

# Equipping Your Church for the Mission Field

## Episode 386

Frustrated by the persistent tug between pleasing your core people and reaching new guests? In this episode, Sean and Amy explore why reaching new people requires focus and how lack of clarity about who you're trying to reach leads to ineffective ministry.

We're discussing how churches get stuck trying to be everything to everyone, what Scripture teaches us about having a clear mission field and practical ways to lead your church toward greater effectiveness in reaching the unchurched in your community.

If you're sensing tension between maintaining what's working for your core and making changes to reach new people, this conversation will give you practical next steps for leading your congregation forward.

### Key Quotes

1. AMY: "It's not about being exclusive in this conversation, but it's about being focused; it's been proven that you actually reach more people by being focused than trying to reach everyone."
2. SEAN: "Being clear on your mission field is really critical to determining how you're going to reach people in it."
3. AMY: "The pastor's big task is to cast vision, to lead and to help the already reached start to see themselves as a missionary instead of part of the mission field."

### Self-Assessment: How Are We Doing?

1. To gain clarity on your mission field, start with these three questions:
  - a. First, geographically, what specific area or region are you called to reach?
  - b. Second, demographically, what age groups, life stages or culture groups are you best positioned to serve?
  - c. Lastly, psychographically, what mindsets, values and felt needs characterize the people you're trying to reach?
2. Next, think about who you are currently reaching effectively. Who are the new people coming to your church?
3. Finally, what is your church's unique DNA and gifting?
4. Now that you know who you're trying to reach, look at your ministry calendar, your building's design, your communication channels, your budget—really everything—with fresh eyes to see what you're doing in these areas to reach this specific mission field. Then consider: Is it working?

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