

LEADER CONVERSATION GUIDE

# Mobilizing Your Church to Reach New People - Episode 336

## *Reaching & Connecting New People (Part 3)*

Our role as leaders is to empower our church to do the work of ministry and to make the mission their own.

In this episode, we're joined by Jon and Dave Ferguson to discuss the [B.L.E.S.S.](#) model for mobilizing our congregations to reach our communities.

## *Interview with Jon & Dave Ferguson*

### How B.L.E.S.S Was Created:

- “Nearly half (47%) of practicing millennial Christians say it's wrong to evangelize. But at the same time, two out of three practicing Christians believe being a witness about Jesus is part of their faith. So it's wrong to evangelize, but it is a part of my faith. And if it sounds confusing, I think it's because people are genuinely confused about: How do I love my neighbor and how do I share the love of God?”
- “Jon and I can go back and forth telling you a lot of different ways that we tried, especially in the early days of our ministry, that didn't work. But one of the things that we discovered along the way is that it felt like the way that Jesus actually loved his neighbors was by being a blessing. So out of the gospels and seeing what Jesus was doing, we compiled these different consistent practices he had, and then we tried to put it in a way that was memorable and it comes across as **B.L.E.S.S. - Begin with prayer, listen, eat, serve, share your story.**”

### What Makes B.L.E.S.S Unique:

- “The ‘invest invite’ method assumes someone is just ready to take that step and say yes to Jesus. The thing I love about the B.L.E.S.S practices is that ownership is really on you to just be a friend.”

- “Some of the evangelism programs that were popular in the past are things you had to add to your life—you have to show up to X event or do X thing. With the B.L.E.S.S practices, these are things you're already probably doing, and it's just about how you actually integrate these and be intentional about those in your life.”
- “B.L.E.S.S is really not even a method or a model as much as it is a way of life. And it truly is how Jesus lived day in and day out.”
- “B.L.E.S.S elevates prayer and says, ‘Prayer is not the least we can do or the last thing we should do. It's the first and most important thing we can do. And prayer is an actual missional practice—it's a way that you're befriending people.’”

### **How to Implement B.L.E.S.S:**

- “We teach this in our small groups, we do a message series every year, and it's also sprinkled out throughout other messages on the weekends. We have classes for further training and equipping for those that want to take a deeper dive.”
- “I think one of the mistakes a lot of churches make is that they want to dive into a message series first as a way to implement B.L.E.S.S. And we don't recommend that. Instead, we recommend that you as the leader first make your list, read the book, and start living it out yourself. Then circle up with your leadership team and encourage them to start living it out as well. Do that before you train your staff and before you do the message series so you can genuinely create a culture of B.L.E.S.S throughout your entire church.”
- “If you want to keep it fresh, keep doing it, and then you'll keep talking about it, and you'll keep having stories to share.”
- “The goal is to create an evangelistic culture where this is the norm. I think the teaching of biblical values, the telling of those kind of stories, and actually sharing how you are living out those behaviors yourself, creates that kind of culture. You can do equipping through your teaching.”

## *Key Takeaways*

We often talk to church teams about creating an invite culture... but we can't expect our church body to be inviting their friends and family if we as leaders and staff aren't doing that.

B.L.E.S.S is about building intentionality around the things you're already doing everyday—praying, eating, meeting new people—and making it a way of life. And it starts with you.

If we are doing this ourselves as a staff and leadership team, there should always be more stories of life change that we can share and celebrate. And what's more encouraging than that?

**For more on this topic:**

- [B.L.E.S.S: 5 Everyday Ways to Love Your Neighbor and Change the World](#)
- [Bless Every Home app](#)

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## *Free Webinar: Reaching & Connecting New People in 2024*

In this free webinar, ministry voices from North Point, Sun Valley Community Church and Victory Hill Church will walk through proven strategies and best practices for creating intentional weekend services that reach and connect with new people. [Register now](#).

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