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Some material in this workbook / webinar has been adapted from  
“How to Get More Members” by Jim Griffith, griffithcoaching.com

Workbook for the Webinar

# ***NETWORKING TO REACH YOUR MISSION FIELD***

By Cathy Townley

## CONTENTS

Welcome and Introduction, 3

I. What it means for pastors to get out into the mission field, 5

II. Specific steps to take to invite, 7

III. How a pastor creates an environment for invitation, 10

About the Presenter, 14

### **HOW TO USE THIS WORKBOOK AND WEBINAR:**

1. Pastors, watch the webinar without taking notes
2. Next, invite 5 or 6 laypersons to review the webinar with you. Download the workbook and make copies for everyone.
3. Encourage your laypersons to watch while you take notes (this will be the pastor's second time through)
4. Discuss your take-aways and enhance your notes
5. Schedule a coaching call with your Unbinding the Soul coach.

***Welcome to the webinar! ... the year of invitation.***

In your first year of coaching, we implemented an all church study using Unbinding Your heart. Congregations learned...

Research shows that invitation works best when churches have:

a high value of prayer

spend time in small groups

have growing interest in unchurched persons

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Invitation needs a growth system, a plan... networking.

*Pastors must lead the way on invitation in their churches.*

Networking is a lifestyle for those who follow Christ.

### **Three main topics for today:**

- I. What it means for pastors to get out into the mission field
  
- II. Specific steps the pastor will take to get out into the mission field
  
- III. How a pastor creates an environment for invitation

#### ***I. What it means for pastors to get out into the mission field:***

The attraction model ...

Attraction is an old wineskin! Attraction may have worked in 1955

In 2011, less than 20% attend church

In the 21st Century, Invitation is the way to reach new people because it's relational and authentic.

Invitation is the new wineskin.

Every church casts a shadow.

When pastors exist the church building, they are extending the church's shadow.

The ratio of yeses to your invites is about 1 in ten or 15

Invitation requires thicker skin.

God is working through us to invite.

invitation is in context.

## ***II. Specific steps the pastor takes to get out into the mission field.***

Every church has a mission field, first by virtue of their location.

Urban areas:

Rural areas.

Geography is only one mission field factor. others including affinity

We can also connect around personal redemption.

***PAUSE FOR A PERSONAL STORY OF INVITATION***

Ask God to open the doorway to spiritual conversations.

Seize opportunities to talk about faith. it takes practice, and surrender.

Prayer comes easily with those already in our churches. What about those with whom we're less acquainted? When was the last time i:

Offered to pray for someone who isn't a churchgoer

Spoke into that person's life

Prepared to answer objections about Christianity

Prayed for that person's heart to open to God

Invited that person to my church?

SPENDING TIME WITH GOD, ASKING GOD TO BE INVOLVED IN INVITATION,  
SPENDING TIME WITH THE MISSION FIELD form the NUCLEUS of the pastor's  
forays into the mission field.



Prayer creates the opportunity for invitation; Calendaring creates the system

Some things you can do to get out into the mission field.

Hold office hours in a coffee shop

Join Rotary and become the chaplain

Do ride alongs

Partner with community service organizations

Go to the gym

Press in on your prayers

Pray for specific people

Seize opportunities to talk about faith

Gather personal intercessors

Tell your congregation

***This plan represents 25% of your regular workweek.***

***III. To create a culture of invitation, we will have to help our followers think differently about the pastor's role.***

Hand off some things

Get buy in

**GETTING STARTED MAKING THE TRANSITION TO NETWORKING**

**III. A. STEP ONE: PRAY**

1. Ask for discernment
2. Ask God to raise up laypersons for the tasks

TARGET!!!

**B. STEP TWO: SHOW YOUR FOLLOWERS THE HARVEST**

Prayer walks

**C. STEP THREE: FORM TWO TEAMS**

**1. The Prayer Team**

Needs a coordinator

What the prayer team does

## C. 2. The Research Team

What they do

What they say

Needs a coordinator

How they network in the community

Encouraging your congregation: there is safety in numbers

Put networking into action this summer

EACH ONE PRAY FOR AND INVITE ONE

Think of different invitational venues

The worship service

Social events

Work with your team

Recap:

1. Pastors lead the way on invitation
  
2. To make room for networking, pastors must free up 25% of their regular workweek
  
3. Form prayer and research teams
  
4. Show your congregation the harvest
  
5. Encourage the rest of your congregation
  
6. Start this summer
  
7. Keep repeating the process

RESOURCE: *MISSIONAL WORSHIP: Increasing Attendance and Expanding the Boundaries of Your Church*, by Cathy Townley (c) 2011 Chalice Press

## THE REVEREND CATHY TOWNLEY

is a former worship leader, songwriter and author of *Designing Worship Teams*; and her new release, *Missional Worship: Increasing Attendance and Expanding the Boundaries of Your Church*. She is the Director of Worship Coaching for Griffith Coaching ([griffithcoaching.com](http://griffithcoaching.com)), and is also a coach for the [Unbinding the Gospel Project](#), with Martha Grace Reese.

Cathy is a Deacon in the Minnesota Annual Conference of The United Methodist Church. She has served on staff at a mid-sized UM church and as the worship leader for a new UM church start; and she also was Director of Church Planting at Hosanna! Lutheran Church in Lakeville, MN.

## CATHY

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## SEMINARS Cathy Leads include:

- *How To Wake Up Your Church through Worship*
- *How To Bring It! (Worship Leading with Influence)*
- *How To Start a New Service in an Existing Church*
- *How To Hire a Worship Leader*
- *Church Planting 101*
- *Church Planter Boot Camp*
- *How to Get More Members*
- *On site Unbinding the Gospel Retreats*

Visit Cathy's Website to read her blog,  
for free worship downloads  
and additional worship and coaching resources!