



**COMMUNITY OUTREACH INITIATIVE
OVERVIEW PACKET**



OVERVIEW

What Is Explore God?

Explore God is an online ministry in the Global Media Outreach family. It's a diverse and creative place to seek answers, information, and experiences to satisfy the questions we all have about God, faith, religion, and more.

Explore God's mission is to help people explore, experience, and engage with God's plan for their life. The ministry's rich content empowers people to explore important life questions. It can be used by individuals, groups, churches, or hundreds of ministries partnered together—and they are available free of charge.

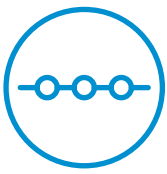
What Is an Explore God Community Outreach Initiative?

An Explore God Community Outreach Initiative is designed to increase significantly the number of people in a given area who explore and share their faith with others. This is accomplished by bringing together area ministries through unified discussion group and sermon series. Through this process, participating ministries equip and encourage their members to engage in healthy spiritual conversations with others.

What Are the Goals of a Community Outreach Initiative?

- 1 TO UNITE**
To unite the Church in inviting the surrounding community to explore God
- 2 TO PROMOTE**
To promote the initiative with cutting-edge marketing and advertising
- 3 TO TRAIN**
To train Christians in how to have spiritual conversations and how to facilitate discussion groups
- 4 TO ENCOURAGE**
To encourage the unchurched to attend an Explore God Discussion Group or Explore God Sermon Series

If you're interested in launching a Community Outreach Initiative, reach out to info@ExploreGod.com for more information.



RECOMMENDED TIMELINE

The following timeline is recommended, but it can be tailored based on your needs and constraints.





STEP 1: PLAN

18-12 MONTHS
PRIOR TO LAUNCH

An Explore God Community Outreach Initiative can be done by a group of churches or hundreds of ministries within the same area partnering together. However you choose to do your initiative, it takes planning to effectively encourage your community to explore God together.

The best planning and the coolest content cannot accomplish anything eternal without God's divine power.

ACTION ITEMS

- 1 Pray**
As with all things, a foundation of prayer is essential to a successful Community Outreach Initiative.
- 2 Register Your Ministry**
All participating ministries should register for the initiative at ExploreGod.com/church-partner. Doing so will facilitate easy, efficient communication and give participants access to the Explore God guides, promotional materials, and resources they need to be successful. It will also ensure that your church appears on [our Finder Map](#) so that people in your area can find your ministry during the initiative.
- 3 Cast the Vision to Ministry Leadership**
Who on your team is passionate about reaching people for God, embraces media and technology, and loves seeing people living in mission? Cast the vision to them. Their excitement will create the momentum needed to get the initiative off the ground.
- 4 Form a Steering Committee**
Your next step is to form a local Steering Committee. The committee will champion the movement, recruit other ministries to join, promote unity, and develop the vision for the campaign.
- 5 Determine Your Marketing Scope**
Incorporating a marketing campaign is an optional way to further your reach and increase the impact of your initiative. Any advertising should be considered in light of the scope and what will best reach your community to accomplish your goals.



STEP 1: PLAN

18-12 MONTHS
PRIOR TO LAUNCH

- 6 Create a Budget and Consider Fundraising**
Setting a budget will help you determine if funds need to be raised to achieve your advertising goals. Budgeting and fundraising plans should be carefully thought out before moving forward with the initiative.
- 7 Set a Date**
Look for a seven-week block on the calendar at least a year from now. Take any prior commitments into consideration.
- 8 Purchase Large-Scale Advertising (Optional)**
If you choose to do advertising, certain major channels—such as billboards, radio, and television—need to be reserved well in advance. You'll want to research these time frames in your area and factor them in.

For access to all the resources needed for a successful Community Outreach Initiative, visit ExploreGod.outreach.com.



STEP 2: PREPARE

12-9 MONTHS
PRIOR TO LAUNCH

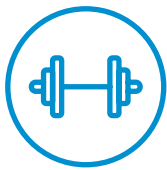
Now is the time to begin preparing your ministry for the initiative. Let your members know why you think it will be impactful in your community. Begin to focus on making connections with other ministries to extend the reach of the campaign.

Paint a picture of what God could do through your prayers and efforts.

ACTION ITEMS

- 1 Recruit Other Ministries**
Reach out to local churches, ministries, nonprofits, and businesses—across denominational lines—that you think would align with the mission of the initiative.
- 2 Cast the Vision to Your Members**
Start talking about the Community Outreach Initiative to your members—from the pulpit, through ministry communications, in the office, any way you communicate with your people.
- 3 Recruit Discussion Group Facilitators**
Facilitating a group is designed to be simple and easy. Your vision casting about discussion groups should inspire people so that they are eager to participate. Facilitators should register their groups at ExploreGod.com/discussion-group.
- 4 Recruit Discussion Group Hosts**
There may be people who want to help out with groups but are uncomfortable with the idea of facilitating. Often a facilitator and a host will be the same person, but in many cases, people will choose to pair up based on their interests and talents.

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STEP 3: MOTIVATE & TRAIN

9-6 MONTHS
PRIOR TO LAUNCH

Starting a spiritual conversation can be scary. Make sure your members are prepared to initiate these conversations in a friendly and relational way. Facilitator training makes it easy to understand Explore God's open, accessible tone while ensuring that facilitators know what is expected of them. As in any situation, the better equipped your people are, the more comfortable and confident they will become.

Keep your members feeling motivated to spread the word about your Explore God Community Outreach Initiative. Encourage them to focus on building relationships with those outside of your ministry so that inviting them to the initiative feels natural.

Genuine relationships pave the way for meaningful spiritual conversations.

ACTION ITEMS

- 1 Spread the Word**
Tell others about the initiative to spread the excitement. Consider hosting an Explore God Community Outreach Mobilization Event. At a mobilization event, a ministry leader invites others in their area to hear a short presentation on the mission of a Community Outreach Initiative.
- 2 Do the Intentional Relationships Pre-Outreach Series**
Consider preparing your members for the initiative with the optional Intentional Relationships series. This three-week series focuses on the importance of having authentic friendships with those outside of the Christian community.
- 3 Train Discussion Group Facilitators**
Facilitators can easily access the online training videos in [the Community Outreach Initiative resource library](#). They can go through training individually or in a group format. It's a simple way to make sure everyone who has signed up to play a role in the initiative knows what to do.

For access to all the resources needed for a successful Community Outreach Initiative, visit ExploreGod.outreach.com.



STEP 4: **PROMOTE & INVITE**

**6 MONTHS-
LAUNCH**

Promotion is key to a successful Explore God Community Outreach Initiative. Personal invitations are the most effective way to encourage people to attend a discussion group or sermon series. And a local advertising campaign helps to generate buzz that gives participants increased confidence to extend those invitations.

Though optional, a community-wide marketing campaign can help to raise awareness and foster curiosity in people who may not yet have a personal connection to a participating ministry. Such advertising efforts bring the invitation to a larger audience than individuals can reach on their own.

An integrated community-wide marketing campaign raises awareness, creates curiosity, and promotes the feel of an open invitation.

ACTION ITEMS

- 1 Produce Promotional Materials**

Explore God has created [the artwork for many promotional materials](#)—including wristbands, banners, and yard signs—that participating ministries can use. You are also welcome to create your own digital promotional materials, provided you adhere to [the Explore God Branding Guidelines](#).
- 2 Publicize via Social Media**

Social media plays an important role in generating buzz and initiating conversations around the questions people have about God. Leverage your ministry’s social media platforms to promote the initiative online.
- 3 Contact the Media**

In many ways, an Explore God Community Outreach Initiative can be a groundbreaking movement in a community. Proper media attention for the initiative can greatly increase awareness and promote attendance at discussion groups and sermon series.



STEP 4: **PROMOTE & INVITE**

**6 MONTHS-
LAUNCH**

4

Invite Your Community

Explore God Discussion Groups and Explore God Sermon Series were created to fit anyone from any background or belief system. Encourage participants to begin talking to their friends, neighbors, coworkers, and classmates about the initiative. Consider using an invitation card [available in Explore God promotional materials](#). Nothing is more effective than a personal invitation.

5

Register Discussion Groups

All discussion groups should register at ExploreGod.com/discussion-group. Registering groups ensures that facilitators have access to the resources they need to make their groups successful. Moreover, all public registered discussion groups can be listed on the [Discussion Group Finder](#), giving people the opportunity to find a group and join the conversation.

For access to all the resources needed for a successful Community Outreach Initiative, visit ExploreGod.outreach.com.



After all your planning, it's finally time to unite as a community to explore God together using The 7 Big Questions series.

You've prayed; you've prepared. Now it's time to explore God together!

ACTION ITEMS

- 1 Utilize the Discussion Group Resources**
Explore God Discussion Groups center on a series of professionally produced videos. The extensive discussion group guide provides a recap of the training materials, answers to frequently asked questions, and sample discussion questions for each topic.
- 2 Utilize the Sermon Resources**
Explore God offers a sermon template, sermon outlines, and sermon bumper films that can be used as an introduction to each week's sermon.
- 3 Utilize Explore God for Kids**
The 7 Big Questions is also available in a format tailored to children ages 4-14. Explore God for Kids takes The 7 Big Questions and adapts them to a younger audience, creating a unified ministry offering in which age is no barrier.



Why Am I Here?



What Is God Like?



Will God Always Be There for Me?



What Does God Think about Other Gods?



Who Is Jesus?



Is the Bible True?



How Can I Know God?

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STEP 5: FOLLOW UP

POST-LAUNCH

After the hubbub of planning, the commotion of advertising, and the excitement of exploring God together during the initiative, participants can be left after the final session asking, “What’s next?” Take advantage of the momentum you’ve built during the initiative and stay united as a community and the body of Christ.

Focus on staying united as the body of Christ.

ACTION ITEMS

- 1 Do the Follow-Up Series, Knowing God**
Many groups want to continue exploring God together. The four-week follow-up series, Knowing God, focuses on how to develop a closer relationship with God through prayer, Scripture, and community.
- 2 Continue to Use Explore God**
Explore God is designed to be a resource for life. Encourage participants to keep using ExploreGod.com to help them stay equipped to have ongoing spiritual conversations and engaged in a lifestyle of discipleship.
- 3 Embed Explore God Content on Your Website**
You can easily embed content from ExploreGod.com into your website with the click of a button. This can become a valuable resource for encouraging Christians and nonbelievers alike to explore the big questions around God, faith, and the Bible.
- 4 Gather and Provide Feedback**
Please send in your stories and testimonials to info@ExploreGod.com.

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COMMITMENT OF A MINISTRY

Explore God requests the following commitments from ministries in order to participate in an Explore God Community Outreach Initiative:

- 1 Secure an agreement amongst the governing leadership of the ministry to do the initiative.
- 2 Pray over the initiative, asking that God would bless the work being done in the area.
- 3 Promote the Explore God campaign with your organization. Invite your members to participate in and pray for the initiative.
- 4 Recruit a ministry coordinator to lead the campaign in your organization and interface with the area Steering Committee (if applicable). This coordinator should register here: ExploreGod.com/church-partner.
- 5 Have all Discussion Group Facilitators complete facilitator training to learn how to engage people in spiritual conversations with the use of the Explore God tools.
- 6 Set aside weekly times to host The 7 Big Questions series, whether through discussion groups, the sermon series, or both.
- 7 Encourage members to get involved in the initiative—especially by facilitating discussion groups. Facilitators should register their groups at ExploreGod.com/discussion-group.
- 8 Give to or participate in any fundraising efforts for the initiative, as able.

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FREQUENTLY ASKED QUESTIONS

WHAT ARE THE REQUIREMENTS TO PARTICIPATE?

To participate in an Explore God Community Outreach Initiative, a ministry must host Explore God's The 7 Big Questions series, whether through the discussion group component, the sermon series, or both. A ministry must do this within a reasonable range of the dates established by the leadership of the local initiative.

DOES OUR MINISTRY HAVE TO PARTICIPATE FOR THE FULL SEVEN WEEKS?

Though The 7 Big Questions series was designed to be presented over a 7-week period, some ministries opt to condense it to 3 or 4 weeks due to time constraints. That may mean combining two questions into one session, or it may mean leaving a few out altogether. Not everyone can devote the full seven weeks to the series, and that's OK. Use the materials for what best suits your needs.

WHO CAN PARTICIPATE IN THE INITIATIVE?

Any Christian ministry that aligns with the beliefs of the modern Apostles' Creed can participate in an Explore God Community Outreach Initiative.

WHAT IS AN EXPLORE GOD DISCUSSION GROUP?

An Explore God Discussion Group is a safe place where anyone can discuss their beliefs on matters of God, purpose, and faith. It's about having honest conversations in a respectful environment that encourages questions and authenticity. Walls and stereotypes can be broken down through open dialogue as we listen to and learn from one another.

HOW LONG DOES FACILITATOR TRAINING TAKE?

Discussion Group Facilitator training can be completed in as little as twenty minutes. Centered on five short videos, training can be done as an individual, in a group, or in a class-type setting at a ministry. All resources are flexible, scalable to any environment, and available at ExploreGod.outreach.com.

HOW WILL THE INITIATIVE BE PUBLICIZED?

Advertising and promotion is up to the discretion of the participating ministries. Explore God provides helpful tips, resources, and guides should you choose to support your initiative with marketing and promotion. Participants can decide to do a large-scale advertising campaign—including billboards and television ads—or a smaller campaign that focuses on promotional materials such as signage and announcements. Explore God provides many prepackaged promotional materials, which can be found at ExploreGod.outreach.com.



FREQUENTLY ASKED QUESTIONS

Explore God's central goal is to make it possible for people to discover a truly fulfilled life—not through simply receiving information but through transformation.

We believe that realizations uncovered on one's own terms are the ones that stick and have the potential to truly transform. We all have questions, and we all wonder.

A Community Outreach Initiative is an invitation to explore the answers together.

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