for service. P 178
 - To give people a taste for ministry, your church must increase the number and frequency of drop-in, get-your-feet-wet opportunities. P 178
 - Pay is whatever motivates people. P 179

- One thing all potential volunteers need is a clear idea of the need, what their part is in serving that need (how much and for how long), whom they will be working with, and the expected outcome of their involvement. P 179
- Safe first-steps require no screening or training – volunteers can cook hamburgers at camp, help with sports days, or dance with senior citizens at the Mariners’ Senior Prom. Safe first-steps require no ongoing commitment. P 181
- *How does a church keep its external focus after the newness has worn off? One important way is to continue to communicate the results of the church’s efforts.

Developing leaders p 182

- Only a small percentage of willing volunteers can succeed without specific training and clear direction – and the church seldom offers either. P 182
 1. Find a mentor, teacher, judge and cheerleader p 182
 2. Master the art of delegation p 182
 - three progressive levels of delegation:
 - a. directing
 - b. coaching
 - c. delegating p 183
 3. Give them the tools they need p 184
 - The youth were able to work effectively because, partnering with the local police department, they were given high quality tools... Good tools leveraged their skills and gave them confidence. The best tools helped produce the best work. P 184
 4. Turn them into teachers p 184
 5. Solicit their feedback p 184
 - ... members seldom have a chance to express what they are good at, what they are tired of doing, what they don’t like to do, what they want to learn, where they are being led to grow and when they need a sabbatical. P 185
 - **Create a volunteer Satisfaction Survey**
 - Resource: *How to Mobilize Church Volunteers* – Marlene Wilson

Funding models p 185 – see for suggestions

- There’s no reason to form a duplicate service or ministry if there’s one already accomplishing its mission. P 187
- We don’t form our partnerships around our statements of faith or doctrine but rather our common love and commitment to our community.” P. 187
- To us there is no contradiction between standing in unity in meeting the needs of the community during the day and vigorously debating our belief systems at the university by night. P 188
- *The great challenge of urban ministry in the U.S. is that the churches that are most in touch with the needs of the people often have the least ability and capacity to meet those needs. P 188
- *Church teams of four to six men adopt one widow or single mom. Each team has a leader who is responsible for calling the woman each month and asking what needs to be done. The leader then tells his team what tools and materials will be needed. On the designated Saturday morning, the men meet ...breakfast to pray...scriptures... details... the monthly three-hour commitment allows men to have significant ministry... p 190
- Jesus’ view of acceptable partners may be broader than you think. P 191

- Evangelistic opportunities arise out of our commitment to bring all of ourselves (including our spiritual selves) into all of the community. We don't leave any part of us at home. P 192

Measuring P. 192

1. Common language p 193
 - Communication and data are meaningless unless we agree on common definitions. P 193
 2. Common measurement p 193
 - They would measure baptisms – not “conversions” of “decisions”. There is no ambiguity about whether a person has been baptized. P 194
 - So what would you measure first? First, **measure inputs**. P 194
 - PN – Goal – to serve outside the church once per season.
 - Each of these people served 4.2 times during the year, giving five or more hours each time. P 194
 - ... goal is to increase the numbers serving, the hours they serve, the frequency of their service, and the depth of their service – moving people from acts of low-touch service toward “committed relational service. Always measure against your mission. P 194
 - You must also **measure outcomes, or results**, of your efforts and use of resources. P 194
 - ... the bottom line for all non-profit organizations is always one thing: “changed human beings.” P 195
- **Action Point:** Have a booklet printed describing twenty to thirty opportunities to partner with community ministries and human-resource organizations. P 196

Chapter 11 – The Best Is Yet to Come

- Illus: Frog, Bird and Sky P. 199-200
- Statisticians themselves often say, “If I had one foot in a bucket of ice and the other in the campfire, statistically speaking, I should be comfortable.” P 201
- To move ahead we must determine what we will leave behind. P 203
- Remember that we need to organize around purpose, not around program. Every program that is effective today, no matter how good it is, has a life span. P 203
- *We don't have to be original to be effective. We can and should be committed to learning all we can from the mistakes and successes of others. The early bird may get the worm, but the second mouse gets the cheese. P 206
- Illus on P. 208 – how to turn intention into action
- The variable was not the level of urgency or gravity; it was the map and schedule. When recruiting volunteers, one of the best things we can do is give people accurate, practical information about how and when they can get involved. P 209
- *Biblical encouragement is good, but it is not sufficient to engage people in service. Encouragement must be accompanied by many, many opportunities. Service only happens when inclination meets opportunity. P. 209
- The best way to engage the hearts of high-capacity people is by engaging their minds around big challenges and ideas. P 209
- ... idea of investing talent, treasure, and time... p 212
- it's not about size, it's about impact. P 214
- When we stand before the Lord, the last thing we want to say to him is “Lord, I was afraid, so I...” p 215
- If you want to get well, things will have to change. The lifestyle to which you are accustomed will be different if you are well. Your friendships may need to change. Your habits will almost certainly have to change if you are going to be well. Do you really want to get well? P 215
- **Action Point:** Introduce the concept of accepting a Kingdom Assignment. P 218

