

Small-Church Outreach Action Plan

A 39-page system for listening, serving, inviting, and following up
Built for small and rural churches with limited staff and real communities

This is not a calendar of attention-grabbing events. It is a practical system for a church that wants to know its neighbors, build on local strengths, serve with humility, speak about Jesus honestly, and keep caring after the first contact. Use it to plan one faithful year, not to add one more exhausting program.

WHAT IS INSIDE

Community-listening guides, asset maps, team roles, an annual plan, project cards, invitation and testimony practice, hospitality and follow-up tools, rural adaptations, and 90-day reviews.

This toolkit supports ministry planning. It does not replace local safeguarding, insurance, transportation, facility, financial, legal, or emergency requirements. Use your church's approved policies and forms.

1. Outreach begins with love, not a target

A church can serve people and still treat them as a project. Start by naming the posture: neighbors are people made in God's image, not numbers to chase. The aim is faithful presence, clear witness, and genuine hospitality.

HOW TO RUN THIS TOOL THIS WEEK

First: Pray for people by name without assuming you know what they need. **Next:** Listen before planning an event. **Then:** Do not make help conditional on attending, giving, or agreeing. **Before you finish:** Celebrate faithfulness, kindness, and honest conversation - not only visible outcomes. Write the decision or observation on the worksheet below and bring it to the next outreach-team meeting. The team lead should confirm what is realistically resourced, who owns the next action, and what local approval is required before the work is announced.

Use this in real life

- Pray for people by name without assuming you know what they need.
- Listen before planning an event.
- Do not make help conditional on attending, giving, or agreeing.
- Celebrate faithfulness, kindness, and honest conversation - not only visible outcomes.

ONE-SENTENCE POSTURE

"We will serve our neighbors with humility, tell the truth about Jesus when it is appropriate, and never manipulate people for a result."

Our outreach posture:

One way we may accidentally become transactional: