



tips for youth workers

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CAMPAIGNS INSPIRE CHURCH GROWTH

Here are eight benefits of planning and using an outreach campaign in your children and youth ministries:

1. **Campaigns promote outreach.** A campaign says to church members that outreach is a major reason for our existence. It says we really do care about the lost and want to do all we can to reach them.
2. **Campaigns give members a chance to be involved in successful ministry experience.** From planning to conclusion, a campaign takes only a few weeks. So it allows people to be involved in short-term ministry and experience the fulfillment that comes from serving God's kingdom.
3. **Campaigns say to the community that the corps/church really cares about the people beyond its walls.** The community's impression of the corps/church comes from what it sees the corps/church doing in and for the community.
4. **Campaigns provide an easy entry for people who may not feel comfortable coming to church.** A campaign gives one the opportunity to attend when he isn't the only visitor in the crowd. If someone wants to check out the corps in a noncommittal way, a campaign makes that possible.
5. **Campaigns make it easier for people to invite their friends and neighbours to church and church programs.**
6. **Campaigns provide the opportunity to introduce teachers, leaders, programs, and facilities to people who normally do not attend.** Often people have no idea what the church has to offer. They don't know about special ministries.
7. **Campaigns can also provide the corps with a specific focus for ministry.** In the Canada and Bermuda territory our Sunday school average attendance is 20 and Kid's Club is 43. A campaign can be an excellent tool for focus efforts on a specific group, such as Sunday school, Pioneer Club, Baby Song, Women's Ministries, Youth Music Groups, etc.
8. **Campaigns give the corps a degree of identity.** A small corps/church can benefit from the kind of exposure and identity a campaign brings.

Discover how a campaign can inspire your children and youth ministries and your corps/church to ministry and growth. It all begins with a...

- P** Programs, parties, pow-wows never get started on their own. There is always someone who SPARKS the suggestion. With a campaign, it is YOU! You have the vision – share it with others.
- L** Listen. You don't have to do everything. Let others take a part. Let them help you design your plans for your corps' needs.
- A** All leaders, teachers and young people should take part.
All should be inspired to cooperate and be dedicated to the task.
- N** Now is the time to get going!

As you plan for your next ministry season, consider how a campaign for growth can be linked to your Fall Kick Off, Christmas Drive Program, the Olympic Relay Promotion, your Partners in Missions Campaign or other special events you may have planned for your corps/church.