

# The Well



Drink Life.

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### New Ministry Proposal for St. Giles Kingsway

#### **Objective :**

Create an additional Sunday morning ministry designed to encourage the attendance of the 'unchurched' in our community.

#### **Biblical Impetus (WHY should we do this?):**

- ❖ The teaching of Jesus (particularly His parables) reveal how 'lost' people matter to God. Accordingly, Jesus commands His followers to *pursue* those who are not living in relationship to Him (Lk. 15, Mt. 28:19, 20)
- ❖ Jesus promises growth and progress for His Church (Mt. 16:18) and so the Church must plan and strategize in anticipation of this new growth.

#### **Local Impetus:**

- ❖ Over the last 10 years there has been a gradual decline in attendance at Sunday services at St. Giles Kingsway (SGK)
- ❖ While there is evidence that SGK is regularly attracting new people to our Sunday service, there is little evidence to suggest that we are attracting folks from the unchurched population
- ❖ There is an identifiable demographic missing from SGK – individuals between the age of 15 and 35

#### **Marks of this proposed ministry:**

- ❖ **Worship** content that is **VIBRANT** and **RELEVANT** to the <sup>1</sup>target demographic (15 to 35)

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<sup>1</sup> The target demographic is named in this proposal to a) identify whom we are largely missing on Sunday morning and b) to focus our strategy to attract the unchurched. This ministry hopes and expects to attract people from every age group.

- ❖ **Worship** content that is **FAITHFUL** to the biblical testimony and **CHRIST-CENTRED** in its emphasis
- ❖ An **environment** that is **IRRESISTIBLE** in terms of how it welcomes visitors and promotes a community atmosphere
- ❖ To this end, the **environment** will be **INFORMAL, INCLUSIVE,** and **FRIENDLY**
- ❖ A **children's ministry** that is **VIBRANT, AGE-APPROPRIATE,** and **SAFE**
- ❖ A **children's ministry** that is **FAITHFUL** in teaching Jesus Christ as revealed in the Scriptures
- ❖ Constantly communicating and fostering a spirit that is **OUTREACHING**
- ❖ **Leadership** that meets regularly to **STRATEGIZE, STUDY** (Scripture), and **PRAY** together
- ❖ **Leadership** that aims to **SERVE, EQUIP,** and **ENCOURAGE** one another

### **The Nuts & Bolts:**

#### ***Worship***

- ❖ Music style that is congruent with what the target demographic is already listening to
- ❖ Messages that are rooted in Scripture that employ a vocabulary readily understood by the target demographic
- ❖ Messages that are intended to encourage unbelievers to become committed followers of Christ
- ❖ Messages that are designed to communicate that true satisfaction and purpose comes from following Christ
- ❖ The service will seek to sensibly integrate relevant and engaging video content to introduce and affirm the themes taught in the message. Sources for the multimedia content will include: [www.sermonspice.com](http://www.sermonspice.com) & [www.highwayvideo.com](http://www.highwayvideo.com)

#### ***The Environment***

- ❖ The location for this ministry will be the SGK Sports Hall
  - ❖ The main entrance will be through the Courtyard
  - ❖ The raised platform/stage/chancel will be the location for the musical equipment (i.e. drums, amplifiers, keyboard, etc)
  - ❖ A retractable screen and projector will be employed for music lyrics, announcements, Scripture references, and multimedia content
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- ❖ The message will be delivered from the floor, just in front of the raised platform (a pulpit will not be used)
- ❖ Stackable chairs will be used to provide flexible seating arrangements
- ❖ Coffee time will follow the service at the back of the Sports Hall
- ❖ The children's ministry will use the Auditorium, and the Holyrood, Roslin, and Adamson rooms
- ❖ To best promote a friendly and welcoming environment there will be:
  - Parking lot attendants
  - Outside entrance greeters
  - Inside entrance greeters
  - Children's ministry greeters (responsible for escorting parents/children to the nursery and Sunday School classrooms)
- ❖ Ministry leaders (musicians, preacher, greeters) will be in casual to business-casual dress (i.e. no ties, no clerical collar or robes)

### ***Outreach***

- ❖ We will constantly emphasize the importance/need to <sup>2</sup>invite your friends to Sunday morning service
- ❖ We will produce and provide members/leaders with professional-looking invitations to help in this regard
- ❖ We will strategically make use of internet utilities like *facebook* ([www.facebook.com](http://www.facebook.com)) and *WordPress* ( [www.wordpress.com](http://www.wordpress.com) ; [www.reformedtheology.ca](http://www.reformedtheology.ca) ) to more widely publicize this ministry

### ***Leadership***

- ❖ Those desiring to offer leadership for this ministry will meet weekly in the MacPhail home for a time of planning, studying Scripture, and prayer.
- ❖ Not only will this be a time to serve, equip, and encourage one another, but this will also be a time to discern how small group, mid-week, ministry can meaningfully be expanded.

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<sup>2</sup> Andy Stanley writes: "Our surveys indicate that 98% of the people who attend our services showed up for the first time because someone invited them. If you have a service that is creative, relevant, and exciting to attend, people will invite their friends" (Stanley, *Can We Do That?*, 8).

### **The 'God Factor'**

I believe that the most well reasoned and well executed ministry plan will ultimately fail if the Lord is not behind it. More than anything else, this ministry proposal requires the Lord's favour if it is to have any measure of success. I reckon that the words of the Psalmist apply here: "Unless the Lord builds the house, its builders labour in vain. Unless the Lord watches over the city, the watchmen stand guard in vain" (Ps. 127:1). While I intend to be meticulous in my planning, I will not for a moment depend upon my planning for success—"Trust in the Lord with all your heart and lean not on your own understanding; in all your ways acknowledge Him, and He will make straight your paths" (Prov. 3:5, 6). I am acutely aware of the fact that "apart from Me you can do nothing" (Jn. 15:5). Accordingly, this ministry will depend upon the constant prayer of godly leaders.

### **Investing In Lives**

With every new ministry proposal comes the question of finances—what will this cost? I concede there might be someone reading this proposal who is thinking, 'We can't afford this. The cost is too much.' I do not want to diminish the importance of financial prudence when I say, 'We can't afford *not* to do this.' What is at stake—our ability to reach the huge population of unchurched people in our community—is too important to allow money to have the swing vote. Moreover, I expect that any short term cost will eventually be overwhelmed by long term gain. When we begin to see the unchurched and their children show up, as we begin to see lives transformed by the power of Christ, and as we witness our congregation grow, I am confident that thoughts about 'cost' will drift into the background. This is *an investment in human lives* which, Lord willing, should produce incalculable dividends.

### **St. Giles Kingsway Presbyterian Church: 2013**

I have always wished I could see into the future. I also wish I could assure you that this plan will most definitely work. Unfortunately, (or fortunately!), I can't control the outcome. If this proposal receives the 'green light' from Session, I can only promise my ongoing planning, prayer, and careful attention to this ministry. The prospect of failure is not enough to deter me. The stakes are too high, the opportunity too massive, and the potential for kingdom advancement is too compelling to do otherwise.

We have been uniquely positioned to make a difference. We have the resources (Divine, human, financial, facility) to make a difference. And we worship a God for whom nothing is too difficult.

I sincerely believe that we are standing on the brink of something very, very, special. We can play a huge part in what God is planning to do in Central Etobicoke. We can have front row seats as lives are irrevocably transformed into the likeness of Christ. What a blessing this could be!

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### Our Need

**The Well** is a *proposal* and will only launch if there is adequate support. Accordingly, we needed a way to measure the congregation's appetite to get behind such an initiative. It was determined that the best way to gauge the support for **The Well** was through the use of *pledge forms*. The pledge form below is your opportunity to communicate to the Session of St. Giles Kingsway that you regard the implementation of this ministry proposal as being vital to the long-term health and growth of our congregation.

As we invite you to pledge your support for this ministry, we are mindful of our ongoing need to adequately support the 2008 General Budget of St. Giles Kingsway. We would like to discourage pledging to **The Well** funds that would otherwise be directed towards meeting the ministry needs reflected in the 2008 General Budget. *Our hope then, is that your pledge below would represent what you would be willing to contribute to **The Well**, over and above your planned offering to the General Budget of St. Giles Kingsway.* Thank-you, in advance, for your prayerful consideration.

### Your Pledge

Your Name: \_\_\_\_\_

> CHECK AS MANY BOXES THAT APPLY

- I would like to communicate my enthusiastic support for the proposed ministry of **The Well**, and to this end I would like to pledge the sum of \_\_\_\_\_ that I plan to provide immediately to cover the upfront launch costs of this ministry.
- I would like to communicate my enthusiastic support for the proposed ministry of **The Well**, and to this end I would like to pledge the sum of \_\_\_\_\_. I will make every effort to fulfill this pledge in the time between when this ministry initiative is approved and December 31, 2008.
- I would like to communicate my enthusiastic support for the proposed ministry of **The Well**, however, at this time I am unable to pledge my financial support.
- I promise to pray for **The Well** and those associated with this ministry.
- I intend to actively spread the message of **The Well** in the community and will 'host' the individuals that I have invited to attend.
- I am willing to volunteer my time in support of **The Well**.

Your Signature: \_\_\_\_\_

*Please return your completed pledge form by March 1, 2008 to:*  
**St. Giles Kingsway Presbyterian Church**  
***Attention: Ruth Tomlinson***  
**15 Lambeth Rd., Toronto, ON M9A 2Y6**