



# Expanding Community Impact in Well Designed and Resourced Christian Service

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# Learning Objectives

- 1 Develop greater understanding of the increasing interest in community service among Christian churches.
- 2 Identify effective processes for program preparation and needs assessment that create a basis for effective service and sustainability.
- 3 Understand grant processes and approaches that are uniquely suited to church based community service.



# Personal Introduction

- Pastoral
- Community Service
- Now...



## Growing Interest in Community

- There is a broad movement of churches toward greater emphasis on serving within the community that spans diverse networks and denominational groups.
- The role and priority of serving the community is a feature that will continue to increase across the church for the next decades



# Growing Interest in Community

- What is driving this movement
  - Awareness of the need for dramatic change
  - A rethinking of what it means to do “gospel”
  - Growing body of models
  - Orientation of the next generation toward “cause” and “credibility”



# Missional Interest

- Reference- “Shaping of Things to Come” and “Forgotten Ways” by Alan Hirsch
- Emphasis- re-missioning the church and alternative church forms that serve in the context of community lifestyle



# Externally Focused Churches

- Reference- “Externally Focused Quest”, Rick Rusaw and Eric Swanson
- Emphasis- community engagement by existing churches

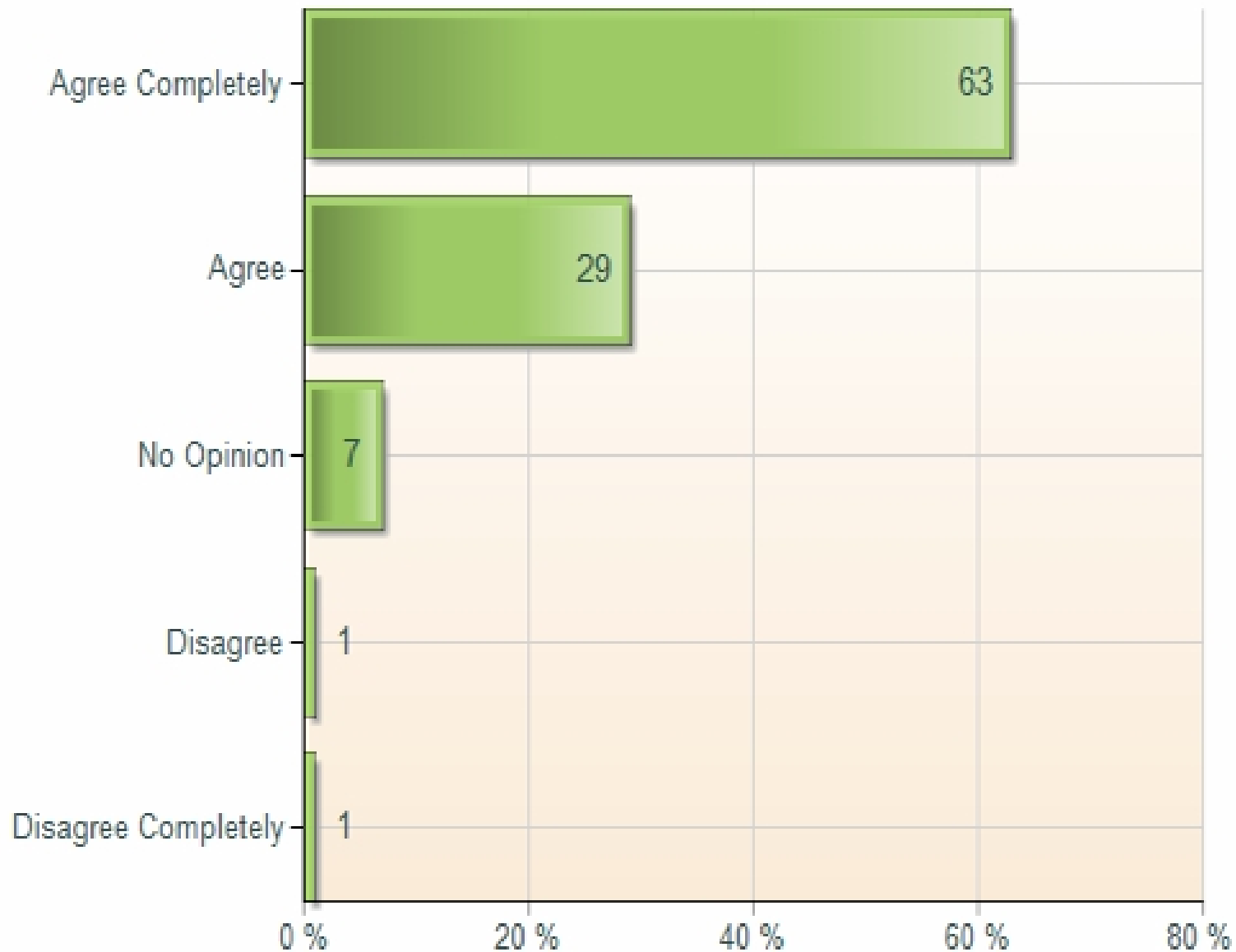


# One Arena

- Church Planters
  - “how many of you intend to integrate community service into your new church?”



**Please rank your answer: Any new church that I am involved in starting or supporting, will include service to the community as a non-negotiable priority.**





## What's the intersect with Social Work?

- Churches are in an increasing way desired to engage in the fields of service that have been traditionally the domain of social workers
- As they develop their approaches, they typically grow without the benefit of social work expertise



# The Opportunity

- Leverage
  - Programs
  - Support
  - Quality of social work done in Jesus' name

CBD

## Is there a net gain for The Mission?

- Is there value in this movement for the Mission that we all serve?

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## Specific Needs

- Program Planning
- Application of best practices to grassroots derived programs
- Collaboration
- Funding Support



## Helping Churches with Program Planning

- In addition to the work that is needed with aligning serving interests with best practices and creating program models that map inputs to impact
- Churches need initial engagement methods-- alternative ways to engage beyond seasonal activity or “big day” events



# The Value of Needs Assessment

- We have discovered that a well designed needs assessment can help churches, both new and old to engage effectively
- Benefits:
  - Intentional Listening
  - Partnering outcomes
  - Learn about needs and players before making commitments
  - New Churches- expands relationships and insight



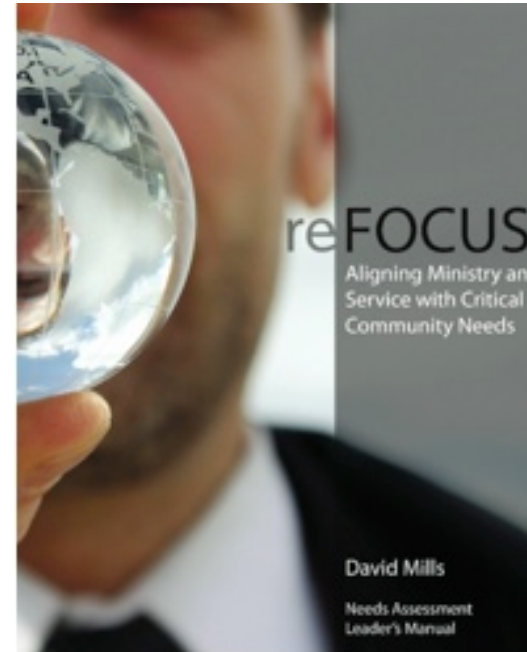
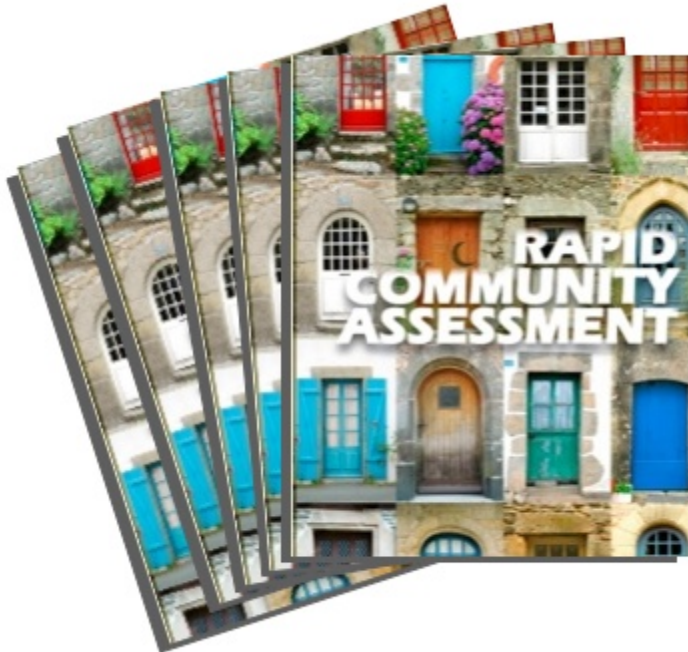
## Two Approaches

- Built upon traditional social work practice, Compassion by Design has developed two methods for needs assessment
  - Brief 5 steps includes creating asset maps
  - Expanded- 8 steps includes focus groups
- Approaches are designed for use by volunteers and non-professional leaders





# Two Approaches



Available at [www.compassionbydesign.org](http://www.compassionbydesign.org)

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# Significant Outcome





# Needs for Funding Support

Careful planning can help churches to make one of two choices:

- 1) To support existing community programs with their resources and volunteers
- 2) To fill service gaps with well designed services of their own



# Needs for Funding Support

Careful planning can help churches to make one of two choices:

- 1) To support existing community programs with their resources and volunteers

*Without careful planning, churches are likely to engage with support for services that they will not sustain over time because there is not a strong match with values and passion*





# Needs for Funding Support

Careful planning can help churches to make one of two choices:

- 1) To support existing community programs with their resources and volunteers

*Without guidance, churches sometimes recreate existing services because they don't even know they exist*



# Needs for Funding Support

Careful planning can help churches to make one of two choices:

- 2) When churches do choose to launch new services, they need guidance to rise above the mythology that they can do anything well, and that they don't need to learn from what others (including non-Christians) have done in this area.



# Needs for Funding Support

Well planned services also need well planned funding support. While some of the largest relief agencies in the world are operated as Christian Mission, this is not nearly so prevalent with domestic programs.

*Clear service models also need strong resource engines that don't rely solely on the offering plate.*



## Funding Support

- Diversified Funding Models always include
  - Multiple and diverse funding streams that are identified in advance and executed with the same care as the service programs
  - Most churches are used to living within the confines of what the offering will support, community service needs will take them far beyond this capacity.





## Funding Support

- Is funding in the non profit sector competitive?
  - One community organization that I interviewed had 5 full time grant writers
  - One international Christian group with a very recognizable name had only \$8,000 per year to invest in the same.



# What advantage do we have?

- What advantage do Christ centered service organizations have in building funding?
  - Mission
  - Connection to the largest US funding base
- What is their primary disadvantage?
  - Lack of infrastructure to ask and solicit
  - Segmentation and Silos



## Most effective grant approach?

1. Since Christian groups are competing with well funded and sophisticated organizations, we teach them to use a *team approach* to grant development.
2. This approach allows them to leverage both professional grant writers and volunteers



## Most effective grant approach?

1. A team approach allows enough resource to be invested in the grant process that success is more likely

Example: Capital Area Christian Church, Harrisburg- Team approach to raise funds for an accessible playground- raise about \$800,000 over a year.



## Most effective grant approach?

1. In a grant team, there is ample room for professionals who can lend their expertise to guide program development, evaluation models and appropriate cooperation on a paid or volunteer basis.
2. We recommend planning to submit 10 grants for every one they need, at first.



# Materials



How does a grant team Operate?

1. Well defined roles
2. Rhythm of activity
3. Accountability
4. Strong Connect to Ministry values
5. Blended skills

Social Worker Role:  
Writing, program design,  
evaluation, collaboration

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