

Pastor's Manual



The strategy is simple. **Churches...**

Praying for people who need Jesus

Sharing stories of life transformation

Engaging communities with the Gospel



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A Word from Mike Durbin

People are celebrating life all over Michigan. It's awesome to see the smiles on their faces and hear the joy in their voices as they talk about births, recitals, report cards, sporting events, graduations, engagements, weddings, promotions, retirements, and a whole lot of other things. When good things happen, people share the news with family, friends, and anyone who will listen. Sharing good news is fun. As the old saying goes, "Good news travels fast."

Mi moment is Believers Sharing Life's Greatest Moment - the moment when we trusted in Jesus as our personal Savior and Lord! It's a moment that changes everything as we experience forgiveness and reconciliation with God. Jesus makes this moment possible because He died on the cross for our sins, was buried, and rose from the grave. The Bible word that describes what Jesus did for us is "Gospel." It literally means "Good News."



As followers of Christ, we have Good News to share! Jesus transforms our lives forever. The Gospel is a must share story with the people of Michigan and beyond. **Mi moment** is an evangelism strategy put forth by the Baptist State Convention of Michigan to help churches proclaim the Gospel. It brings together Michigan Baptists (MI) and the mission of the church.

The strategy is simple. **Churches...**

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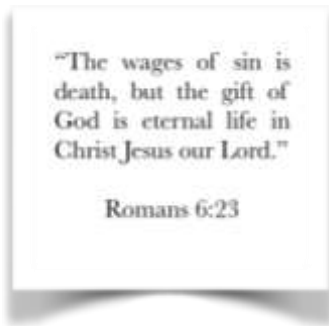
The Apostle Paul captures our hope and prayer for fellow Michiganders when he writes: "Brothers, my heart's desire and prayer to God concerning them is for their salvation" (Romans 10:1).

Blessings,
Mike Durbin
BSCM State Director of Evangelism
North American Mission Board

Pastor's Overview

Mi moment equips followers of Jesus to talk naturally about their faith using three simple tools:

One Story: People all over Michigan share stories about what is happening in their lives. Some are about great moments of celebration. Others are about brokenness and tragedy. As people share the many moments in their lives, believers share their greatest moment - the moment they trusted in Christ and how He has made a difference in their lives. Since it's their story, they are the experts. They can speak with confidence, authority, and assurance knowing that God is pleased when they talk about Him.



One Verse: **Mi moment** uses one verse from the Bible to share the Gospel. "The wages of sin is death, but the gift of God is eternal life through Jesus Christ our Lord" (Romans 6:23). Wages, sin, and death paint a dramatically different picture than gift, God, and eternal life. The difference between living in one reality or the other is Jesus Christ and our relationship to Him. It's a vivid contrast and only Jesus can move us from one reality to the other.

One Illustration: Michigan is the only state with two peninsulas completely separated from each other. It's impossible to go from the Lower to the Upper Peninsula on land from anywhere inside the state. It takes the five mile long Mackinac Bridge. This unique Michigan reality is a powerful illustration that Jesus is the bridge between man and God. It effectively illustrates that Jesus is the Way. Through Him we can cross from sin and death to receive the gift of eternal life.



In addition to equipping believers to **Share** Gospel conversations, **Mi moment** is designed for you to lead your church family in a time of focused **Prayer** for the lost. No evangelism strategy will work if it does not depend totally on God. In these pages, you will find helpful ideas to **Engage** your community with the hope there is in Jesus.

PRAYING

Salvation is the work of God. We are totally dependent on Him to draw people to Himself. At the same time, we can boldly approach the throne of grace for our loved ones knowing that God is "...not wanting any to perish but all to come to repentance" (2 Peter 3:9). Intentional prayer for the salvation of people who need Jesus is at the heart of **Mi moment**. As Pastor, lead your church to enter into a time of earnest intercession for their lost family, friends, associates, and neighbors.

It is estimated that four out of every five people in Michigan do not have a personal relationship with Jesus. Your church is surrounded by people who need Jesus. Many of them have never heard a clear presentation of the Gospel. They hear bits and pieces about Jesus but not enough to understand His saving work. Often, the "information" they have is "misinformation" and not a Biblically faithful presentation of Jesus.

"If sinners will be damned, at least let them leap to Hell over our bodies. And if they will perish, let them perish with our arms about their knees, imploring them to stay. If Hell must be filled, at least let it be filled in the teeth of our exertions, and let not one go there unwarned and unprayed for."

C.H. Spurgeon

The Apostle Paul is a vivid example of someone misinformed about Jesus. The information he had moved him to reject Jesus. It wasn't until his encounter with the resurrected Christ that Paul experienced Jesus personally. It was this encounter with Jesus that totally transformed his life. From that moment forward, Paul dedicated his life to sharing Jesus and advancing His Kingdom.

Paul's transformation by Jesus is so complete that he desperately wants people to know the Christ he once rejected. You can feel his passion for his nation as he writes, "Brothers, my heart's desire and prayer to God concerning them is for their salvation!" (Romans 10:1).

Lead your church to feel burdened for those who do not know Jesus! Help them feel as best we can God's love for the lost. People all over your community need Christ and the church needs to lift them up to God in prayer. Like Paul, we need to earnestly pray for the people we love to know Christ. No evangelism strategy will work without prayer. So, the first step is to lead your church into a time of concerted prayer for people to know Christ.

Pray Our Loved Ones to Jesus

We want our family and friends to know Jesus and experience the joy and forgiveness He brings to our lives. Andrew, one of the earliest followers of Jesus, wanted the same for his family. The first thing he did after following Jesus was find his brother, Simon (Peter), and tell him, "We have found the Messiah."

Research reveals that almost everyone we know is willing to talk with us about our faith. LifeWay recently conducted a survey of 2,000 adults who had not attended a religious service in the last six months (except for a religious holiday, funeral, or wedding). They asked them to "Agree, Disagree," or respond "Not sure," to the following statement: "If a friend of mine really values their faith, I don't mind them talking about it." Incredibly, 79% said they would "not mind them talking about it."

The overwhelming majority of people in our lives who do not attend church on a regular basis are willing to talk with us about our faith. This is good news, especially for those who struggle with the fear that we might offend our family and friends or be rejected by them if we talk about our faith. People in our lives are open to Gospel conversations!

Andrew couldn't wait to talk to Simon Peter about Jesus. He "found first his brother." Andrew wanted Peter to know Jesus. Who is the first person who comes to your mind who needs Jesus? Write that person's name on your **Pray Our Loved One to Jesus** list. Fill the list with the names of people you love who need Jesus. Pray for them and wait for opportunities to share the Gospel. Remember, they are willing to have a Gospel conversation with you.

Good news:
Research shows
79% of your
family and friends
are willing
to have a Gospel
conversation with
you!

Praying Scripture

One of the most powerful ways to pray is to use God's Word as the basis of your prayer. It's simply praying God's word back to Him on behalf of loved ones.

1. **“The Lord does not delay His promise, as some understand delay, but is patient with you, not wanting any to perish but all to come to repentance” (2 Peter 3:9).** *Father, thank you that you do not want _____ to perish. I pray for _____ to come to repentance and faith in Jesus. Please save him/her for your glory.*

2. **“Looking at them, Jesus said, “With men it is impossible, but not with God, because all things are possible with God” (Mark 10:27).** *Heavenly Father, I believe all things are possible with you. I pray for _____ to trust in Jesus as Savior and Lord.*

3. **“Jesus told him, “I am the way, the truth, and the life. No one comes to the Father except through Me” (John 14:6).** *Father, help _____ to follow Jesus as the way, believe in Him as the truth, and receive Him for life.*

4. **“So faith comes from what is heard, and what is heard comes through the message about Christ” (Romans 1:17).** *Eternal Father, please help _____ to hear the Gospel message multiple times until s/he believes. Give me the opportunity and courage to share Jesus with _____.*

5. **“There is salvation in no one else, for there is no other name under heaven given to people, and we must be saved by it” (Acts 4:12).** *Precious heavenly Father, show _____ the truth that there is salvation only in Jesus. Help _____ to trust in Jesus, the only Savior.*

6. **“No one can come to Me unless the Father who sent Me draws him, and I will raise him up on the last day” (John 6:44).** *Oh God, please draw _____ to Jesus. Only you can convict him/her of sin, righteousness and judgment. Reveal yourself so clearly that _____ turns to Christ as Lord.*

7. **“More than that, I also consider everything to be a loss in view of the surpassing value of knowing Christ Jesus my Lord....” (Philippians 3:8).** *Father, show _____ the surpassing value of knowing Christ.*

How to Use “Pray Our Loved Ones to Jesus”

Preach a sermon on Paul’s heartfelt cry for his people to know Christ from Romans 10:1 or of Andrew telling his brother Simon Peter about Jesus in John 1:40-42. Feature prayer prominently in all the messages during the **Mi moment** emphasis.

Pass out two “**Pray Our Loved Ones to Jesus**” cards to each person in the service. Challenge believers to write down the names of people in their lives who need Jesus. Have them copy the same names on both cards.

Call for Commitment. Invite believers to bring the cards to the altar for a time of prayer. Instruct them to leave one of the cards on the altar. Make a public commitment as pastor to pray for the people on the cards. Pray for a different list until all the people are prayed for.

Enlist an Encouragement Team. Challenge this team to send regular emails to everyone who commits to pray. Send scriptures and sample prayers that will help them as they pray. Encourage them as they encourage the church.

Highlight prayer in all church services. Set aside time to pray in every service for those on the lists.

Plan special events. Schedule special events and services with an evangelistic focus. Provide opportunities where the Gospel will be shared for believers to invite those on their lists to attend.

SHARING

One Story - Your Story

Your faith story is powerful. It is a declaration of what God is doing in your life. It pleases God when you talk about your relationship with Him. Below is an outline based on Paul's faith story in Acts 26. Write 3-4 sentences under each heading. Prayerfully seek God's direction as you write your story. Somebody needs to hear how God is working in your life. He can use your story to help them know Jesus.

Before receiving Jesus, my life was... (30 seconds).

Briefly share about where you lived and how you grew up. Share things that help others relate to you. Avoid glorifying past sin, but openly share what life was like without Christ.

I started searching for God because... (30 seconds).

What was happening in your life when you realized you needed Christ? Is there a word or emotion that describes what your life was like? Were you empty, searching, in trouble, broken, facing illness? What was happening that caused you to be open to Jesus?

How I encountered Jesus (60 seconds).

Who helped you place your faith in Christ? What did they say? Where were you? How did you hear the Gospel? What were you feeling?

Share your salvation prayer or a summary of Gospel (30 seconds)

Share what you prayed when you gave your life to Christ. Tell them how you felt as you trusted Christ. Share a short summary of the Gospel. Make it personal, "I came to believe that Jesus died for my sins, was buried, and rose again for my salvation. I trusted in Him as my Lord."

With Jesus, my life is... (30 seconds).

Be honest about your victories and struggles. You're not perfect, just forgiven. Share how Jesus makes life better now and how He helps you.

Helpful Hints for Writing Your Story

Make Jesus the hero of your story. The reality is that you were hopelessly lost. Jesus came on a search and rescue mission to save you. Give Him the credit for changing your life as you share your story.

Keep working on your story until you can tell it in 3 minutes or less. Read Paul's story in Acts 26 and see how much he shared in 3 minutes.

Avoid dwelling on failures. Share enough of the past to show you needed Jesus.

Tell your story around a theme that others can identify with. "Something was missing in my life." "I felt empty inside, like there had to be more." "I tried to fill my life with a lot of things, but none of them satisfied."

Include the Gospel in your story. Say something like, "I came to believe that Jesus died on the cross for my sins, was buried, and rose again." Give them enough of the Gospel so they know how to place their faith in Jesus.

Use everyday words. Many people don't understand the words we use in church. Share conversationally. If you sound like a preacher, people may tune you out.

Be real about your life since trusting in Christ. You know you're not perfect. You also know Jesus makes a big difference. Share how Jesus is working in you.

Practice telling your story until you are comfortable sharing it. It will probably vary

every time you tell it. That's ok! When you meet someone, ask, "What's your story? Tell me about yourself." When they ask about you, share your faith story as a natural part of your life.

Struggles people experience open the door to share about how Jesus helps us. "I had a similar struggle. Can I share something that really helped me?"

Make
JESUS
the hero of
your story.

WHAT'S MY MOMENT OF COMING TO FAITH IN JESUS CHRIST?

Before meeting Jesus, my life was _____

I started turning to God when... (What made you open to the Gospel?) _____

How I encountered Jesus... (How did you hear the Gospel?) _____

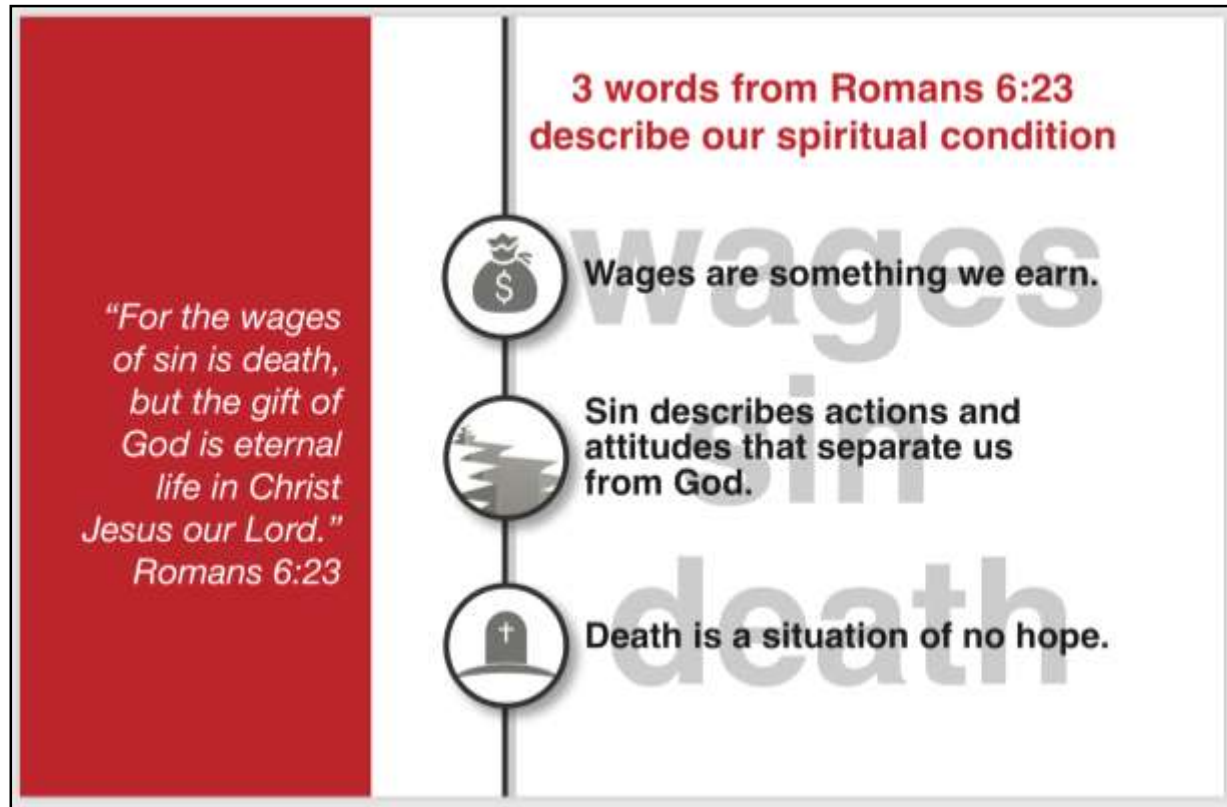
Share a summary of the Gospel... (Make it personal) _____

With Jesus, my... (Share something Jesus is currently doing in your life) _____

SHARE

One Verse - Romans 6:23

The verse and bridge illustration are designed to use together as the hope of the Gospel is shared.



Wages are something we earn. We deserve our pay.

Sin is the word the Bible uses to describe actions and attitudes that do not please God and separate us from Him. The separation between the two peninsulas illustrates this spiritual reality caused by sin. Our sin separates us from God.

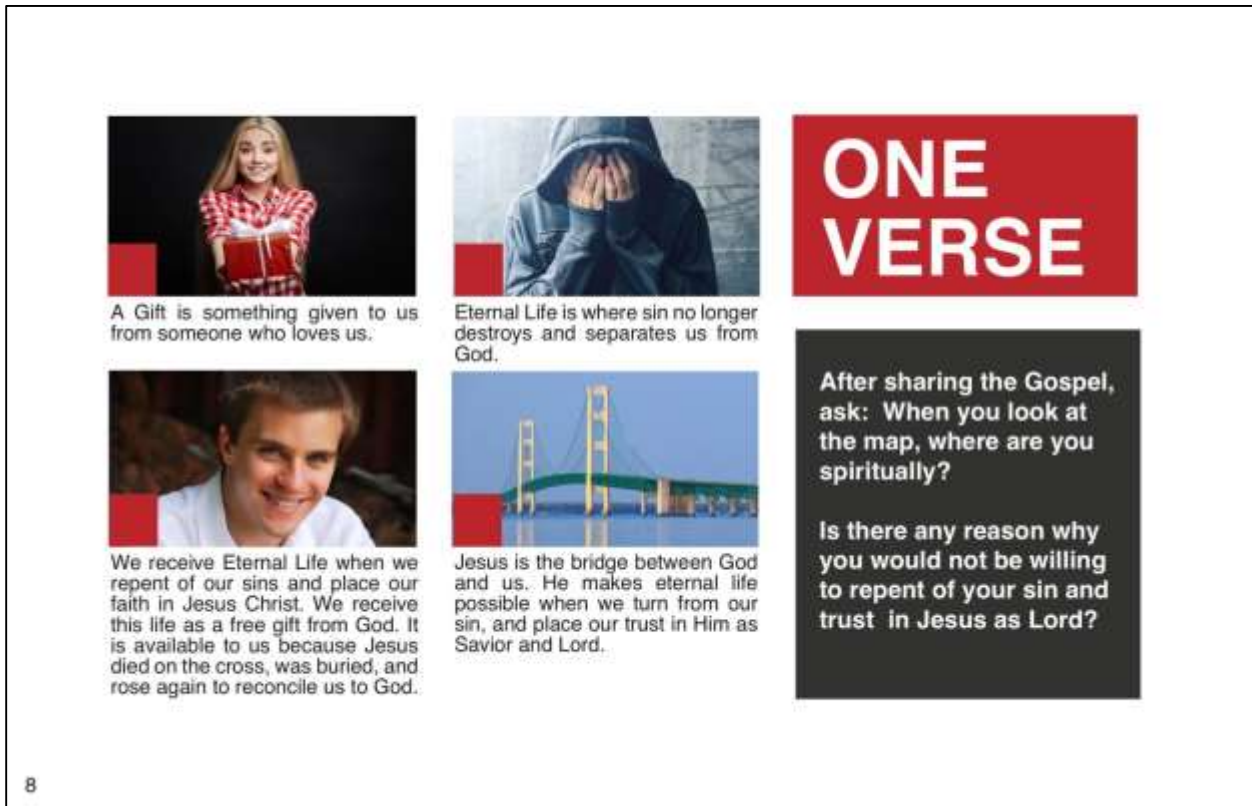
Death is what sin does to us physically and spiritually. Physical death separates us from each other and spiritual death separates us from God. Death is a situation of no help and no hope.

Transition: Wages, sin, and death describe life without God. Circle or emphasize the word "but" and point out the three words that change everything. Prayerfully explain the Gospel and be sensitive to the Holy Spirit's guidance as you share.

A **Gift** is something we receive from someone who loves us.

God gives the greatest gift of all - His Son Jesus!

Eternal Life is life where sin no longer destroys and separates us from each other and God. It's life forever the way God intended it to be lived.



ONE VERSE

A Gift is something given to us from someone who loves us.

Eternal Life is where sin no longer destroys and separates us from God.

We receive Eternal Life when we repent of our sins and place our faith in Jesus Christ. We receive this life as a free gift from God. It is available to us because Jesus died on the cross, was buried, and rose again to reconcile us to God.

Jesus is the bridge between God and us. He makes eternal life possible when we turn from our sin, and place our trust in Him as Savior and Lord.

After sharing the Gospel, ask: When you look at the map, where are you spiritually?

Is there any reason why you would not be willing to repent of your sin and trust in Jesus as Lord?

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Jesus Christ: The free gift of God is His Son, Jesus. Jesus died on the cross, was buried, and rose again to reconcile us to God. He is the bridge between God and us. He makes eternal life possible when we turn from our sin and place our trust in Him as Savior and Lord.

Transition: God has already given the gift of His Son. Jesus has already paid the price of sin on the cross. If you were to point on the map where you are spiritually, where would you point?

One Illustration - The Bridge

Michigan is the only state in the United States to have two peninsulas completely separated from each other. You cannot go from one peninsula to the other on land from anywhere inside the state. The five mile Mackinac Bridge makes it possible to travel between the upper and lower peninsulas. **Mi moment** uses this unique Michigan feature to have a Gospel conversation using Romans 6:23. Use the illustration to explain that sin separates us from God and that Jesus died on the cross and rose again for our forgiveness.

ONE ILLUSTRATION

Ask people from Michigan where they live and they will probably use their hands as a map pointing to the spot where they live in the state.

It's a Michigan thing!

So, too, is the fact that Michigan is the only state to have two peninsulas separated from each other by water. This unique feature can be used to have a Gospel conversation. Use your hands to show the separation between the two peninsulas.

BUT

The Mackinac Bridge unites Michigan's Upper and Lower Peninsulas. The cross represents Jesus as the bridge between God and man.

9

Use your hands to make the state of Michigan. Show the separation between the two peninsulas. You can also use your hands to trace a simple map of Michigan on a piece of paper or a napkin. Let the Lower Peninsula represent people and the Upper Peninsula represent God. Use Romans 6:23 to share how Jesus died on the cross to reconcile us to God. He is the bridge between man and God.

Sample Conversation

Michiganders are known for using our hands like a map to point to where we live in the state. Michigan is known everywhere for its two peninsulas and the Mackinac Bridge that unites them. These three things help us understand the central message of the Bible.

God is at the top. He is the Creator and Sustainer of all that exists. Heaven is His home. The Bible tells us that God always loves us, and that He is always good to us.

Here is a person living in this world. Many good things happen to us in life. We experience incredible moments with our family and friends, but not everything that happens is good. Our world is also broken. We see brokenness everywhere: in relationships, in families, in communities. We see it in ourselves.

The Bible tells us both the good news and the bad news in Romans 6:23: “For the wages of sin is death, but the gift of God is eternal life in Christ Jesus our Lord.”

Wages are something we earn.

Sin is anything we say, think, or do that displeases God. All of us have sinned.

The wages of sin is death. Death is separation. It separates us from the people we love and it separates us from God.

There’s a powerful illustration of separation in Michigan. Two of the largest lakes in the world come together and separate the Upper and Lower Peninsulas. There are nearly five miles of water between them. You can’t get from one Peninsula to the other by land. The Mackinac Bridge makes it possible to cross from one side to the other. It unites the divided state of Michigan.

This is what sin does between us and God. It separates us from Him. It is as though GOD is on one peninsula and we are on the other. We are separated by our sin.

It would be tragic if the Bible ended here, if death ended everything and we were forever separated from God. There would be no hope and no help.

The word “but” tells us that there’s more to the story.

Gift - A gift is something that you are given. You earn wages, but a gift is something you receive from someone who loves you.

The Gift of God - No one loves you like God does and no one gives like He does. The gift of God is eternal Life.

Eternal life is life forever. When we receive this gift, the brokenness and separation caused by sin are gone and we experience life with God starting now and forever in heaven.

This gift of eternal life is **in Christ Jesus**. Jesus came to earth to show God's love and teach us what God is like. He came to rescue us from sin and restore us to a right relationship with God. He did this by dying on the cross for our sins. When He died on the cross, He took the wages of our sin for us. He was buried and on the third day He rose from the grave. The Bible calls the death, burial, and resurrection of Jesus the "Good News!"

Notice the word "**Lord**". We receive the gift of eternal life when we turn from our sins and trust in Jesus as the Lord of our lives. When we do this, our sins are forgiven and the Lord Jesus Christ becomes the bridge between us and God. There was nothing you or I could do to bridge the gap caused by our sin, but Jesus did it for us. His death, burial, and resurrection makes reconciliation with God possible.

As you look at this drawing, where would you point to show where you are spiritually?

Are you willing to turn from your sin and trust in Jesus as Lord?

Dear God,
Thank you for loving me.
I know that I have sinned
and need your forgiveness.
I believe that Jesus died on
the cross, was buried, and rose
again for my sins. Please forgive me.
I repent and place my faith
in Jesus as my Lord. Amen.

Drawing the Net

The good news is that God loves us. That's why He gave us His Son. Jesus died on the cross for our sins, was buried, and rose again. His resurrection demonstrates that He is the Lord and Savior. Jesus defeats sin, Satan, and death. He makes it possible for us to be forgiven and have a new relationship with God. The Bible says that when we turn from our sin and believe in Jesus, God forgives us. We become His child. That's what the Bible calls, "salvation." It is the free gift of God and is ours when we repent and place our trust in Jesus.

After sharing the Gospel, ask: "If you were to point on the Michigan map where you are spiritually, where would you point?"

Is there any reason, why you would not be willing to turn from your sin and trust in Jesus as Lord?



Red light response –

A "no" response to the Gospel. Be polite and leave the door open. Say, "If you ever have any questions, I would love to talk with you again."

Yellow light response

- Any unclear answer or sincere question. Answer if you can and invite them to

experience Gospel community and Biblical teaching where they will learn more.

Green light response – A "yes" response. Lead them in salvation prayer.

Dear God, I know that you love me. I know have sinned and need your forgiveness. I believe that Jesus died on the cross for my sins, was buried, and rose again for my salvation. Right now, I turn from my sin and place my faith in Jesus as my Savior and Lord. Thank you for forgiving me and giving me eternal life in Jesus Christ my Lord. Amen.

Welcome them to the family of God and start discipleship.

Record Mi moment Stories

It's possible for believers to share their faith stories with more people than ever before by making a 3 minute audio or video recording of their faith story and sharing it on the mimoment.today website. After their story is accepted according to the guidelines, they will be given a unique link to their story that they can share with others as they feel led. The link can be attached to emails, posted on social media sites, sent out on e-cards, or printed on business cards that you can order from the website. Imagine the impact **Mi moment** could have on the people in our state as they hear God's people sharing stories of life transformation!

The mimoment.today website is designed to host both audio and video recordings. *The good news is that the audio can be separated from the video so there is no need to do both.* Your church may use either one or a combination of both audio and video stories.

Quality sound is vital to both audio and video recordings. This is the most common reason recordings are not posted on the website. Please eliminate background noise.

Through social
media, believers can
potentially share
their faith in Jesus
any time
day or night.

Audio Recording

The audio recording option is the simplest. It can be made using any phone.

Call **1-888-365-7776** toll free to record your story.

Follow the instructions on the phone.

Video Recording

Make a video of your story with any smart phone or digital camera.

Go to mimoment.today and follow the instructions to upload your video.

Use Mi moment Video Stories on Sunday mornings to create a culture of sharing Jesus. Play the videos at the start of the service, during the offering, or to illustrate a point in your sermon. Videos will bring joy to your church as believers celebrate God working in the lives of people in their own church family.

Post Mi Moment Stories on your church Facebook page. Encourage believers to like and share each other's stories. The stories will go farther than you ever imagined as they are watched on Facebook feeds. You can even buy targeted Facebook ads for your community.

Add Mi moment Stories to your website. The church's webpage is the front door of most churches. It's becoming the norm for people to visit the website before they ever attend a service. Think of the impact it could have as people have the opportunity to hear your faith story and stories of people in your church! It demonstrates God at work and helps guests feel connected before they even visit.

The Mi moment Logo

The Mi moment logo is designed to share the gospel using Romans 6:23, the map, and the bridge illustration.



Point out the separation between the peninsulas. This is what sin does – it separates us from God.

Write the words: wages, sin, and death on the Lower Peninsula.

Emphasize the word “BUT” as you write the words: gift, God, and eternal life on the Upper Peninsula.

Use the bridge to illustrate that the death, burial and resurrection of Jesus makes reconciliation with God possible when we repent and trust in Him. Draw a horizontal line through the tower to make it look like the cross.

Ask them to point to where they think they are spiritually on the map. Invite them to place their faith in Christ.

ENGAGING

People around your church are facing every kind of challenge imaginable. They're dealing with hurts, financial struggles, health issues, relational, and emotional pain. Many are facing life without a personal relationship with Christ. They do not know the strength, comfort, and help Jesus gives. God never intended for anyone to do life without Him. That's why He gave His Son.

Jesus understood people - their hopes, their fears, their dreams and their failures. He also understood the communities where they lived. Jesus was clearly aware of the cultural and contextual differences between cities like Jerusalem and Capernaum. He knew about the significant events taking place and the unique groups of people who lived in cities, villages and rural areas. He understood what was happening around Him.

Churches need to understand the communities around them. Change is happening faster than at any other period in human history. Data from just a few years ago is out of date. It's more important than ever to keep up with changing demographics and shifts in thinking—information vital to ministry and strategy development.

*Jesus understood people -
their hopes, fears,
dreams, and failures.
He also understood
the communities
where they lived.*

The Baptist State Convention of Michigan uses Mission Insight, missioninsight.com, to provide information to churches. This powerful tool provides demographic, psychographic, and contextual insights. The truth of the Gospel never changes, but the world around us does. Tools like Mission Insight keep us informed with what is happening. There are a number of people at the BSCM who can help you gather and analyze the data. The information can be used to develop strategies to engage your community with the Gospel.



How to Register with your BSCM Church



Community Engagement Specialists
For Faith & Nonprofit Groups

1. Open Your Browser

Navigate to: Missioninsite.com. Mouse over the Client Center button on the home page. Select Registration. On the new Registration Information page click REGISTER.

Enter the Unique BSCM ACCOUNT ID #:

2. Begin the Registration Process

- Select your city and your church.
- Complete boxes creating your unique User Name and Password
- Review terms, check the Accept Terms box and click Register. You will receive an email entitled "Confirm Your Email" asking to confirm your email address which contains a link to activate your account. This link will be valid for 24 hours. Following your account activation, a new window will open to enter your User Name and Password to login to the PeopleView™ System. Check your Spam/Junk box if the email does not appear in your Inbox.
- For future logins, hover over Client Center button on the Missioninsite Home Page and select "login" from the drop down menu.
- Do not make multiple attempts at registration. If a problem occurs, please contact us for support. 877-230-3212 Ext. 1011 or misupport@missioninsite.com
- Only one User Name and Password per user. For users with multiple agency relationships (i.e. a local church AND agency user), please contact your agency administrator to add additional study area options to your login.

3. Welcome Screen



The Welcome Screen provides a basic introduction to essential tools to gain full value of PeopleView™ System functions and resources for your congregation. Resources are organized in CoreView, CommunityView and FusionView. Click each button to view these key resources.

4. Introducing CoreView, CommunityView and FusionView.

CoreView

Who are We?
CoreView begins with People Plot. People Plot provides insight, **organizational identity** and reach of your congregation — **these are your core assets.**

CommunityView

Who is our Neighbor?
CommunityView informs you about your **mission field diversity.**

FusionView

How do we Engage Our Community?
FusionView employs discoveries and learnings from CoreView and CommunityView to assist in development of **strategic solutions** for mission and ministry.

5. Essential Support Resources

(Mouse Over the Help Tab on the Upper Left of the Map Screen)

Contains Videos, Documents and How To Information Including Live Chat. Review each tab to discover the wealth of material available to assist you in your use of the PeopleView System. Resources Include: **The Mosaic Household Portraits**

- o **Mosaic USA Group Segment Descriptions by Experian** (71 Individual Segments & 19 Groups)
- o **Mission Impact Mosaic Application Guide by Bandy** (Practical ministry application suggestions for each Mosaic segment: Leadership, Hospitality, Worship, Education, Small Groups, Outreach, Property and Technology, Stewardship/Financial Management and Communication)

6. Quick CommunityView Reports - Select Report Wizard

Mouse Over the Tools Tab (Top Left of Web Page)

The Report Wizard will assist users in rapid and easy creation & customization, for all geographies, of QuickInsite™, ExecutiveInsite™, FullInsite™, Impressions™ or Quad™ Reports.

7. Explore the Map Tools

All PeopleView™ System functions are selected from Map Tools. All reports are based upon geographic shapes. Shapes are created by selecting options in the Shapes tab. Create your first shape and access information with one of the Predefined Reports or Build Report. Build A Report is ideal for accessing data to answer specific questions such as "How many people live within a 20 minute walk of our location?"

Note: All Map Tools functions are described in the Basic Site Orientation on the Welcome Screen.

Engaging Your Community

We encourage churches to use a three-fold strategy to engage their communities: Attractional, Relational, and Missional.

Attractional: These are strategic, well planned events designed to attract crowds of people from the community. Regardless of the type of event, the goal is for the church family to engage people in Gospel conversations.

Benefits of Attractional Events:

1. They are an excellent way to gather a crowd. Many who will not attend a worship service will attend events that interest them or will benefit their family.
2. They bring the church and community together. Many churches are known in their community for well executed events they conduct. These events create a positive attitude in the community toward the church.
3. They give the church an opportunity to share the Gospel with people who do not attend church services.
4. They give God's people the opportunity to connect with and develop relationships with lost people. It is vital to have a well-planned process to gather information so the church can stay in contact with attendees.
5. They raise the visibility of the church in the community.
6. They add new people to the body of Christ.

Event Ideas

Seasonal Events	Sports Events	Other Types of Events
"It's a Wonderful Life" Party	Wild Game Dinner	Marriage Vow Renewal
Birthday Party for Jesus	3 on 3 Basketball	Movie in the Park
Christmas Gift Wrapping	Super Bowl Party	Single Mom Car-Care
Feast of Plenty	Sports Clinic	Free Car Wash
Hell House	Sports Camp	Parents Night Out
Halloween Costume Party	5k or 10k Race	Ladies' Luncheon
Fall Festival		Dinner Theater
Easter Egg Hunt		Revival

<http://www.gps2020.net/event-planning/>

Relational: The relational strategy focuses on sharing the hope of the Gospel with people we know. Relationships with existing family members and friends are one of the leading reasons people respond to Christ and connect to His church. Followers of Christ are already connected to multiple people who need Jesus—in their family, their places of work or school, their neighborhood and their community. The church needs to help believers share the Gospel with people they already know. We can do this by equipping believers to engage in Gospel Conversations and by providing safe opportunities for believers to invite their family and friends to be exposed to Biblical community.

Many churches overlook the reality that there are multiple communities within their community: sporting communities, political communities, school communities, and communities built around hobbies or interests. In all probability, there are people in your church family who are already connected to one or more other communities. For example, a believer in your church may be part of a running group, a neighborhood watch, a sports club, or a booster club for the school. They already have relationships with these communities.

These communities within the community are excellent opportunities for a church to build bridges to share the Gospel.

Several questions to ask:

What communities exist in our community?

What needs do these communities have that our church could serve?

Who in our church is involved in these communities?

How can we equip them to share Jesus?

Once a group is identified, the church can develop a strategy to serve them. For instance, some groups need a place to meet. Could your church be that place? A running community may need water stations for community races. Could your church meet that need? Service opens many doors for Gospel conversations.

Possible Communities in Your Community

Sports/Recreation	Hobby/Interests	Needs/Concerns	School/Work/Events
Archery	Camping	Addictions	Adopt A School
Baseball	Car Clubs	Clean Water	Business Leader
Basketball	Collections	Disaster Relief	Campus Organizations
Bicycling	Cooking	Elderly Home Help	Christmas Events
Bowling	Crafting	Environment	Civic Organizations
Boxing	Dance	Family Finances	County/State Fair
Dart ball	Decorating	Grief Support	Easter Egg Hunt
Dodge Ball	Fishing	Housing Needs	Extracurricular Activities
Fitness	Gamers	Human Trafficking	Fall Festivals
Flag Football	Gardening	Hunger	Farmers
Frisbee Golf	Home Improvement	Marriage Issues	First Responders
Golfing	Hunting	Medical Services	Groups/Teams
Gymnastics	Motorcycling	Mentoring Kids/Teens	Horse Events
Hiking	Movie Watchers	Migrant Workers	Intramural Sports
Kart Racing	Music	Parenting	International Students
Mountain Biking	Painting	Poverty Issues	Military
Paintball/Reball	Photography	Pro-Life Movement	Office Events
Running	Pottery	Recycling	Parades
Soccer	Quilting	Refugees	Patriotic Events
Softball	Reading Clubs	Religious Freedom	Professional Organizations
Swimming	Scrap booking	Senior Adults	School Clubs
Tennis	Second Amendment	Single Parents	Street Fairs
Water Sports	Social Media	Support for Disabled	Super Bowl
Weight Training	Theater	Teen Moms	Tradesman Organizations
Wrestling	Traveling	Victims of Abuse	

Missional. Jesus commands His followers to be His witness in “Jerusalem, in all Judea and Samaria, and to the ends of the earth.” This means everywhere from the places beyond us to the community around us. Sometimes the hardest place to be on mission is where we live and the most difficult person to reach is the one nearest to us.

Many churches struggle to connect with the community around them. Some communities do not even know the church exists. There is no interaction between church and community. Neither engages with the other and few Gospel conversations take place. The church fails to make a mark in the community for Christ. To overcome this, the church needs an intentional strategy to engage the community. One of the most powerful ways to do this is *Servant Evangelism*.

Jesus sets the example as a servant. He said, “For even the Son of Man did not come to be served, but to serve, and to give His life—a ransom for many” (Mark 10:45). Jesus served people. He constantly engaged in acts of kindness to the people He encountered. Jesus demonstrated that serving others is at the heart of faith. These acts of service break down barriers and build bridges to people. They open hearts and demonstrate what faith in Christ looks like. Often, they open an opportunity for Gospel conversations.

Benefits of Servant Evangelism

“Servant evangelism is sharing God’s love by simply serving others.... Servant evangelism is a simple, straightforward approach to sharing God’s love in simple, practical ways that anyone can do.”
–Pastor Steve Sjogren

Demonstrates Faith. Servant Evangelism is a powerful example of faith in action. It catches many people by surprise when they are the recipient of an act of kindness. Often, they will ask, “Why are you doing this?” It opens the door for the one serving to share his or her faith. A simple, “Because Jesus would do this for me” could make a lasting impression.

Involves Everyone. Some ministries require gifts or talents that not all of us have. No special skills are needed to give a cup of cold water in Jesus’ name, rake leaves for a shut in, or carry groceries on a rainy day. There are numerous ways to serve people and most of them can involve everyone.

Creates Community. Serving Christ together creates Biblical community in the church. People get to know each other and connect as they serve Christ together. They encourage each other, learn from each other, and even have fun!

Builds Families. Servant Evangelism is a great way for families to serve together! Unlike many ministries, there are many ways the whole family can serve together.

How to Get Started

Get a word from God in prayer. Spend time individually and corporately as a church family seeking direction from God. Needs are everywhere and they can seem overwhelming, especially for a church with limited resources.

Know God's will
before starting and
depend on Him for
the results.

Study your community. Order information from Mission Insight and study your community. Look for needs that need to be addressed. Find out how other churches are serving. What are community groups doing? Does God want you to partner with an existing ministry or start something new?

Ask God to direct you to the need or needs your church should address.

Share with the church family why and how they can be involved. Get “buy in”. Show them how God can use them to benefit people in the community.

Trust God for the resources and the results.

Servant Evangelism Ideas

1. Adopt a neighborhood school
2. Provide free drinks at community events
3. Beautify a community park
4. Free car wash
5. Special services or events to honor first responders
6. Lawn care/snow removal/rake leaves for seniors or shut ins
7. Rainy day grocery carry-out
8. Free community dinner
9. Christmas gift wrapping
10. Change smoke alarm batteries

A free (you pay shipping) **Servanthood Evangelism** book is available at:
<http://www.nambstore.com/products/servanthood-evangelism-manual>

IMPLEMENTING MI-MOMENT

Mi moment is designed as a church evangelism strategy, not an event or program. This implementation plan needs continual pastoral modeling and encouragement before, during, and after the launch for it to become part of church culture.

Prayer Strategy (4 Sundays)

1. Preach messages focusing on prayer for the advancement of God's Kingdom. Lead your church family to know and feel God's desire for the lost to be found.
2. Take the church through a time of spiritual examination and renewal for evangelism.
3. Introduce the prayer plan and ask believers to commit to pray for people who need Jesus. Keep praying for the lost as a continual emphasis in the church.
4. Publicly call for people to become Praying Neighbors. Invite them to the altar with their "Praying My Loved Ones to Jesus" for a time of prayer.
5. Enlist a team to send out frequent email encouragements and prayer helps.

Share Strategy (4 Sundays)

1. Introduce the One Story, One Verse, One Illustration plan to the congregation.
2. Preach messages that illustrate the impact personal faith stories have on others.
3. Teach the faith story outline from the Apostle Paul and help believers write out their faith story.
4. Conduct Testimony Sunday. Give believers time to write their stories in the service and then ask them to read what they wrote. This may feel uncomfortable at the beginning, but the testimonies believers share will make an impact. Follow this by including testimonies in services.
5. Preach a message on Romans 6:23 focusing on the contrast between life and death. Introduce the bridge illustration between the Upper and Lower Peninsulas. Enlist two people to model Gospel conversation using the One Story, One Verse, One Illustration plan.
6. Provide opportunities for practice conversations.
7. Schedule a church wide video shoot. Make it fun!

Engage Strategy (4 Sundays)

1. Preach messages dealing with the advance of the Gospel. Show the power of the Gospel to make an impact. It was said of the early believers: “These men who have turned the world upside down have come here too” (Acts 17:6).
2. Work with church mission or leadership teams to develop attractational, relational, and missional plans to engage the community. Share your church’s plan to impact people with the Gospel.
3. Host an event that will attract the community. Challenge the church family to engage people in Gospel conversations using One Story, One Verse, and One Illustration.
4. Schedule a “Friends or Family Day” service. Make it special so believers will invite people on their MI Most Wanted list. Give them well designed and printed invitation cards.
5. Make your community better through a servant evangelism project. It doesn’t have to be big to demonstrate love. Love your community in the name of Jesus.



CONTACT US

www.bscm.org
www.facebook.com/michiganbaptists
www.twitter.com/mibaptists

8420 Runyan Lake Road
Fenton, MI 48430 USA
810.714.1907

