

# Our Savior's Lutheran Church (OSLC) 2016 Evangelism Team Action Plan



## Vision

The Gospel is our passion. OSLC is our family. The world is our mission field. We pray our actions may lead others to seek to know God's love and word and believe in the Good News of Jesus' life, death on the cross for the sins of the world, and His resurrection, securing eternal life for those who believe in His name.

### *What does this mean for 2016?*

Our team will help support individual and congregational growth by beginning to build a culture where OSLC members are expected, inspired, and equipped to bear witness to God's love and grace in Christ, through words, means, and actions in their daily lives.



## Mission

To share God's love and grace and minister to others by loving, serving, and proclaiming the Good News.

### *What does this mean for 2016?*

Our team will involve and support members in proclaiming God's love and grace by helping them to reach out and invite others to celebrate and worship Christ at OSLC and to assist the leadership team in making OSLC a community where truly, "all are welcome."



## Strategies

- Broaden OSLC fellowship opportunities
- Leverage technology to communicate, educate, inspire, engage, and equip
- Provide educational programs for members and leadership
- Identify/create opportunities and tools to help members bear witness
- Review/expand/design systems and programs supporting OSLC as a community where guests might arrive as strangers but leave as friends
- Develop, measure, and communicate relevant metrics to track progress/drive change
- Have fun, learn from mistakes, and encourage one another to grow in faith
- Cooperate with other OSLC teams, our synod, and other congregations, communities, and networks doing God's work in the world.



## Objectives

- Increase Total OSLC Facebook Page Likes by 225%
- Expand OSLC use of Facebook Events by 400%
- Increase team membership by 1-2 members
- Improve team member participation
- Communicate better – between meetings and with members and other OSLC Teams.



## Crucial Work

- Read and Discuss **The Agile Church – Spirit-Led Innovation in an Uncertain Age** by Dwight J. Zscheile
- Improve event promotion through the use of invites, custom postcards, personal invitations, banners and other outdoor signage, Narthex displays, OSLC website, FaceBook Events Pages, and online sign-ups
- Develop quarterly small group\* fellowship opportunities
- Hold two workshops for leaders and the membership: "How to Promote Your Event Online" and "How to Write a Press Release"
- Produce 'Witness Wednesdays' for the OSLC Facebook Page and create 52 posts, with post one published on Wednesday, January 6
- Review rochesterosl.org, with the goal of improving the user experience to draw site guests into fellowship and faith. Report Review results to the Leadership Council in July, 2016.

## Our Prayer

Heart of the Nations, **may our actions help lead others to faith in Christ Jesus and support our congregation's efforts to minister to others by loving, serving, and sharing Your Good News. Amen.**

\*Small groups are a proven way for people to connect.