

C.A.A. MINISTRIES

Church Administration Assistance

“THE JESUS TOUCH” OUTREACH AND EVANGELISM MINISTRY



“The Jesus Touch”

A step-by-step program used in combination with CAA Ministries' Web Based Outreach-Link program.

CAA Ministries, P.O. Box 433 Dahlonega, Georgia 30533
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“The Jesus Touch” Outreach and Evangelism Ministry & “Outreach-Link”

What is An Outreach Ministry’s Purpose:

The outreach ministry’s purpose is to reach the un-churched individuals and families that visit your church and live within your community. As Christians we are to live the examples of God’s love by inviting and sowing seeds of hospitality through our churches. Ultimately the seeds we sow should grow to a personal understanding that everyone is accepted and welcomed to unite with His church. The objective is to provide everyone with an opportunity for experiencing the joy of fellowship and security that is provided through a relationship with Jesus Christ and His Church.

Why combine “Outreach-Link” with “The Jesus Touch” Outreach and Evangelism Ministry?

Providing the proper follow-up of church guests and prospects will not only result in church growth, but will help in building a church’s reputation within your community. You want to be a church that is viewed friendly, loving, and companionate about reaching people for Christ. In addition to the follow-up process, our software is designed to track the decision stage by identifying the individual needs and interest levels of each person or family. It will assure that church guests are never overlooked and ministered too according to their specific level of interest and need. Each persons stage of commitment is tracked which will in turn trigger the next step needed in the follow-up process. The percentage of people reaching a decision to unite with your church, which comes from guests and prospects, should more than double with the proper implementation of our “Jesus Touch Ministry combined with our Outreach-Link program. The informational design of the software will keep Pastors and staff more informed to the effectiveness of a church’s progress and success in ministering and reaching their community for Christ and His church.

“Not properly following through, losing, or just forgetting someone that has visited your church can be a devastating experience to a person or family searching for a new way of life through Christ and the church. How your church completes the follow-up process will portray an image that will not be forgotten. It might just be the last opportunity to make a difference in someone’s or some family’s eternal life decision”.

Why Do Churches Need an Organized Outreach Ministry?

“It is estimated that 160 million people in the United States are un-churched if we define un-churched as attending church two or less times in a year”.

Research Reveals:

“Only 21 percent of active churchgoers invite anyone to church in the course of a year. But only 2 percent of the church members ever invited an un-churched person to church.”

“Ninety-six percent of the un-churched are at least somewhat likely to attend church if they are invited.”

Source of Statistics:

The above research statistics were published in Christianity Today within an article titled “Ten Surprises About the Unchurched”
By Dr. Thom Rainer,

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INTRODUCTION

We at CAA Ministries are proud to announce the release of our new Outreach and Evangelism Program which has been designed specifically to help churches be more efficient in their efforts to follow-up and reach church guest and prospects. Our new program is called “*The Jesus Touch*” *Outreach & Evangelism Program*. The step-by-step program is free to those churches subscribing to the CAA Ministries’ web based “Outreach-Link” software program.

We are confident that when “*The Jesus Touch*” *Outreach and Evangelism Program* is organized and implemented within the church, not only will churches experience church growth, but they will experience a tremendous spiritual revival among members. We believe churches are blessed and rewarded in many ways for their commitment and dedication to outreach and evangelism.

As we’ve stated many times, church growth should never be a church goal, but it will be the results of a committed Great commission church striving to be their very best in outreach and evangelism.

We have discovered and realized that the most effective method of church outreach is not just the contact, but consist of the initial contact followed-up by several short touching reminders that the church has not forgotten about an individual or family that has visited the church. This method of follow-up is designed to demonstrate how the church is a loving and caring body of Christians with compassion for the souls and lives of others in the same way that Jesus also loves and cares for them. We find these words in the Great Commission “*I am with you always*”.

By simply touching base several times with a guest or prospects over a short period of time will demonstrate that you are truly a church that cares and is interested in them personally and spiritually. With this in mind most people will be much more inclined to revisit or unite with a church that has demonstrated an example of Jesus’ personal interest and concern for their relationship with Him and His church. Therefore we call the program “The Jesus Touch”.

In the book of Colossians the Apostle Paul was writing to the churches of Colosse. However, we find in chapter four verses five and six these tremendous words of wisdom that are as much intended for today’s church as the churches Paul was writing to. These two verses provide powerful direction and instruction for outreach and evangelism, and should be obeyed and followed by all churches today.

Colossians 4:5-6 (*New American Standard Bible*)

5 Conduct yourselves with wisdom toward outsiders, making the most of the opportunity.

6 Let your speech always be with grace, *as though* seasoned with salt, so that you will know how you should respond to each person.

“The Jesus Touch”

Outreach & Evangelism Program

A step-by-step program created for use with CAA Ministries' Outreach-Link Software.

The Jesus Touch outreach and evangelism program* is a simple step-by-step program designed to help churches reach maximum results through an organized and structured Outreach Ministry. Outreach success comes first by committing to be a Great Commission church. A Great Commission Church consists of church members committed to carrying out the Great Commission as Christ has instructed.

“Jesus Touch” is a program where outreach ministry team members are trained and organized to touch base with guests or prospects several times over a period of time. The purpose for contacting is to share God’s love and emphasize the need and importance of a relationship with Christ and His church.

UNDERSTANDING THE DIFFERENCE?

Church Prospect (or) Church Guest

A **Church Prospect** is an individual or family which you have obtained their name and some form of information which has identified them as someone that could potentially or possibility be interested in uniting or visiting your church. (*One Objective: Turn a Prospect into a Church Guest*)

A **Church Guest** is an individual or family that has visited your church. They may have visited your worship service, Sunday school or small group program, special event, Bible study or any other church sponsored activity. They would have provided some form of information that has identified them as visiting and not a current member of your church congregation.

The Structure of Outreach Teams

The number of needed outreach teams will depend on your ministry’s touch structure. Each team should include a minimum of two individuals, but can include a maximum of any number you choose. Each team should have a specific purpose and agenda for contacting / touching base with your guests or prospects. (For details see “Organizing Church Outreach Teams”)

Making Contacts – What to Say and Ask

Your contact conversation is to provide information and discover information that will help you and your church better relate and fulfill the spiritual needs of the people you contact. Your conversation should be no longer than five minutes. One easy way to make sure you say and ask the correct things without talking too long is to remember these two words “**Find Christ**”. *Your objective is to help people find a personal relationship with Christ and His church.* (See the included scrip and examples for using the “FIND CHRIST” method of contacting.)

**The Jesus Touch Outreach and Evangelism program does not replace the Sunday School or Small Group Outreach Ministry programs or activities your church may be implementing.*

ORGANIZING JESUS TOUCH OUTREACH TEAMS

The first and most important step to assuring your church is successful in organizing and implementing the “Jesus Touch” Outreach and Evangelism program is to select one very organized and energetic person that will be your church “Outreach Ministry Coordinator”

Your Outreach Ministry Coordinator will organize outreach teams to be responsible for the different touch follow-ups you have selected to implement. This is easily accomplished first by deciding the number and type of different touch follow-ups you would like to have, and need to accomplish your ministry goals. Once you have this decided you simply select and recruit one qualified and committed person to serve as a touch team captain to be responsible for each specific touch group. Volunteers never have to be overwhelmed with having to understand the overall ministry program, but only the responsibilities and steps needed to carry-out and complete the one touch process which they have volunteering to do.

We recommend each touch team captain be responsible on recruiting the additional volunteers needed for his or her touch team group. Do not call everyone together and try to get people to chose and commit to a specific touch team group. This would only cause confusion and result in an unorganized meeting without having the people you need to be responsible for specific and related groups. Each one of the touch group teams should understand that they will have a specific purpose and agenda for making their touch contacts.

For example let’s look at our recommended touch group team for Touch-3, Children’s Ministry. This touch group team of volunteers should come from people within your church that currently serve as children’s Sunday School teachers, nursery workers, Awana leaders, children’s church workers, and etc. It is important that they have a good understanding of all the children’s activities your church has to offer and provide. We recommend you select one person to be the Touch-3 group captain. The group team captain will be responsible to work with the Outreach Ministry Coordinator in organizing volunteers and assuring all the responsibilities of the group are covered and executed. It is a good idea to create a printed document that includes a list of all children’s activities and meeting times along with step-by-step instructions on completing a Touch-3 contact.

The above example should be duplicated for each touch group team that makes up your overall Jesus Touch outreach ministry program. We are including a list of nine recommended touch group teams with details and step-by-step instructions for implementing. The touch group teams can be tailored for your needs, and specific church outreach ministry structure.

All Touch Group Team volunteers should be provided with a copy of the “FIND CHRIST” contact method and script. It is recommended that each Touch Group meet and be trained on using this method of contacting. It is a good idea to roll play making contacts using the “FIND CHRIST” script. Roll playing will be a lot of fun, and very beneficial in assuring that proper contacts are made and successfully completed.

The Outreach Touch and Teams

Examples and recommended touch teams.

You may choose to include others touch teams depending on the organizational structure of your church.

The touch teams you implement will depend on how your church is structured for ministry, and the number of touch team activities may be adjusted to fit your ministry needs or level of member participation.

Example: different suggested touches

Touch-0 = Church Prospect / Initial phone contact needed

0A = Level 2 Prospect / Letter of invitation with schedule of services and events etc.

Touch-1 = Initial letter mailed from the pastor following a visit from a first time guest.

Touch-2 = Someone from a Sunday School or Small Group class contacting

2A = Age Group 18-30

2B = Age Group 31-59

2C = Age Group 60-UP

Touch-3 = Someone from the Children's Ministry contacting

Touch-4 = Someone from the Youth Ministry contacting

Touch-5 = Someone from the Women's Ministry contacting

Touch-6 = Someone from the Men's Ministry contacting

Touch-7 = Someone from Home visitation team contacting – Bread of Life etc.

Touch-8 = Someone from the guest luncheon team contacting



The Outreach Touch and Teams

The number of touches and activities will depend on how your church is structured for ministry. *Touch-0 targets church prospects and Touches #1 through Touch #8 will be follow-ups to church guests.* (See Understanding the Difference included on page -4)

Note:

Each individual touch requires two primary activities; making a phone call contact, and immediately following-up with a written note, letter, card, and/or E-mail. All touch assignments and responses are retrieved and recorded through your church's web based Outreach Connect program.

Example: different suggested touches

***Touch-0** = Level 1 Church Prospect / Initial phone contact needed

0A = Level 2 Prospect / Letter of invitation with schedule of services and events etc.

Touch-1 = Initial letter mailed from the pastor following the attendance of a first time guest.

Touch-2 = Someone from a Sunday School or Small Group class contacting

2A = Age Group 18-30

2B = Age Group 31-59

2C = Age Group 60-UP

Touch-3 = Someone from the Children's Ministry Team contacting

Touch-4 = Someone from the Youth Ministry Team contacting

Touch-5 = Someone from the Women's Ministry Team contacting

Touch-6 = Someone from the Men's Ministry Team contacting

Touch-7 = Someone from Home Visitation Team contacting – Bread of Life etc.

Touch-8 = Someone from the Guest Luncheon Team contacting

***Touch-0:** People classified as Touch-0 Level-1 and level-2 are church prospects. They are individual or families that have never attended your church, but have been identified as possibilities for visiting. These names may come through some type of list service, new mover data, or current member recommendation.

Who completes Touch-0 contacts?

We recommend the team responsible for making these contacts consist of the Outreach ministry coordinator, touch team captains, and/or pastoral staff.

What is the difference between a Touch-0 and 0A?

Touch-0 prospects have never been contact by you church.

Touch-0A prospects were contacted previously, and have been identified as possibly someone that might be interested in visiting and/or has requested more information about your church.

Touch Team Responsibilities and Contact Steps

All touch contacts will have a specific purpose and agenda to be followed

Touch-2 through Touch-8 requires a phone contact followed-up with a written note, letter, card and/or E-mail.

Touch-1 = Initial letter mailed from the pastor following the attendance of a first time guest.
(The touch-1 contact will be completed and administered by the church staff)

Touch-2 = Sunday School or Small Group Contacting
2A = Age Group 18-30; **2B** = Age Group 31-59; **2C** = Age Group 60-UP

All of the touch contacts are important, but the Touch-2 contact requires more interaction and responsibility to complete. It will be the first phone contact following the visit of a first time guest. It is a good idea but should not be required that the individuals who volunteering to complete the Touch-2 contacts are good communicators have good telephone skills, trained in witnessing, and be knowledgeable about your church. It is important that the touch-2 phone contact be completed within 24-72 hours of the guest visit.

Touch-2 Team Responsibilities

- 1) Requires a phone contact followed-up with a written note, letter, card, and/or E-mail.** The purpose and agenda for making the touch-2 contact should be clear before making the call.
- 2) Although not necessary we believe it would be best for the person making the touch-2 contact be close to the same age of the person being contacted.**
- 3) Understand that when making this contact you are representing the overall Sunday School or Small Group Ministry of your church not just one particular class or group.**
- 4) We recommend you have available a printout listing of all classes and/or groups which includes the teachers or leaders names, study focus or curriculum, meeting times, and meeting locations.**
- 5) You should be prepared, equipped, and knowledgeable when making the touch-2 contact. We recommend you use the provided contact response form to record notes and information obtained in your telephone conversation.**
- 6) Use the FIND CHRIST method of contacting to develop an outline and script for your call.**
- 7) Following the initial phone contact touch-2 team members will be responsible to review and print the guest information and distribute to the appropriate Sunday School class or classes. Once the determination has been made to which classes or groups should receive the guest information you may chose to e-mail and/or print the information for distribution to the appropriate teachers or leaders. It is important that class or group outreach leaders follow-up once they receive the guest information in a timely manner.**

(The Jesus Touch Outreach and Evangelism program does not replace the Sunday School or Small Group Outreach Ministry programs or activities your church may be implementing)

Touch-3 – Touch-6 = Represents Different Ministries Contacting

Touch-3 through Touch-6 Team Responsibilities

*These four touch teams represent the different ministries of your church
Children's Ministry, Youth Ministry, Women's Ministry, & Men's Ministry*

- 1) ***Requires a phone contact followed-up with a written note, letter, card, and/or E-mail.*** The purpose and agenda for making the touch-3 contact should be clear before making the call.
- 2) Understand that when making these contacts you are representing a specific Ministry of your church. It would have been previously determined by the outreach coordinator and/or other touch teams that individuals have been identified within the contact information as meeting the criteria for your ministry.
- 3) You should be prepared, equipped, and knowledgeable when making the touch-2 contact. We recommend you use the provided contact response form to record notes and information obtained in your telephone conversation.
- 4) Use the FIND CHRIST method of contacting to develop an outline and script for your call

Touch-7 = Home Visitation Team Contacting – (Bread of Life etc.)

Touch-7 Team Responsibilities

- 1) ***Requires a phone contact followed-up with a visit.***

The purpose and agenda for making the touch-7 contact should be clear before making the call.

(2) **The home visitation team** consists of volunteer church members that accept the responsibility to carry out a bread-of-life ministry and/or the delivery of an informational package about the church and its activities. Guests will have been informed by a previous telephone contact to the future delivery of information by a church member (*the home visitation team*). Touch-7 Team members are to drop off the bread and/or information without going inside the home. They are to express enthusiasm and appreciation for the guest's previous church visits, and extend a personal invitation for them to come and visit again. Should no one be home they are to hang a door bag containing the bread and information at the home entrance with a personalized note thanking them for visiting and inviting them to visit again. We would recommend that the Touch -7 volunteer have completed some form of special training on evangelism and/or witnessing. They are to be available when a request or need is identified requiring a personal in-home visit or the need to meet outside the home to discuss the church, for special prayer, or a need to discuss the plan of salvation.

Touch-8 = Guest Luncheon Team Contacting

Touch-8 Team Responsibilities

- 1) ***Requires a phone contact followed-up with a written invitation including a RSVP reply card.***

The purpose and agenda for making the touch-8 contact should be clear before making the call.

2) **The guest luncheon team** consists of volunteer church members that have accepted the different responsibilities needed for assuring an organized and quality luncheon is provided for church guest once they have visited the church two or more times, and are considering membership with church. Guest luncheons should be scheduled as often as needed. Guests will receive the invitation by US mail with a RSVP reply card included. Luncheons should be attended by church staff and related Sunday School Teachers or Small Group leaders.

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Using the “FIND CHRIST” Method of Contacting

Your contact phone conversation is to provide information and discover information that will be helpful for you and your church to better relate and fulfill the spiritual needs of the people you are contacting. Your phone conversation should be no longer than five minutes. One easy way to make sure you say and ask the correct things without your conversation taking to long is to stay on tract by remember these two words “**Find Christ**”. *Your objective is to help people find a personal relationship with Christ and His church*

FIND CHRIST – Call Preparation & Contacting Acronyms

F- Friendly	C- Called
I- Inviting	H- Help
N- Nice	R- Respond
D- Dedicated	I- Invite
	S- Schedule
	T- Thank You

Using the acronyms applied to the words FIND CHRIST provides a method of contacting designed to work with all touch group contacts. It is easily followed and will provide you with a method to personally designee your scrip which will fit the purpose and agenda for your contact.

FIND

F- Friendly; **I-** Inviting; **N-** Nice; **D-** Dedicated

Call Preparation:

First let’s look at the acronyms used for the word FIND. The word FIND is to prepare you for making your phone contact. You should always remind yourself that when making contacts you are representing the church (Christ’s Church). Your attitude and personality will play an important part in how your contact conversation is accepted and responded too.

(F) Friendly, always be friendly - you may not have another chance to make an impression on the person you are contacting so you want them to remember the call as being very friendly.

(I) Inviting, remember the conversation is to be inviting not demanding or confrontational,

(N) Nice, being nice is treating people the way you would appreciate being treated. If someone was contacting you by phone how would you like for them to respond. Always show respect for the person’s time and needs.

(D) Dedicated, you must be dedicated in making your contacts. Your dedication and commitment to serving Christ and His church will impact how your call is accepted and received. We should always remember that in Matthew 28: 19-20 “The Great Commission” Jesus has commissioned us in His words to “Go” Your commitment and dedication to outreach and evangelism can be one way of responding to His commission.

Making the Phone Call: Page #2 Using the “FIND CHRIST” Method of Contacting

We have also established acronyms for the letters that spell the word CHRIST to help you in making your contact call. When these steps are followed it will assure you of a successful contact and follow-up every time in a timely and effective manner.

We recommend you use this information to develop a personal and easy to follow script before you start making your calls.

CHRIST

C- Called; **H-** Help; **R-** Respond; **I-** Invite; **S-** Schedule; **T-** Thank You

(C) Called, Who is calling and why you have called -

First let's focus on the “Who”

Always begin your conversation with the following sentence using these exact words.

“Hello my name is ____ I am a member of ____ church here in the local community”.
I'm calling to speak with _____ or _____.

We stress the importance of always using these simple opening sentences in their entirety without modifications. These opening words will lay the foundation for your call, and in most cases determine the attitude and response of the person you are speaking with.

(Always remember to call the person by name as often as possible in your conversation)

Second let's deal with the “Why”

Once you have established who is calling you want to explain why you have called.

“I'm calling in response of your recent visit to ____ church, and on behalf of our ____ ministry. We always like to follow-up with our guest and make available any assistance that might be needed.

(H) Help, You are calling to extend help.

You want to let your guest know your call is to help them get more acquainted with your church. Also, that others members and staff personnel are available if needed. Let them know help is always available for those wanting to know more about Christ, the church, and other ministries the church provides.

(R) Respond, make sure you are knowledgeable and prepared to respond to the most likely questions and/or needs you may be asked about. Be prepared with information about your church and/or different ministries, especially the ministry you are representing. Always ask if there are any needs or concerns that they would like you or your church's prayer ministry to intercede and pray for on their behalf.

(I) Invite, Always extend an invitation to be part of the ministry you are representing, and most importantly an invitation to revisit your church's worship services.

(S) Schedule, You want to make sure you know and can provide information on upcoming scheduled events as well as the regularly scheduled services. Offer and let them know you will be providing this information by regular mail and/or E-mail.

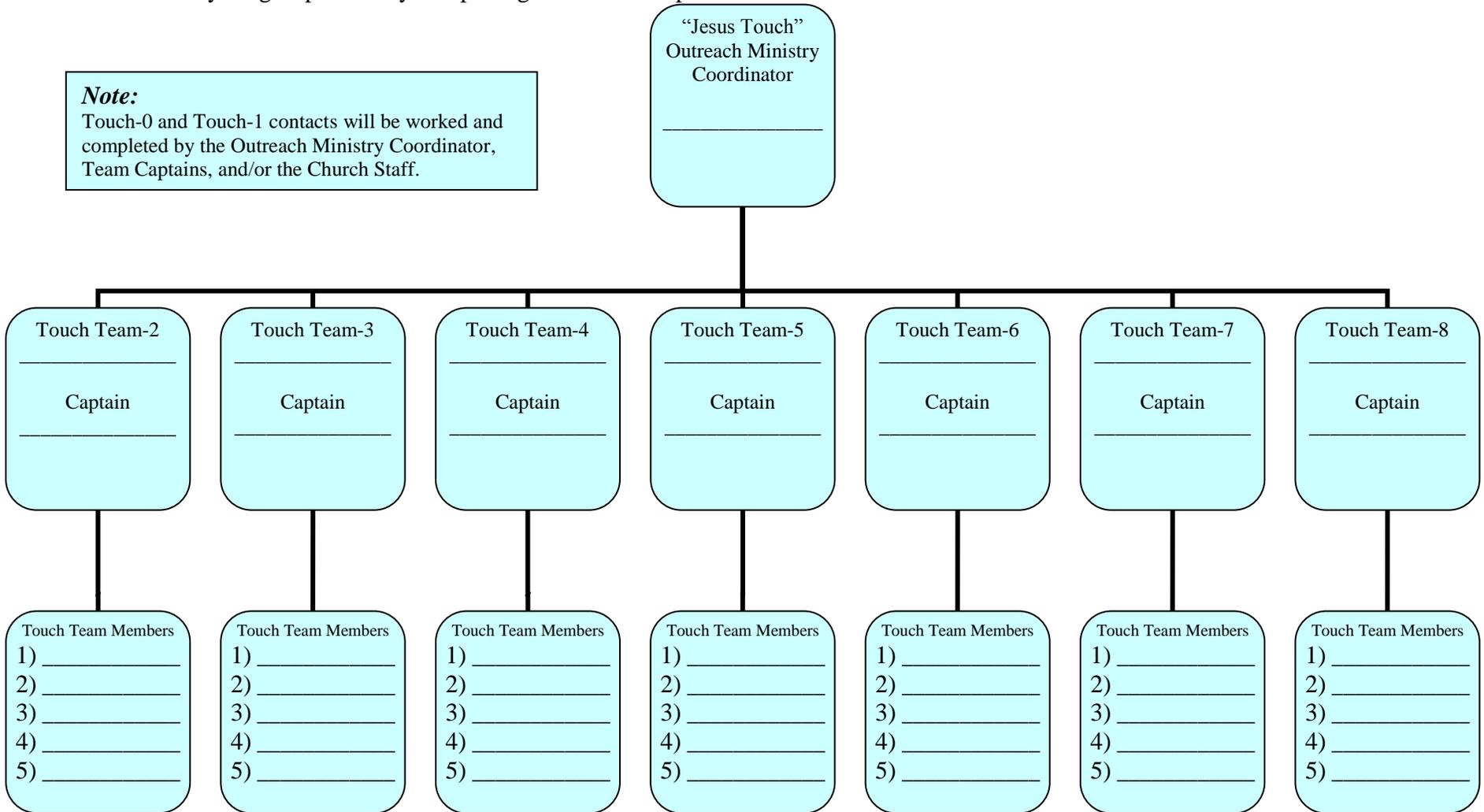
(T) Thank You, Always end your call with the words Thank You!

Thank them for their time; Thank them for their previous visit; Thank them for giving you the opportunity to discuss your church. Thank them in advance for visiting again.

The “Jesus Touch” Outreach and Evangelism Ministry Church Organizational Structure

- 1) Outreach Ministry Coordinator
- 2) Touch Team Captains / One for each touch team group you implement.
- 3) Touch Team group members / a minimum of two members per team (Captain plus one); however you will need to decide how many team members are needed to assure your group is timely completing all of their responsibilities.

Note:
Touch-0 and Touch-1 contacts will be worked and completed by the Outreach Ministry Coordinator, Team Captains, and/or the Church Staff.

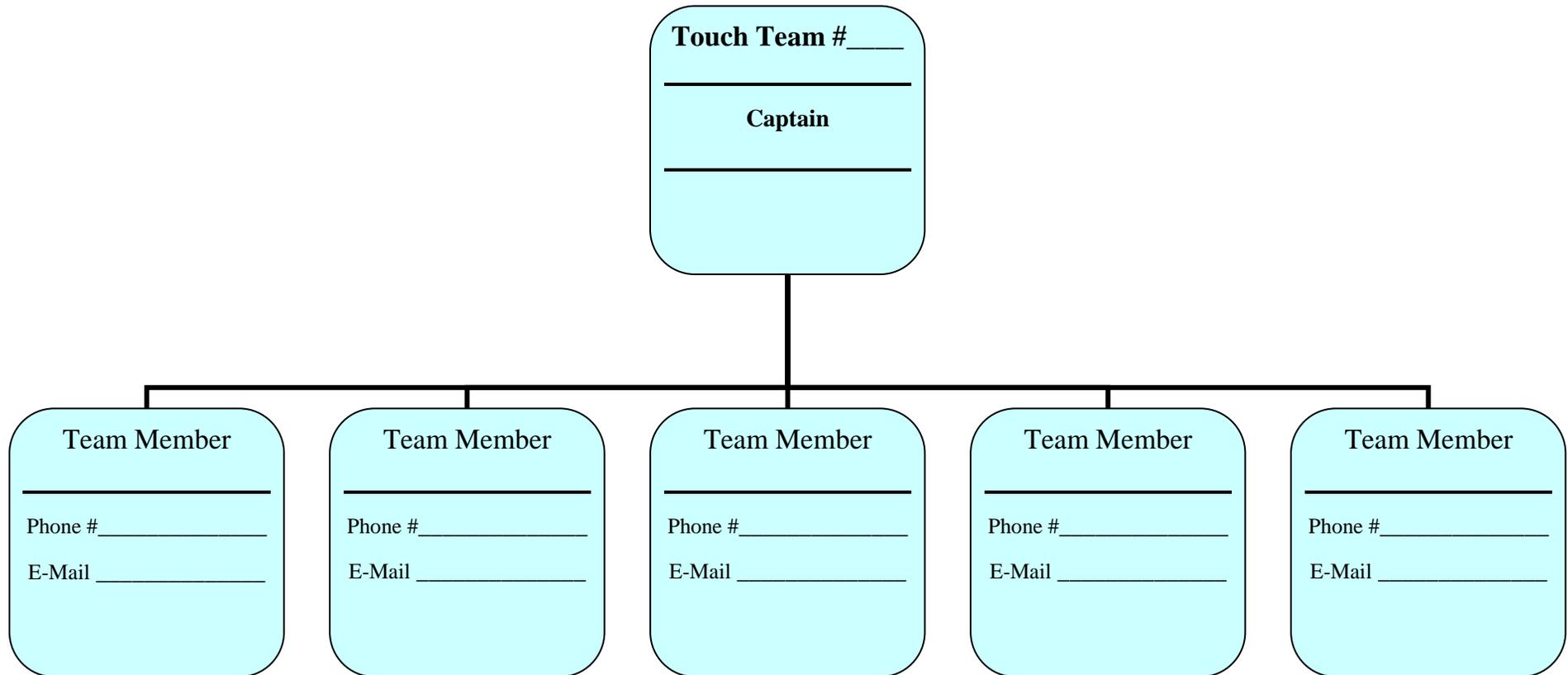


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The “Jesus Touch” Outreach and Evangelism Ministry
Individual Touch Team Organizational Structure

Touch Team# _____ : _____

- 1) Touch Team Captain / One for each touch group you implement.
- 2) Touch Team group members / a minimum of two members per team; however you will need to decide how many you will need to assure your group is timely completing their responsibilities.



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“The Jesus Touch”
Outreach & Evangelism Program
Contact Response Form

Name: _____ **Date:** ____/____/____ **Age Group:** _____

Type of Contact: -Telephoned, -In-Home Visit, -E-Mailed, -Met Outside Home, -Other _____

Action Taken:

Response:

NOTES:

Recommended Next Action:

Prayer Request Shared – -YES -NO

NOTE: Use this form when making your contact to record notes and detailed information that is discussed at the time. This will be important in determining the next steps and touch activities needed to complete your outreach ministry process. Once you have completed your contact it is your responsibility to login to Outreach-Link, click the “Check-In” link associated with the above contact and enter your contact results, or to make sure this information is turned-in to the Outreach Director or his designee.

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Manage, Organize, and Track your Jesus Touch Outreach Activities and Results

"Outreach-Link"

What Is Outreach-Link? Outreach-Link is a web based program designed for organizing and simplifying the distribution and response process of your church's guests and prospects information. It provides everything you need to turn a "one-night-each-week" outreach program into a seven-day-a-week outreach ministry...

How Does Outreach-Link Work? Outreach-Link is the first and only web-based program of its type. It is an outreach ministry tool designed to enhance any and all structured outreach ministry programs that are currently used by churches today in addition to our "Jesus Touch" program. It consists of two custom designed login sites. One login site is for the designated church's outreach coordinator/administrator, and the second is a login site for all outreach team members. The purpose of the program is to provide churches with a more timely and efficient option for the distribution and follow-up response of church guest and prospect's information.

What Is Our Goal? Our goal was to develop a web-based program that would result in a more successful church outreach ministry and be affordable for any size church. In our development, we worked to provide a program that would be very user friendly to individual church members with little computer experience. However, we did not compromise the program's effectiveness and essential features to create the best program possible that would accomplish our goals, and your church's success in implementing our program.

Ten Ways "Outreach-Link" will Enhance Your Church's Outreach Ministry.

- 1 - Increases outreach team member participation
- 2 - Eliminates schedule conflicts for participating outreach team members
- 3 - Provides a convenient and easy way to distribute guest and prospect information
- 4 - Provides a simpler and faster method to report and turn in follow-up responses
- 5 - Shortens the response time for following-up with your guests and prospects
- 6 - Assures that no guests or prospects will be over-looked
- 7- Tracks the progress of the follow-up process
- 8 - Provides Pastors and outreach coordinators with a quality report of the follow-up response
- 9 - Works with and enhances any structured outreach ministry program (FAITH, G.R.O.W., etc.)
- 10- Increases overall outreach ministry efficiency and success

To better understand how the 'Outreach-Link' program works visit CAA Ministries' website

www.CAAMinistries.org

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Implementing and Training

Churches implementing The Jesus Touch outreach and evangelism ministry may request personal training sessions for their outreach ministry volunteers. CAA Ministries offers web based training session for the Outreach Coordinator, Touch Team Captains, or for the individual Touch Teams. Web based training is available and may be scheduled when needed.

The above training is conveniently made available through a web based online meeting connection hosted by members of the CAA Ministries staff. Our training sessions will include live demonstrations of the Outreach-Link program and step-by-step instruction for completing the Jesus Touch activities selected to implement by your church.

For scheduling and information on optional training packages contact CAA Ministries by Phone.

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