



GO MOVEMENT

# BACK TO CHURCH MONTH CAMPAIGN

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**September 18th – October 16<sup>th</sup> 2022 is BACK TO CHURCH MONTH!**

BACK TO CHURCH is an *Outreach Opportunity* that gives every church member a month in the year to invite a friend, family member, co – worker, the backslidden as well as any unchurched person they know to their church to meet Jesus and find a spiritual home.

Jesus said : I have come To seek and save the lost”

***The focus is to equip believers to be confident inviters.***

We encourage leaders to start with a simple plan which they will populate according to their In – house plans and resources.

***First stage: Planning.*** The senior pastor and all associate pastors and various ministry department leaders have a meeting to discuss AND Pray for **BACK TO CHURCH MONTH.**

Below are some of the things they may consider:

1. Establish a planning committee for BACK TO CHURCH MONTH {BTCM}\*. Best practice is for each ministry department to be represented and to share the vision and commit to mobilization and follow up. (Eg intercession group, Praise and Worship team, Youth and Children Ministries, Women and Men, Outreach and any other ministry the church may have).
2. Is security a concern in your area? How will you identify invited visitors? Do you have safety protocols in place? What are your special event safety and security protocols? Have you communicated these to your local body of believers?

3. Plan How Visitors/ guests follow up will be done. You invited them, they came. How will you keep them in? Without a good and practical follow up plan, the campaign will not bear fruit that lasts. Believers will not be excited about doing it again; there will be no feedback to give. No celebration to be had. No growth to be experienced.

SOME POINTS TO CONSIDER: Each ministry to come up with creative ideas on what they will do during the Back to Church month.

- a. Pray for the campaign and mobilize their Ministry Department to participate in the campaign.
- b. Create a welcoming environment for the invited guests. SHOWCASE THE VALUE OF BELONGING TO CHURCH FAMILY.
- c. Does your Church have a Church booklet where its vision and mission and all activities are clearly written? Every ministry described and contact or leader name given? If not. Is this something that can be done? Or what other alternatives can be used which are not costly but equally effective?

***Second Stage: Execution.*** Senior Pastor to introduce Back to Church Month to the whole church.

- a. Every Department to align to the Theme. Every Ministry/Department to have after church meetings in the next weeks with their respective members to unpack the vision, get ideas from members, assign tasks for BTCM etc . It is Important to explain that this campaign is for ALL believers not just the Outreach team. Delegation of tasks should be done, timelines and any budgets finalized during these planning meetings.
- b. Feedback sessions with delegated believers should be done  
Everyone should know what their specific role will be during the month.
- c. Where possible Church Back to Church invitations should be both digital and hard copy, customized the invitations to your Church colours, church Name, address, GPS coordinates. Include Service START times. Don't forget your ministry website and social media handles.

d. EVERY MEMBER TO WRITE THE NAMES OF THOSE INVITEES DOWN AND HAND THEM TO MINISTRY DEPARTMENT LEADER, so that the planning team can make adequate preparations including additional chairs inside the main church if needed.

- To make these go viral, a day of the week can be agreed on for invitations to be posted on various social media platforms using your hashtags e.g.

#Back2churchMonth #LighthouseministryAkasia then again a week before and BTCS day.

***Third stage: Follow Up***: Execute Follow up strategies. How will visitors be integrated into Church family? How will follow up be done? Who will do it?

- Remember to do an Altar Call of Salvation or Recommitment Back to God.

- Keep a record of visitors on the day.

- \* Keep a record of those who returned.

(STRATEGIC NUGGET: Every human being has 3 basic needs that need to be fulfilled when they come into A new environment.

1. Everyone *NEEDS to be RECOGNISED*. Initial sense of being welcomed makes people feel like they belong, when coming into a new space, everyone has some anxiety, make them feel at home.

2. Everyone *NEEDS to BELONG*. Everyone wants to belong to a family or a group, How are you as a Church integrating Visitors, New Believers into the community? fellowship? Church

3. Everyone *NEEDS to be REWARDED*. The reward is the affirmation that the decision they made to come to your church was the right one! Make this day special.

All Church members must be encouraged to show hospitality and love.