

CHURCH @ CHURCH

Communications

Our vision is to 'REACH THE CITY, REACH THE WORLD' with the Gospel of Jesus.

CONNECT to God through trusting in Jesus' death on the cross for your sins, and connect to church.

GROW in your relationship with Jesus and others following him, especially through a Growth Group.

SERVE Jesus and others according to their needs, especially a Ministry Team.

This MINISTRY PAPER is designed to assist you in thinking through the role of communications in your ministry.

Communicators by design

Humans are communicators, story tellers, social beings. We tell each other stories as a means of getting to know one another. We build relationships through reciprocal story telling

Have you ever met someone at a social gathering, and noticed the way you interact is through sharing your stories? People are interested in stories – we love reading them, watching them, listening to them, and telling them.

You might tell me a story about your cat, and I will tell you a story about the cat that visits our house and thinks it belongs to our family (a fairly shallow encounter). You might tell me something you believe, and I will reciprocate with something I believe (a more intimate encounter) – we are constantly sharing stories about ourselves, each one revealing just a bit more about who we are. This is how we get to know each other.

Take an onion. The Superficial layer – the onion skin – is the thinnest layer, it has the largest surface area. These make a majority of our relationships - we have lots of superficial relationships.

As you move inwards, the layers get thicker, and deeper, and less in number.

The way you move through the layers is reciprocal vulnerability through story telling.



When we think about “communications” in our churches, we often think of telling the congregation about the upcoming church event, or prayer needs within our church. But what if we think communications with an outward focus?

We have the greatest story ever told... yet when it comes to sharing it with those who don't know it, we often don't know where to start. And then communications either become a neglected part of our ministry, or we give it a half hearted go with little thought or strategy.

In the book of Matthew, the word “tell” is used 84 times; in the book of Acts it appears 22 times (NIV) – you get the idea that telling people about Jesus – communicating the gospel – is something we are called to do.

“Go, stand in the temple courts,” he said, “and tell the people all about this new life.” - Acts 5:20

It is hoped that this is happening in Sunday Services, but in the context of the 10,080 minute service – the service that encompasses our whole week – we should be telling people about Jesus throughout the week as well.

Because we are story telling beings, one of the best ways to share Jesus with people is in telling stories. For example, we all have a story of how God has worked in our lives. Our church is made up of stories of God at work in lives. Each day, stories are being lived out, that tell of God's work in the world – from the growth group that meets in the church hall, to the person who serves by mowing the lawn at church. Each and every moment in the day is part of the story of God at work.

Telling each of these stories is showing people outside the church the goodness of God as he works through his people. It gives people outside the church a glimpse at the beautiful community that exists within the church.

But telling these stories isn't just to show people outside the church a glimpse of God's community at work – it also serves to encourage those within the church, it builds a sense of community, and helps people feel connected.

