

Better Communication With Outsiders

Episode 410

Three Communication Challenges for Churches (Part 3)

As followers of Jesus, we're called to reach people outside of the faith. But doing so requires a strategy—both in the church and in your personal life.

We're wrapping up our series on communication challenges for churches with a conversation about communicating with outsiders—people outside the church and outside the faith.

In this episode, Sean and Amy share some reality checks about outreach strategies. Plus, Amy catches up with Phil Taylor at PlainJoe about best practices in storytelling and branding through the lens of what connects with people outside the church.

Key Quotes

1. SEAN: "You can't improve the way your church communicates to reach outsiders unless you're personally connecting with people who are far from God in your own life."
2. AMY: "You will communicate better with outsiders when you understand their context."
3. PHIL: "A church really needs to be conscious of telling a consistent story across all platforms."
4. PHIL: "As we approach our communities, we really have to do so like missionaries going to an unreached people group."
5. PHIL: "We have to be students of our culture and what makes sense for where God has called us; a big part of that involves really avoiding insider language in your services, your sermons, your websites and your social media."
6. AMY: "Invite someone to church who you know that doesn't go to church. You'll see it with a whole new perspective."

Self-Assessment: How Are We Doing?

Set aside time this week to audit your church in the following areas (from the perspective of an outsider) to see where you need to make changes in order to communicate better with those outside your church. You can use a red/yellow/green scale to determine which areas need the most immediate changes to reach your mission field.

1. Web presence
2. Consistent storytelling across all platforms
3. Branding that reflects the community around us

You may want to set a calendar reminder to return to this exercise annually to course correct as needed.

Listen to the episode on iTunes or at theunstuckgroup.com/episode410.

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Do the visitors at your church know exactly where to go and what to do when they visit for the first time? If you're struggling to keep your church organized and connected, you need to check out Planning Center.

Planning Center is the all-in-one church management software to help you solve your church's administrative challenges. You can easily do things like track first-time guests, manage volunteer schedules and create ways for your congregation to get involved—all using a single platform. If you need a check-in system, event signups or an online giving solution, Planning Center can help you nurture your community and keep people connected.

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