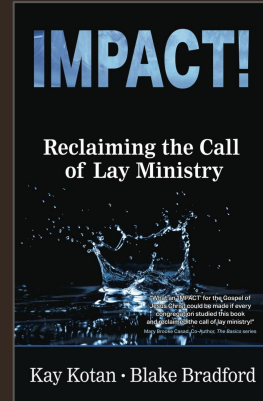
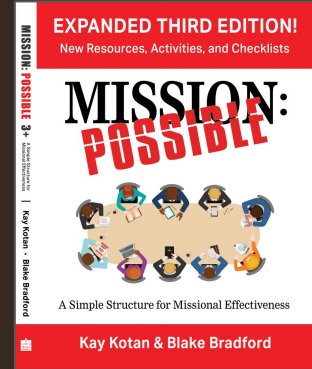


Small Church **BIG IMPACT**

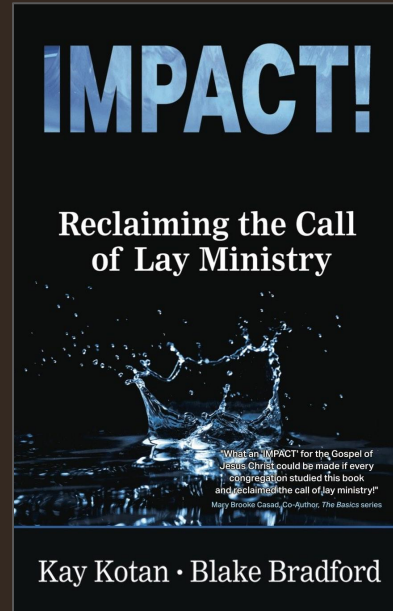
Blake Bradford, D.Min
District Superintendent
Arkansas Conference of the United Methodist Church



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Much of today's ideas, stories, and materials
are adapted from **IMPACT!**
by Blake Bradford and Kay Kotan



Small Church **BIG IMPACT**

**Every church, large
and small, has a
God-given potential
to make a God-sized
IMPACT in its
community...**

**And differently-sized
churches need to ask
very different
questions.**

Asking Different Questions

**Most church leadership books
and
church leadership conferences
were designed
for pastors and
multi-staff congregations
with over 500 members.**

**Beyond generalized
COVID-related troubles,
these larger churches
are facing
very different challenges
than your average
small family-sized or
pastoral-sized congregation.**

Asking Different Questions

Larger Congregation Challenges

- + **Multi-site Growth & Resource Allocation**
- + **Highly Focuses Role of Senior Pastor**
- + **Decentralized Staff with dual reporting lines in multiple locations**
- + **Hierarchical Board Decision-making**
- + **Creating a connection and membership system that unifies members from multiple worship venues**

Asking Different Questions

Larger Congregation Challenges

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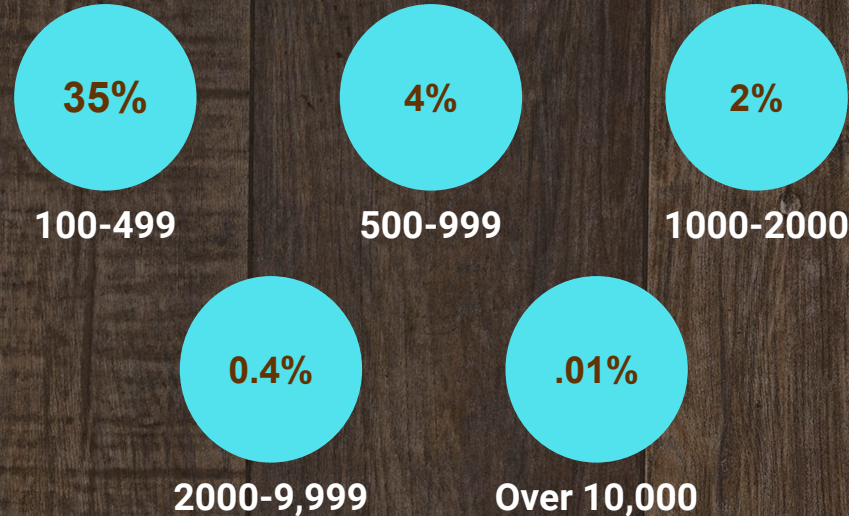
Smaller Congregation Challenges

- + Claiming a vision beyond care for the church extended family
- + Faith-Sharing and mentoring of new people (especially since there are a LOT of assumptions that “everybody knows everybody”)
- + Turf issues, such as Pastor & Board interactions with the (often unelected) Matriarch/Patriarch
- + Informal and “messy” board governance work

Pre-COVID Reality Check

59%

of Protestant Churches have an engaged
Membership of under 100*



*2016 National
Congregations Study,
Duke University
Sociology Department

My Group:

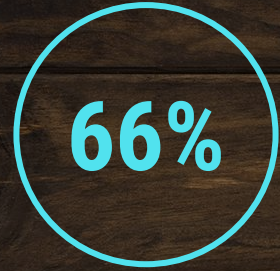
United Methodists in Arkansas



662
Congregations



Fewer than
100
Engaged Members



Fewer than
50
Engaged Members

Small Church

BIG IMPACT

1

Clarify an
Impactful
Purpose

2

Partner up
& Re-engage
your
Community

3

Leverage
Relational
Intimacy

4

Right-size
your
Leadership &
Governance



REMINDER:

**Type your questions
in the Q&A window. If you would
like to interact with chat, click
the chat box and select
“everyone” from the dropdown
menu.**

**There will be a Q&A session
at the end of the presentation.**

Clarify an Impactful Purpose

Small Church **BIG IMPACT**

1

Purpose Matters



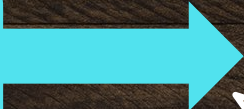
Blessing Boxes are nice for folks in need and they provide some good marketing, but they are not a valid excuse to avoid purposeful, missional, relational, Christ-centered ministry.

Know your “Why”

Plan for Impact

- ❖ Many existing ministries may be “nice” and/or meaningful, but are they fulfilling our Christian purpose?
- ❖ We will all be relaunching in a post-COVID reality with only $\frac{1}{3}$, $\frac{1}{2}$, or $\frac{2}{3}$ of our pre-COVID membership.
- ❖ Triage all Ministries: Stovetop, Refrigerator, Freezer, and the Compost Pile
- ❖ “Let’s look busy!” is not a ministry plan

Purpose
Your "WHY"
Christ's Vision & Mission
God-Sized Goals



DISCERN
+ Research

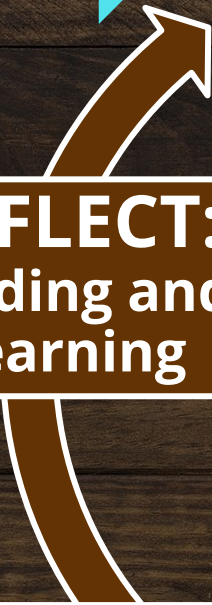
PLAN
+ Set Goals

REFLECT:
Leading and Learning

IMPLEMENT:
Ministry Impact

EVALUATE:
Fruitful Impact

Impact-Focused
Accountable
Leadership
Cycle



Example of Knowing the WHY:

Reaching new people while also caring
for a needy homebound neighbor



**Partner up &
Re-engage your
Community
(or neighborhood)
with Focus**

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2

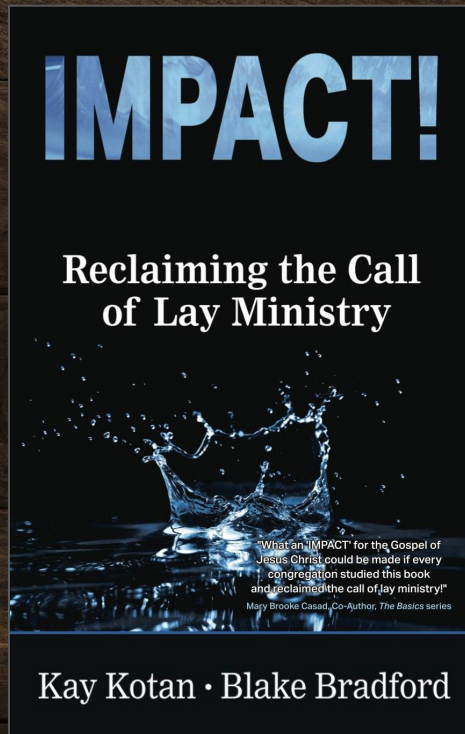
“

“I have a confession....

I didn't walk across the street....

**I was under the mistaken impression
that I was supposed to pastor
the church ~ not much was said
about the community”**

”



The Special Gifts of Small Churches

- ❖ Can do “whole church” (All Aboard!) missions
- ❖ Small rural churches are often the only institutions with permanence & trust, and their members are often the community leaders who know the levers of change.
- ❖ Partnerships with other churches and organizations are a requirement to be fruitful, so small churches are often less isolated than larger congregations.

Face to Face

Disciple-forming
and Missional
Impact

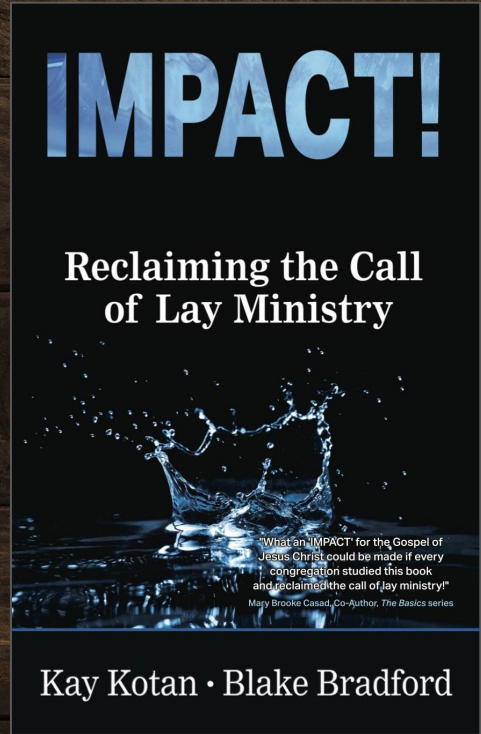


“

“Checkbook Charity is not a replacement for the Good News of Jesus Christ.

What differentiates the church from other charity groups is that we are in the Jesus business.”

”



Leverage Relational Intimacy to Reach People and Change Lives

Small Church **BIG IMPACT**

3

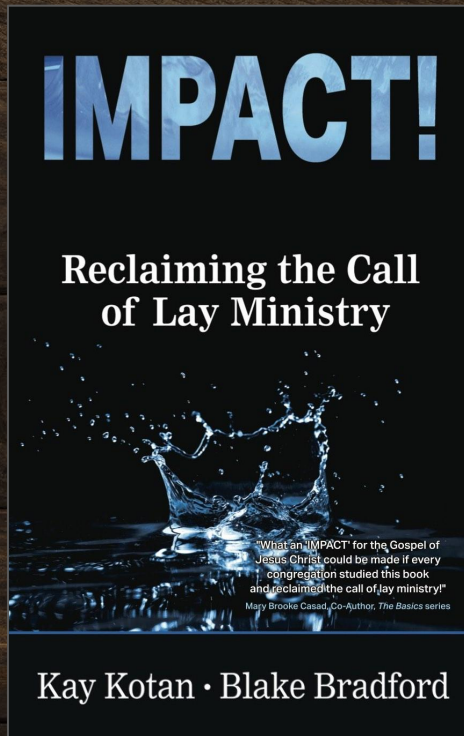
**Programs and
Buildings don't
make disciples.**

**God uses disciples
to make disciples.**

“

“People can go anywhere
to find *friendliness*,
but most people are
looking for something far
beyond friendly.
They are looking for a
place to *belong*.”

”





You can't put "authentic caring" in the budget.

Adapt Ministries for Relationship-Building



Pre-COVID example: From DMV Line to Community

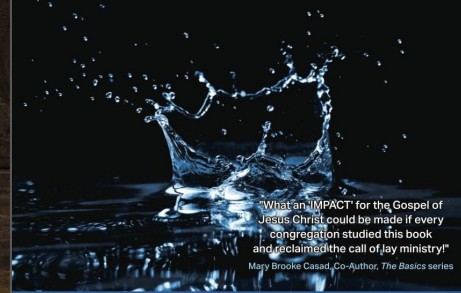
“

“A fruitful, Christ-centered, and grace-filled outreach ministry is not really about what we do to or for people. Rather, it is how we build relationships with people.”

”

IMPACT!

Reclaiming the Call
of Lay Ministry



Kay Kotan · Blake Bradford

Right-Size your Leadership & Governance

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4



Porch Swing Leadership

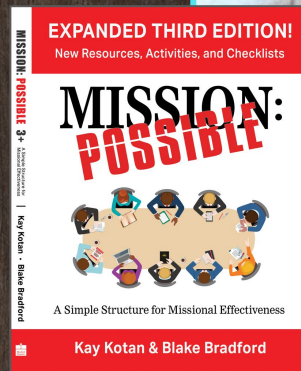
- Pastor is a Coach, not the CEO.
- Sit side-by-side, not across.
- Look into the distance together, instead of pushing an agenda.
- Bring curiosity and questions, not demands, fears, or ultimatums.
- Chaplain, not cruise director.
- Let things sit for a while.

Rethinking the role of Pastor in the Small Church

- ✦ Appreciate Bivocational pastors as indigenous leaders.
- ✦ Reassess every ministry task: what can only be done by clergy? (answer: very little!).
- ✦ Power in numbers: Share pastors & staff & resources as if 2+ congregations were a multi-site church.
- ✦ Don't wait on the pastor for visioning.

Move all your personnel,
facility, visioning, finance, and
legal board of directors
functions under one small,
accountable
leadership board.

**Simplify & Right-size
your Governance**



**Every church
has a God-given
potential to make a
God-sized IMPACT
in its community!**

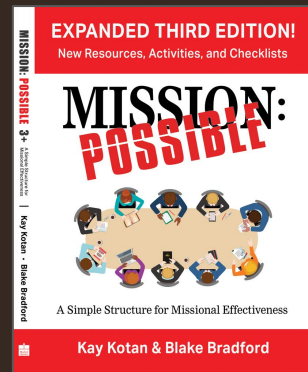


Q&A

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Reclaiming the Call
of Lay Ministry

Kay Kotan · Blake Bradford

Coming in Fall 2021



Strengthening
Decision-Making
& Governance for
New Expeditions
The Greatest Expedition Series

Blake Bradford

Practical Resources for Churches
www.prci.org

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Small Church

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