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> **MARKETING
AGAINST THE
GRAIN.**

Marketing strategies
any church can use.



**ALL
ABOUT
CHURCH
CULTURE**

**THIS TEAM
OF CHURCH
PLANTERS
IS TAKING
THE GREAT
COMMISSION
VERY
SERIOUSLY.**

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invited

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IMPACT MISSIONS 5K RUN/WALK
IMPACT MISSIONS DAY
KID AND TEEN IMPACT NIGHTS



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FOR MORE INFORMATION
ABOUT SUMMERFEST.

friday night
Joe Skiles
National Youth Director
Pentecostal Church of God



saturday night
Jeanne Mayo
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Youth Leader's Coach



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- Skills for effective communication
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In addition, each degree program will include specific outcomes deemed essential to that program.

THE CHRISTIAN MINISTRY BA DEGREE INCLUDES THE FOLLOWING CONCENTRATIONS:

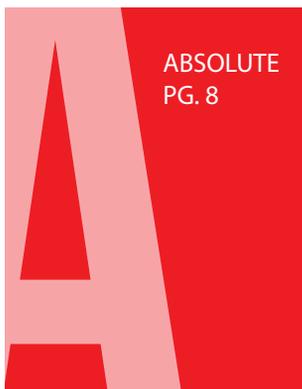
- Pastoral Ministry
- Student Ministry
- Intercultural Ministry
- Biblical Studies
- Discipleship Ministry
- Worship Ministry
- Administration and Leadership



**WE ARE
COMMITTED TO
DEVELOPING
WORLD-CHANGING
PENTECOSTAL
LEADERS FOR THE
21ST CENTURY.**



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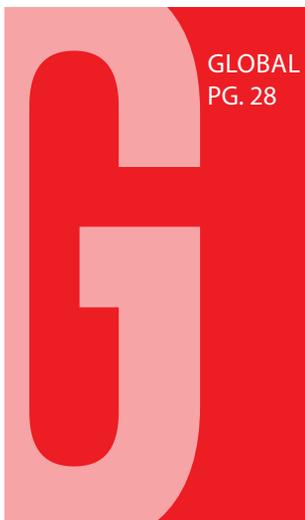
ABSOLUTE
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CONNECTED
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IN THIS ISSUE

This issue of *Pentecostal Messenger* focuses on the very broad topic of Church Culture. Our goal was to highlight modern day Church activities/practices, such as: Multi-site Churches, Church Planting, Technology, and Multi-Services, to list a few.

The articles, ideas, and stories in this issue will hopefully serve as an inspiration to church leaders and lay leaders alike, regardless of the size, style, or demographic of your church. Together we learn, inspire one another, and become better leaders to fulfill the call of God on our lives.

—PM

UPCOMING EVENTS

June
1

JUNE 1, 2013:
 General Convention rates go up. Register at gc.pcg.org

June
26

JUNE 26—JULY 2, 2013:
 General Convention

July
22

JULY 22—28, 2013:
 United Kingdom PCG Convention

August
11

AUGUST 11-20, 2013:
 Impact Missions Adventures Brazil.
www.impactym.com

GENERAL CONVENTION SCHEDULE

FRIDAY (6.28):

8 AM-2 PM Cecil Pool Memorial Golf Tournament
 Summerfest
 All Day General Convention Service
 7 AM Breakout Sessions
 essential value: CONNECTED

1 PM Honor Luncheon
 7 PM General Convention Service
 essential value: GLOBAL
 9 PM MC Reception

SATURDAY (6.29):

8 AM Impact Arlington
 5K Family Run/Walk
 12 PM Global Missions Luncheon
 2 PM-4 PM Breakout Sessions
 7 PM General Convention Service
 essential value: RELEVANT

MONDAY (7.1):

7 AM King's Men Breakfast
 9 AM GC Business
 12 PM Women's Luncheon
 2 PM GC Business
 5 PM DYD Alumni Dinner
 7 PM GC Business

SUNDAY (6.30):

9 AM Memorial Service
 10 AM General Convention Service
 essential value: ABSOLUTE

TUESDAY (7.2):

9 AM GC Business
 9 AM PK Day
 2 PM GC Business
 7 PM GC Business (as needed)

DUPLEX FOR STRUGGLING MOTHERS



A Madisonville pastor's vision has come to light through the contributions and handy work of his church members. The work started a year ago behind Life Christian Center on Princeton Road to build a duplex with the purpose of housing struggling mothers.

Dr. Pat Wilson, pastor of the church, said his congregation had a heart for the project in lending a helping hand to others.

"The work was solely done by church members, who gave generously" he said, with a cheerful voice. "The purpose is to help a mother with children who is basically homeless and living with family members or friends."

Each housing unit of 1,300 square feet has three bedrooms, a living room, kitchen, two full baths and is fully furnished. Floor plans are based on those used by Habitat for Humanity, with a few modifications, the pastor said.

Several church members were busy last Saturday hanging blinds and doors. After Palm Sunday church services, the group of 250 gathered at the site for a dedication, then several toured the finished project.

"I'm glad it's finished," said associate pastor Jonathan Kincaid, adding there are a few odds and ends to complete on the outside of the duplex. "The next step will be the application process."

Two women serving on the duplex committee will handle applications for housing assistance and conduct the interviews, the pastors said. Drug testing and a background check are also required in the process.

"It's really for those wanting to get their lives together — not a spot to remain wild," Wilson said. "There will be no alcohol, drugs or tobacco products allowed on the premises, and all guests will have to register with the office."

No out-of-pocket expense is required of successful candidates, he said. Housing, including electricity and water, is free for a woman with up to three children for a year.

"If they're making good progress, that can be extended," Wilson said. "It's a hand-up program."

With the help of Madisonville Community College, church officials said they will offer

assistance to women in obtaining a GED, in addition to job training and placement if needed. Day care will also be available at no cost for the families at the church.

Those living in the duplex are not required to be church members, but the pastor said he expects them to attend church at least on Sunday morning.

Christian Center business manager Marsha Dunn said the building project has been a long process and the committee is excited about starting the interview process and placing women in the duplex.

"We hope it will be a blessing to the families who live here," she said. "The pastor has had this vision for quite a while now and we're going to get to see it come to pass."

Applications may be picked up in Life Christian Center's office at 721 Princeton Road, from 9 a.m. to 4 p.m. during weekdays.

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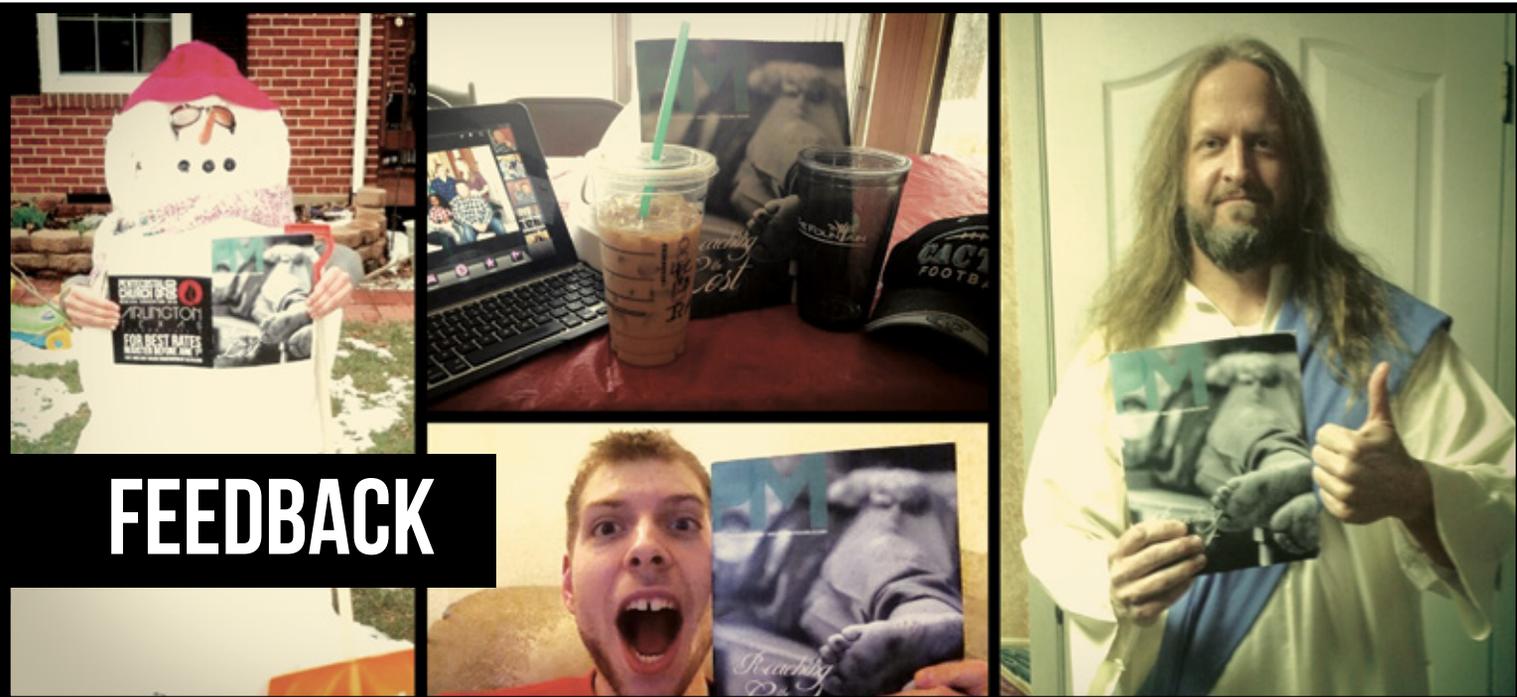
*Author(s): Doreen Dennis
Messenger Staff Writer Ddennis@
themessenger.Com Date: March 31,
2013 Section: Local News*

RACE 2 RESCUE

More than 1,000 participants, volunteers, and spectators came out to participate in Rescue Her's first annual Race2Rescue held on March 2, 2013 in Grapevine, TX. The event helped raise \$39,000 towards opening a safe house for underage victims of sex trafficking in India. Rescue Her is a non-profit charity that exists to fight human trafficking, founded by Josie Carignan. Josie's husband, Brad, is a credentialed minister with the PCG, and together they pastor New Life Family Church in Euless, TX. Find out more about Rescue Her at www.rescueher.org



Runners as they cross the finish line at Race 2 Rescue



FEEDBACK

@AJ_52 @pcgmessenger Got the #NEWpm in the mail yesterday!

@PastorRoyE @pcgmessenger love the new look! Stylin! Great job!

@alishalawrence @pcgmessenger Check out the new PM! The PCG's Communication Department rocks #browniepoints #NEWpm

@rdavis1216 @pcgmessenger Enjoying the new PM! Thanks for the hard work.

@JawboneDigital @pcgmessenger New mag is great. I'm half through and gaining. Smaller size is a win for sure!

@kevinmayfield Glad the bulky square phase is over. New PM looks great. @pcgmessenger

@JonRhinehart @pcgmessenger I like the #NEWpm !!!! Great Job!!!

@jonj8368 2 The #NEWpm: An integral part of a very active, full life. @pcgmessenger

Hello, I just got my NEW Pentecostal Messenger and I wanted to tell you Thanks, I love the size. Hope later copies have the words, "Pentecostal Messenger" on the cover". I nearly threw it away not knowing it was The Messenger. I wrote you when I got your first copy of the bigger magazine and said I didn't like it, so think I should tell you I DO like the smaller size. Thanks. —**Wanda Weaver**

Please put the obituaries back in the magazine. —**Anonymous**

PM: As previously communicated in our PCG NOW publication, starting in 2013 all obituaries will now be published in a special edition Pentecostal Messenger. This special edition will be published once a year and will contain all of the obituary notices for all PCG ministers that have passed away the previous year. This change will allow us to be more efficient in the publication of obituaries, strive to give more honor and focus to those who have passed and create a nice memorial piece for loved ones to have. A preview of this special edition memorial Pentecostal Messenger will be available during the Sunday Morning Memorial Service of the 2013 General Convention. 📧

Pentecostal Messenger Wants your feed back! Email us: communications@pcg.org Tweet us: @pcgmessenger or Facebook us: [facebook.com/pentecostalmessenger](https://www.facebook.com/pentecostalmessenger)

THE TOOLBOX



Today it sits alone. Mostly it is used to hold the weight of more important items that are needed on a regular basis. Occasionally it is opened in search of an obscure implement known to exist but seen only on rare occasions. It holds no real monetary value or material worth. It's my stepdad's toolbox.

Newer storage systems have replaced the old metal clunker. The new containers are shiny, well planned and ergonomically strategic. They have a place for everything. No longer are the tools just tossed in a tray and laid in the chest; there is a method for tool storage. Toolboxes have gone high-tech.

Effective Church ministry requires tools. From website to nursery, from parking lot to media presentations, from first impressions to lasting impressions, from seating arrangements to event planning, the healthy local church requires multiple tools to reach all people groups. Sitting in the Sunday morning service are newcomers, participants, engaged members, and all-star servant-leaders. Pastors must reach into the toolbox and locate a tool to craft something for everyone. The message must inspire, educate, motivate, and bring everyone closer to Jesus. It takes a full toolbox to do that Sunday after Sunday.

Data shows that the newcomer is most likely to visit a church via an initial visit to the church website. In 2009, roughly 40 percent of visits to church websites came from newcomers. In 2012 the number increased to 91 percent (State of the Church, 2012. Monk Development. www.monkdevelopment.com/mediafiles/2012-state-of-the-church-online-v1.pdf). Research shows that people make choices about what church to visit based on preference rather than a denomination (State of the Church, 2012. Monk Development. www.monkdevelopment.com/mediafiles/2012-state-of-the-church-online-v1.pdf).

The Church toolbox in 2013 must be mobile. The communication culture has moved past the desktop computer to the mobile device. People want to find your church location on a mobile site with directions that are easy to read.

Activities and events that provide fellowship and social networking are important devices in the Church toolbox. Discipleship, evangelism, and worship all connected to an anointed biblical message are

foundational to build a healthy church. Printed bulletins, email newsletters, postcards, and mailers all go in the toolbox. Twitter and Facebook must be essential instruments.

There are so many tools to fit in the toolbox. Just taking care of the tools can become a full-time job. The focus can become taking care of the tools, polishing the tools, sharpening the tools, and admiring the vast array of tools.

Then, one old toolbox is ignored.

There remains one necessary tool that requires its own "box."
PRAYER.

Prayer is the toolbox that holds all the others in place. Without it, they all fall apart.

Once in awhile I open my stepdad's old toolbox. I think about the times we worked on pipes, fiddled with the car, got a little greasy, and worked on a project. We were closest when we were working out of that toolbox. We were happiest when we were using that toolbox. We were more productive when using that toolbox. We saw a lot of things happen when we used that toolbox. We even saw things eye to eye. 📺

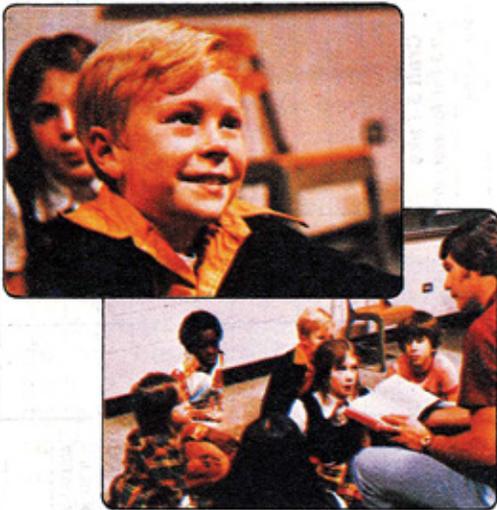
Charles Scott is the General Bishop of the Pentecostal Church of God and author of the book *Storms Don't Bother Me*. Follow him on Twitter @generalbishop.

A LOOK INTO THE PAST

We believe in the biblical principle of honor. As we move forward in the area of publications, we celebrate the heritage of the *PM*. Below is a glimpse into our past from April 1977.

NUMEROUS USES FOUND FOR COLOR SLIDES

*See this
inspiring
color filmstrip*



Because I Believe

One of the most effective ways to promote Vacation Bible School within your church is to show the new Standard filmstrip to your entire congregation. The filmstrip is forcefully inspiring. *Because I Believe*, in full color with recorded narration, dramatically demonstrates how VBS proclaims the good news of Jesus, brings new people into the church, wins souls to Christ, and strengthens community bonds.

Because I Believe also presents the all-new 1977 Standard VBS course, making it an ideal method for recruiting and training your staff.

Contact your supplier as early as possible to reserve *Because I Believe* for showings to your congregation and staff. It's FREE for your use when returned as agreed (see order form on back of this circular).

Georgetown, Texas — Don Brown, a former full-time preacher, now works with the Georgetown Church and assists churches nationwide in their educational programs. In his multiple duties, Brown uses projected color slides to great advantage in numerous ways.

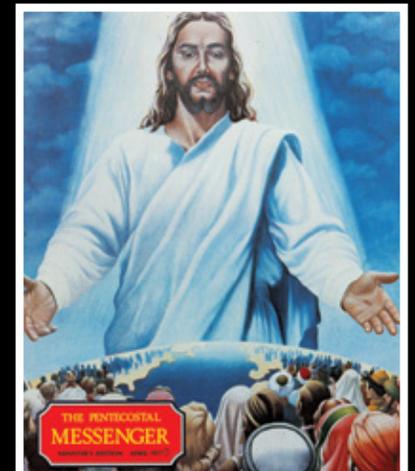
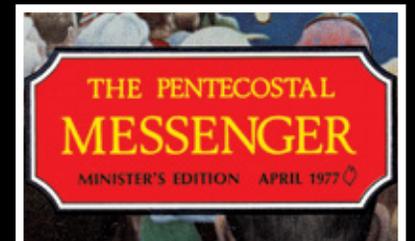
Calls from many congregations fill the time Mr. Brown can give to the preaching phase of his ministry. He uses color slides in his preaching work on Sundays (both services), Wednesdays and gospel meetings. But he does not at all limit the effective use of slides to his preaching.

"There are many advantages other than pulpit preaching in using the slides," he said. "I have used them frequently in Bible classes, home Bible studies, youth rallies, teacher training classes and youth devotionals. I heartily recommend the utilization of the slides in these ways and encourage preachers, especially young men, to use their imagination in the use of this excellent media."

As a teacher trainer and expert in church educational programs, Brown has solid reasons for his continual use of color slides.

He stated, "Statistical studies show that after three days we remember 65 per cent of what we hear and see, as opposed to only 10 per cent of what we hear alone. To be more effective," Brown continued, "we should take advantage of more use of visuals in our ministry."

Brown's work with his home congregation consists mainly of teaching classes and leading the young peoples' work. He makes full use of the large 8-foot square screen owned by the Georgetown church. Brown's basic set of slides for his work is the New Testament text on color slides, a part of the Bible Slides Library produced by Gospel Services, Inc., P.O. Box 12302, Houston, Texas 77017



WHAT IS GOD?

“TRADITIONALIST OR UNCONVENTIONAL”



In Isaiah 28:21 it references God as doing “His work . . . His strange work” and bringing “to pass His act . . . His strange act.” The Scripture reveals time and time again God using the UNCONVENTIONAL (eccentric, odd, peculiar, radical, unorthodox, individualistic) approach to accomplish HIS purpose. Now keep in mind, Christ only did what He saw the Father do. He was as unconventional in doing His work as the Father was. We must not forget God’s Word in Isaiah 46:10 that says, “I will do all that I please” (NIV). The

fact is, we must be careful about saying “God would never do that.” When we make that statement, we’re elevating ourselves to the same level of knowledge as God. The truth is, God is not going to be limited to operate within borders or a paradigm established for Him by you or me.

Sometimes I think our maturity causes us to think too highly of our knowledge of God. We feel we know God, how He operates, how He thinks, what He would or would not do. Then when God steps outside our understanding, we reject it, because we’ve never known God to work like that. Change is almost always seen as negative while perpetuating one’s ideas of how God works is interpreted as “stability.” When we confine ourselves to a certain paradigm, its structure of tradition can easily rob us of who God really is and what He can do. This is why we must guard against perpetuating (maintaining, preserving) our current idea of how God will manifest Himself.

As it was in Christ’s day, so it is today. We still struggle sometimes with individuals and churches who operate outside the paradigm of our safety zone. You know, they do things differently, the unconventional way. In our General Bylaws it states under Article Two, “Purpose and Prerogative,” page 24, paragraph 3: “To promote freedom of worship and liberty of expression . . .” By this we are saying, go forth, do what God is telling you to do. However, I’m not sure we really want them to have the liberty we say they can have. The styles of worship over the years has been the subject of great controversy—controversy about using overhead projectors to singing songs from the Book of Psalms. In my first church I approached the deacon who led the services about moving the special songs to just before I ministered. I was called on

the carpet and accused of not loving the people. What was the problem? It was the culture of the church or the tradition established by the founders of that church. When I chose to break tradition, I became a threat to them.

Since moving to Bedford, Texas I’ve visited a variety of churches with distinct differences, yet I felt God in each of them. Do I prefer one to another one? Sure. But that doesn’t make one church better than another. My liking or not liking one has to do with the culture of the church I feel comfortable in. It’s like the old saying, “Different strokes for different folks.” I just imagine God could care less about how we build a church or the programs we use. What God is interested in is: are we promoting godly living? Is what we are doing honoring God? Are we building spiritually healthy members? Is the Administrator of our church, the Holy Spirit, given the liberty in our services? Are we reaching the lost for Christ? Are we remaining true to the doctrine and tenets of the faith? Let’s not judge, but rather give people the green light to be who they are and to follow God, even if it means being unconventional in their methods. 

Loyd Naten is the General Secretary of the Pentecostal Church of God.

THE INAUGURAL PCG UNITED KINGDOM CONVENTION

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DATES: JULY 22–28, 2013

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DON'T WAIT CALL NOW!





Three Ways
YOUR CHURCH CAN USE
Google+

BY JUSTIN LATHROP

When Google+ first launched in June 2011, many people rushed to set up an account—but it didn't really catch on as quickly as expected. However, over the past few months, there has been more and more buzz around the social platform. Thought-leaders like Guy Kawasaki and Chris Brogan, who were the first ones to rave about Twitter, are spending a lot of time on Google+ and are saying the same things about Google+ that they were saying about Twitter in 2006. For that reason alone, it's worth exploring.

Another reason I'm encouraging you to check out Google+ is because churches are notorious for being the last to adopt new technology or ideas. If we can find ways to use Google+ to connect with members now, we become the trendsetters. Most churches are just now getting the hang of Facebook and Twitter, but it would be a great time to start experimenting with Google+.

After spending some time on Google+, I've found three practical ways your church can use it to enhance communication, enrich discipleship, and improve some of the processes and systems within your church.

1. GOOGLE+ HANGOUTS

One of my favorite features on Google+ is the hangout feature. I've even used it instead of Skype for some meetings.

Here are just a few ideas on how your church can use Google+ Hangouts:

- Multisite churches can use it to host campus pastor meetings
- Stream a Bible study session or sermon and then post it directly to YouTube
- Use it to create interactive counseling sessions
- Have interactive Bible studies or ministry meetings that can also be recorded for record-keeping purposes
- Broadcast special events such as conference previews, webinars, and online trainings

2. GOOGLE + COMMUNITIES

Google+ Communities are an obvious way for churches to use Google+. Similar to Facebook groups, this feature allows you to create a public group that people can join and use to interact with other church members.

This could be a great way for people to connect and share thoughts and prayer requests. You can also use it to create sub-groups for your other ministries (i.e., a circle for children's ministry volunteers, men's ministry leaders, etc.).

3. GOOGLE DRIVE INTEGRATION

This is another great feature of Google+—it's been integrated with many of Google's other tools. For example, by using the Google Docs integration feature within your Google+ Community, you can improve your registration or sign-up processes. Members can sign up or register for events through Google+ with Google Forms. This is a great resource for churches that aren't using a church management system for sign up or registration.

I think it's important for churches to continually look for innovative or new techniques to reach our world. By starting to use Google+ now, we can be on the forefront of this movement instead of lagging behind. ☑

Justin Lathrop creates and develops Kingdom connections for greater global impact. Learn more about his work at <http://JustinLathrop.com/>



>>>< MARKETING STRATEGIES ANY CHURCH CAN USE

MARKETING

AGAINST THE GRAIN

BY VALERI LEA

MARKETING

can often be an uncomfortable topic within faith-based organizations. However, the sole purpose of marketing is to change human behavior, which is the common purpose within ministry. So, it only makes sense for those in ministry to practice basic marketing principles to spread the Good News.

WRITING THE PLAN

Plan the work and then work the plan. Never skip the important step of mapping out your marketing plan. It is critical for you not only staying on track and on strategy, but for measurement of your activity as well. If nothing else, start simple and just focus on one part of your ministry that you're trying to grow.

• **WHO** are you trying to reach? Know your city or your target audience. Some of your tactics will differ depending on the demographics of your city. Useful sites to understand your demographics are:

- www.city-data.com
- www.quickfacts.census.gov

• **WHAT** are you trying to do? Beyond just winning souls . . .

- Increase participation in outreach programs?
- Increase attendance in youth programs?

• **HOW** will the activity you're going to do reach your objective?

• **WHY?**

- Are there no other churches taking this approach?
- Are you offering something nobody else can?
- Has the market been saturated yet?

• **MESSAGE:** What's the one thing you want them to remember?

- A good common practice in crafting your message is to imagine that you only get 30 seconds with your target audience, so what will you say that will change their behavior? What is the one thing you want them to remember about your conversation?

Once you've mapped out your plan, ensure that you adhere to these basic principles.

- Be SURE: Simple, Unexpected, Relevant, Engaging

- Everything counts because everything communicates. This not only includes what you say and do, but what you don't say and do. EVERYTHING counts.
- Perception is reality. Regardless of what you thought you communicated, what THEY thought you communicated IS what you communicated.
- Do Something! Don't let lack of knowledge (or lack of faith) keep you from launching your plan. You can learn how to do anything. There are tons of DIY sites out there. ehow is your friend. Look it up.
- Have a clear call-to-action for your target audience. In other words, be very clear on what you are asking them to do.
- Measure results. It's important that your call-to-action is something that you can measure, so you know if your plan worked or not.

TWO TYPES OF COMMUNICATION

Direct: The one-on-one communication. This is always done either in-person, on the phone, mail, email, text, etc.

Mass: One-to-many. This entails reaching people through PR or advertising, hosting events or being a part of events through affiliations, website or socially.

DIRECT COMMUNICATION

- You don't need permission for direct mail. Email, you do. There are lists online you can purchase.
- Assess how your audience consumes information. Make a guess if you have to. Just do something.
- Collect the right information from people and maintain a quality database. For example, if you have a young target audience, be sure to ask for email addresses on your visitor cards.

MASS COMMUNICATION

If your budget is tight, PSAs are free. Public radio and television stations are required to donate a certain amount of time to running Public Service Announcements (PSAs). PSAs are advertisements that announce community events, charity events, or support non-profit organizations. They are similar to press releases, but they are not as detailed.

EVENTS ARE A MUST. Choose the right one and get media involved if you can. It doesn't hurt to ask. This goes back to understanding your city and demographic, as well as establishing your objective.



VALERI LEA

Partner and head of account service at deep, an agency located in Springfield, Missouri, Valeri has 17 years of experience in marketing communications. She specializes in developing strategic marketing plans, executing large-scale integrated communication programs, applying behavioral insights to deliver innovative business solutions and launching successful new products to the marketplace.

For example, in an impoverished community, you could give away free breakfast. Do it at a local McDonald's or other fast food places. Choose a local radio station that reaches the demographic you're looking for and provide them with PSAs as well as an opportunity to cover the event via live remote. Radio stations dedicate so many hours each year on community events. It helps to build their brand. Offer them:

- Radio exclusivity on site
- An opportunity to display signage on site
- Their logos/links will be on your website and mentioned in your social media
- Give them your graphics for their e-newsletters and website
- Offer them someone (like the pastor) to do an on-air interview

In return, they'll want to know how many people you are expecting and the demographics, as well as how else you are communicating the event. They don't want to show up at an event that isn't well attended.

Consider collaborating with for-profit Christian organizations to build awareness about your church, like Christian bookstores, for example.

INTEGRATE YOUR COMMUNICATIONS

It's important for there to be consistency in messaging between the site and the vehicle (a specific channel or publication for carrying the advertising message to a target audience) you're communicating with. People will be confused if they see an ad or a direct mail and go to your site and they don't marry up with one another. Also, you need consistency in messaging in all of your vehicles at once so you get more "bang for your buck".

CLOSE THE LOOP

- Measurement is important
- Maintain a quality database
- Have a clear call-to-action
- Measure results
- Refine your plan
- Communicate again
- For example, if you send out a direct mail piece as just a general introduction to your women's ministry that you've started up, ask them to bring it in for a free t-shirt or free cup of coffee so you know 1) that the communication vehicle is effective and 2) that

your message (even the offer of free stuff) is compelling enough for them to act.

TIPS FOR YOUR WEBSITE

- Do NOT program your site using Adobe Flash. It prohibits users from visiting your site via iPad or smart phone.
- In that same note, make sure you program your site to be responsive for mobiles
- Content
 - Keep it very visual
 - Keep it fresh with Blogs
 - Videos are attractive to users
- User Experience (UX) – ensure it is easy to navigate. Do analytics on it and ensure that your top visited pages are front and center. (There's a Gateway Church example.)
- Collect information from your target audience every chance you get to aid in future communication.
- Make it easy for people to contact you— Live chat, Email, phone, etc.

GET FOUND

- Search Engine Marketing (SEM): spend money on Pay Per Click and Google Adwords
- Search Engine Optimization (SEO): the bigger you are, the easier you are to be found. When someone searches for something in Google, crawlers use those terms and go out and find sites that are applicable. How are you applicable? By using those terms on your site.
- Identify 10–20 key search terms. Think about what terms people would enter to find you and ensure they exist everywhere in writing—in the code of your website and in the content.
- Make sure that everything links together. The more links you create, the bigger you are. Link to your social media. If you have an external blog, link to that. Link to the district and national sites or other like-minded sites. When you write blogs on your site, be sure to include links to other relevant websites within your blogs.

SOCIAL MEDIA

Facebook is a good place to start...

1. Be sure that the tone/personality of your Facebook page reflects your church.
2. Content is "King" so don't reinvent the wheel by duplicating your church website on your

>>>< MARKETING STRATEGIES ANY CHURCH CAN USE
MARKETING
AGAINST
THE GRAIN
BY VALERI LEA

**IF
NOTHING
ELSE, START
SIMPLE AND JUST
FOCUS ON ONE PART
OF YOUR MINISTRY
THAT YOU'RE
TRYING TO
GROW.**

Facebook page. Don't just post info about the church, but relate to your audience on common topics of interest. Draw them into a conversation.

3. Comments spur conversation, so encourage engagement.
4. Keep it fresh: never let your Facebook page get stale; users expect constantly changing content.
5. We Have a Winner: utilize contests, drawings, and etc.
6. Leverage any visual assets you have: pictures, videos, etc. Your logo should be your avatar/profile picture so you're recognized.
7. Let Users Guide Content: be flexible in execution.
8. Set Engagement Goals: thank users when they help goals be reached; let the fans do marketing for you.
9. Start a Conversation: ask questions, show that your church is always listening.
10. Fans Only: Fan totals are the most transparent metric on Facebook, but not the only. Engagement is important as well.
11. Don't forget to implement an Influencer Strategy. Connect with other influential pages and you'll get exposure to their followers.

Facebook Frequency:

- Quality, not quantity, counts when publishing to your wall. Posting less often results in a 40% higher engagement rate compared with posting more than 3x/day and 5x/week.
- Best Times: Work time of 3 PM Wednesday and "off-work" hours of 8 PM-7 AM Wednesdays/Sundays (all ET).
- Format:
 - Ask questions: Generate more than double the amount of comments than non-question posts.
 - Fill in the blank: 9x more comments.
 - Post manually: FB algorithm doesn't look favorably on auto-posting and 3rd party publisher tools. When publisher tools are used, content had 61% less visibility than manual posts.
- Length:
 - Posts less than 80 characters in length receive 66% higher engagement than longer posts. More concise posts generate the most engagement. Only 5% of all retail brand wall posts are less than 40 characters in length, even though these receive 86% higher fan engagement.
- Be realistic:
 - Average engagement : 23% comments, 77% likes
 - Meaning that out of 100 posts, you will get 23 comments on average and 77 likes on average.

***Research from Buddy Media, social software. Analyzed user engagement of Facebook Wall Posts from 100 of the world's largest/most prestigious retail brands for 6 months in 2011.*

Twitter:

- Again, maintain the personality of the church
- Content should be more newsworthy than Facebook, because it's not an open forum for conversation.
 - Follow influential tweeters and comment on their posts.
 - Tweet and Retweet.
 - Play the hashtag game. Common topics. Goes viral. Also, helps you track popular trends.
- twitter.com/search – this site allows you to see what conversations are happening about a certain topic—it's important to listen to those conversations. Listening helps to craft your message.

Twitter Frequency:

- The five most-engaging brands tweeted 45 to 70 times per month, whereas the five least-engaging brands averaged 95 to 115 tweets per month.
- Best times: Tues/Wed/Thurs, 5-6 AM; 7-8 AM.
- Bit.ly (URL shortening service) suggests Mon-Thurs, 2 PM (so evidently before they check Facebook, they're on twitter!)
- Format:
 - Mix up tweets/retweets: Employ a mix of tweeting your own content and retweeting related content.
 - Keep it original. Don't duplicate content from FB or another source. Use the mediums differently.

***Source: Research from Yesmail, a company that makes email-marketing software, tracked and analyzed the Facebook, Twitter, YouTube, and email campaigns of leading retail brands during the first quarter of 2012. The brands studied include Abercrombie & Fitch, Gap, H&M, J. Crew, and Ann Taylor.*

SO WHAT IF YOU ASKED

Use free online survey tools to allow you to receive feedback from your audience: surveymonkey.com. Ask your congregation what they want communicated to them: when and how often. 📧

Shannon O'dell on

Breaking all the Rurals

An Interview about **Church Culture** in Rural America

Recently *Pentecostal Messenger* had the privilege to sit down with Pastor Shannon O'dell of Brand New Church and author of *Transforming Church in Rural America* (<http://www.breakingalltherurals.com>) to discuss his heart and vision for rural America. The following interview will discuss both the opportunities and the challenges of pastoring in rural America.

Tell us about the community in which Brand New Church is located.

Brand New Church is located in Bergman, Arkansas, population 407. There are currently about 20,000 residents in the county and the two



largest towns within that county have populations of 12,000 and 800. There are a lot of small communities. Our campus in Bergman is literally located across from six chicken houses.

How broad is the reach of BNC (Brand New Church)?

In April of 2013, BNC will celebrate 7 years of being in existence. We currently have 13 campuses, as well as an iCampus (Internet campus), and we currently broadcast 3 live services through our BNC app. The BNC app is the most effective piece of technology we use. We have 2600 people in attendance each weekend at our campuses, with an additional 400-600 viewers weekly on our iCampus and BNC app.

Share with us a little about what you mean by “Unwritten Rural Rules.”

The Unwritten Rural Rules are unspoken rules that many people have concerning rural America. Expanding from the original thoughts in my book, I'd say the number one Unwritten Rural Rule is that you have to have small vision or small mindedness. This type of mindset keeps leaders from abounding in rural America. Another Unwritten Rural Rule is that people are not called to rural America. For example, let's say you come out and say you are called to rural Africa, to a village of 88 people. Churches would send you, commission you, pay you, pray for you, and send you Dr. Pepper every month. But if you told them you were called to a small town of 88 in rural Arkansas, they would be left with a totally different impression. You would be called crazy, and it would be considered vocational suicide! However, what if God IS actually calling

people to be used in a place of obscurity? These are things that are unspoken and unwritten in ministry. Another Unwritten Rural Rule that exists is that people believe things have to be as they've always been and they should never change. However, God wants us to live and dream the Ephesians 3:20 dream, “exceedingly abundantly above all that we ask or think” (NKJV).

BNC is literally out in the middle of nowhere, yet you guys are so cutting edge. What is your response to the pastors and ministers who say “we don't have the money or funds for that?”

Excellence doesn't cost a lot of money. Excellence is just a matter of preparation. It doesn't cost a lot of money to communicate to a rural community that we have an expectation that God might show up at this service! Those are simple things. Paint is cheap. It doesn't cost much to ditch foam cups and get the nicer coffee cups with the little sleeve. That is a small example that costs only pennies extra. It costs little to keep the children's area cleaned and painted with fresh paint. Another easy upgrade is to spend a little extra and move your TVs into the 21st century! Get rid of the big nasty 500 pound square televisions; there are affordable flat screens available that will make everything look much nicer. Going to the next level doesn't cost much. Unfortunately

“We need to realize the goal isn't to benefit ourselves; it is to benefit the families who have not yet attended our church. We need to do everything we can to draw people and young families in.”

there are those that resist change saying “this is the way we have always done it.” We need to realize the goal isn't to benefit ourselves; it is to benefit the families who have not yet attended our church. We need to do everything we can to draw people and young families in. People are drawn to excellence and excellence glorifies God. Much of what we do at BNC is on a small budget. We make sure our restrooms are clean and the paper products are top quality. We want people who come to our church to know “We're ready for you; we have been waiting for you to get here!” We need to host those who attend our churches as if we were hosting them in our own homes.

In your book you make the statement: “We find church buildings on most street corners in small towns. The prairies are dotted with churches everywhere. But that is part of the problem.” Can you share a little more on that?

I believe the most church-ed and unchurch-ed place on the planet is rural America. People often think because their grandmother chartered the church or their family donated the pews, etc., that they will inherit their place in the kingdom of God. This is based on something that has nothing to do with a relationship with Jesus Christ. It’s like the quote, “Just because you enter a donkey in the Kentucky Derby doesn’t mean he’s going to win.” There has to be life change and relevance in the church in order for people to grow. Revelation 20 tells us the fruits of the labor will make declaration to our eternal inheritance. This is done through the work of Jesus Christ on the cross, not what we inherited from our family. Rural towns aren’t seeing a lot of life change. They aren’t thriving and seeing people hungry for the Word of God like they should be; many just exist.

What would you say to a rural pastor who feels like they are stuck?

The first thing I would ask him is, “Are you doing everything you can to meet with Jesus every day?” Secondly, if he is married, I would ask, “Are you passionately pursuing your own bride before you pursue God’s bride?” If pastors will grasp those two things it will exponentially grow their churches. You’ll never be able to grow a church just because you have a great building or just because you have a great sermon. A church grows because the Spirit of God is channeled and working through the pastor’s life. If he is married, then it will be channeled through the replication of Jesus’ passion for His Bride, the Church, in the pastor’s marriage. When God is high and lifted up, He will do the drawing. That is all the marketing you need. The last thing I would tell them to do if they want to see rapid growth is to go out and meet the needs of the poor. If you are in rural America, then you have poor people in your community.

My son came to me one day and asked me if he could cut the ends off of his shoes. I had no idea why he was asking this. He told me his friend Sean had the toes cut off of his shoes and he wanted to be able to run in P.E. like Sean. Then I realized it. Sean’s family couldn’t afford shoes, and the ones he had didn’t fit, so they cut the toes off so he could get his foot in them. So, I went to the school and spoke with the counselor. I asked her if there was a possibility that a second grade child needed new shoes. With tears in her eyes, she looked at me and said, “Yes, there is a



possibility that may be true.” I went to my team and said, “I know there isn’t much we can do because we don’t have a lot of money, but I think we can supply shoes for every impoverished kid in our area. We were able to get \$21.00 shoes for \$10.00, and we bought hundreds of pairs of shoes for the kids in our area. As soon as we did, the promise made in Isaiah 58 fell on us, and God became the breath of our ministry. He went before us and He guarded us at our back. Ever since we have begun to bless the last and the least, God has exponentially blessed us. We now have Mercy Malls that reach hundreds of families each month. We feed them, clothe them, provide child care, we have even put tires on cars. It was like God could not wait for us to get on board with His heart. There are desperate people all over rural America. We have to have a large vision to reach them. One of the greatest tools of the enemy is to shrink our vision. When we allow him to make us small-minded, then he keeps our ministries from being effective and flourishing the way God desires. But God wants to show up in those places of obscurity to reach the lost, the last, and the least.

What is the biggest challenge of pastoring in Rural America?

The biggest challenge is that in rural America everyone shops at the same Wal-Mart, attends the same school, and shows up at the same community events. When you as a pastor face betrayal, you still have to see the people that betrayed you on a consistent basis. But betrayal is just expected. Ed Young Jr. says, “When you’re great, people hate.” It’s almost a promise that if you love people, you’re going to be betrayed. When you live in a small community, betrayal is tough, because people gossip and word moves quickly. What may be a whisper in a large city is a megaphone in a small rural community. We have to realize that we are called to go through it and love people enough to risk being betrayed. Shadrach, Meshach, and Abednego didn’t escape the fire. God let them go into the fire to prove to them that they are fire proof. In the ministry you have to realize that you’re going to go through the fire.

What is the biggest opportunity of pastoring in Rural America?

The biggest opportunity is that the same “megaphone effect” of betrayal, gossip, and slander, could also be life change, inspiration, and evangelism. Because word moves quickly in rural communities, a positive message moves just as fast as a negative one! It is because of this that people in our community know where they can go if they need food, clothes, or to just be loved. Growth can happen very quickly in a small community, and when God does it in a small town, you know it’s Him. 📺

FATHER OF SOUL AND THE BAND



Soul. Sole: These words sound the same, but they have two different connotations. Soul, S-O-U-L, represents a human being. Sole, S-O-L-E, represents a base or foundation (from dictionary.com). For two words that represent two different things, they coexist with one another in relation to the Great Commission. When Jesus said, "Go and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit" (Matthew 28:19, NLT), He's saying, in summary, "Go win lost souls." To win souls we need to set a "sole" foundation in which we choose to live a life like Jesus.

Debuting in their first performance, I introduce you to Father Soul and the Band.

OK. You caught me. There is no such band known as Father Soul and the Band, but metaphorically speaking, we know them as Joe Skiles Sr. and his Band of Brothers: Bob Kelley, Tom Skiles, Mark Skiles, John Skiles, and Guy Provençal.



FROM LEFT TO RIGHT: TOM SKILES, JOE SKILES SR., JOHN SKILES, AND BOB KELLEY

For the past ten years, Pastor Joe Skiles Sr. of Solid Rock Family Church in Jefferson City, MO has been establishing a sole foundation for his church to plant churches where they need to be to win souls. Pastor Skiles: "I have never considered myself a church planter, but I was always interested in it to the degree that I wanted our ministry to do that."

Pastor Skiles has been the sole foundation (also known as the "mother church") for three established church plants: LifeRock Church in Columbia, MO (pastored by Bob and Debbie Kelley), SOS Church in St. Louis, MO (pastored by Tom and Darla Skiles), and Solid Rock at the Lake (pastored by Mark and Julie Skiles). In addition, the church has two church plants underway: one in Destin, FL (soon to be pastored by John and Sula Skiles), and the other in Tucson, AZ (soon to be pastored by Guy and Catherine Provencal).

Some pastors desire their leaders to go through a Church Planting Program before being released to go plant a church. "There's never been a particular program where we train church planters. I understand that way and the significance for it, but for me it's always been praying, asking God, and keeping it in front of the people who someday will plant the churches. For me it had to be the Who? Where? When?" explains Pastor Skiles.

All of the Church Plants Pastor Skiles has released have been God-given, where he becomes their Sole Father, the foundational church, to fully support what they are doing. It was Pastor Skiles' every intention to support his church-planting pastors financially and spiritually as they begin or began the process of planting their churches until they were fully established financially.

There is no right way to start a church plant. "We really don't have a

model; we just go with the individual. We begin to pray for when it is going to start, where we are going, and how much we can do. That's what they come to us with, and then we begin to pray and ask the Holy Spirit for direction. It's like when the Holy Spirit said to send Paul and Barnabus to different places. It's the Holy Spirit who leads the individual to plant a church, rather than a church-led program," stated Pastor Skiles. This is what Pastor Bob, Pastor Tom, Pastor Mark did and what Pastor John and Guy are beginning to do.

There is no question that church plants have had its number of success and failure stories. It all draws back to you, the leader, being called by the Holy Spirit to be a church planter to win lost souls, all with the support of your Sole Father. "All of the church plants mentioned are successes. They are doing awesome things and endeavoring to plant other churches." When you see success, you are inspired to do more. Pastor Skiles laid the foundation of church planting, and that seed took root and is growing in the church plants he supported to grow beyond themselves. A chain reaction has begun!

Each church plant is different. For these pastors they have all branched from the "mother church,"

Solid Rock Family Church. "Having that mother church is significant. Church plants have a high rate of success when a mother church is involved," explained Pastor Skiles. Church plants are something special. As they were founded on the foundation of their mother church, they are becoming a sole foundation as they begin to grow, raise leaders, and win souls through their ministry. The fruit of Pastor Skiles' support shows through the church plants he has helped establish. Pastor Tom now runs 500+ in attendance, Pastor Bob 200+, and Pastor Mark 100+, and they continue to grow.

"We're all in this together. You cannot have the mindset that 'this is my territory and you can't have anything in my territory.' If it's a God thing, it doesn't matter. You release people to do ministry. You can't control them, but you send them with God's blessings and with the Holy Spirit through wisdom and direction. When you train up a leader, you allow yourself to succeed in the areas where God puts you. Our involvement

world. There may come a day when an individual comes to you, the Sole Father, and tells you he/she have been called to plant a church. "Be open-minded to the Holy Spirit and open-minded to release people to go minister to the world. One of the biggest struggles for the PCG is releasing people to go do ministry," Pastor Skiles said. When you release someone to do ministry for God's kingdom, God WILL bless your church. "Every time we have released somebody into the ministry, God has always blessed our church both financially and numerically. It's the result of sowing seed."

Don't be afraid to release leaders. That is what the Great Commission is all about. That is what discipleship is. "If we can't look over our shoulders

"WE REALLY DON'T HAVE A MODEL; WE JUST GO WITH THE INDIVIDUAL. WE BEGIN TO PRAY FOR WHEN IT IS GOING TO START, WHERE WE ARE GOING, AND HOW MUCH WE CAN DO. THAT'S WHAT THEY COME TO US WITH, AND THEN WE BEGIN TO PRAY AND ASK THE HOLY SPIRIT FOR DIRECTION."

has been in trying to give a little bit of oversight in finances, not to the point of taking away their independence. It is a matter of trusting them, but with some accountability, knowing what they are doing, and staying in touch with them."

As the number of church plants increase, it's important for the pastor to fit into the area where he or she has been called to win lost souls—culturally, socially, and spiritually. For Guy it was the hot air of Tucson, AZ; for Pastor John, it's the white, sandy beaches of Destin, Florida; for Pastor Bob, it is the college town of Columbia, MO; for Pastor Tom, it is the metropolitan area of St. Louis, MO; and Pastor Mark, the tourist town of Lake of the Ozarks, MO. Each person has his own cultural atmosphere he's attracted to that allows him to fulfill the calling of God in his life.

As the Soul Father releases the leaders to reach their area, they each have a different approach on how to start. For some, it's taking time to develop a team and build their church through their team, as was the case for Pastor Tom. For others, their style may be just to start providing services to the community and build from there, as was the case with Pastor Bob and Pastor Mark. "There is no set formula for how to develop a church plant. It all depends on the individual and their personality, along with the Word of God as their foundation."

Church Plants birthed from a mother church is trending across the

and ask 'Who can take this?' or 'Who can do what I'm doing?' then we are not doing our jobs. Be open to the purpose and the Will of God. Always get God's answer to the Who, Where, and When. If it's God's "who," and the who is aligned with the "where," the Holy Spirit has led them. "When" is also significant with your planning. When you have those three aligned together, then you will be blessed."

"If we are going to grow as an organization WE MUST PLANT CHURCHES." We have an obligation to win souls. We are in this together.

Joe Skiles Sr. has been a sole foundation for many leaders, who have been released to win souls for their kingdom, whether it is to plant churches, lead church camps, pastor a church, etc. He has brought together a band of leaders who represent God, but also the fruit of his labor. Altogether they are doing some mighty things.

Here to change the world one church at a time, Father Soul and the Band. 📺

AN INTERVIEW WITH CHURCH LEADERS OF THE PCG.

The
MULTI-SERVICE
Church

WE INTERVIEWED 7 PCG PASTORS FROM A VARIETY OF CHURCH SIZES AND DEMOGRAPHICS THAT CURRENTLY HOLD MULTIPLE WORSHIP SERVICES EACH WEEKEND. THEY EACH HAD A UNIQUE PERSPECTIVE ON MULTIPLE WORSHIP SERVICES, AND WERE GRACIOUS ENOUGH TO SHARE SOME INSIGHTFUL INFORMATION.

PASTOR NUMBER 1

Church Location.

West Coast.

Please list the multi-services that you currently have.

Saturday, 6 PM

Sunday, 8:30 AM

Sunday, 10 AM

Sunday, 11:30 AM

*During the Easter Weekend, we offered eight services.

When did you start holding these multiple services?

Approximately 4 years ago, when moving into our current campus.

Was the reason for adding multiple services logistics (size constraints), to expand your reach, or both?

Our primary reason involved expanding our reach and giving options for people to attend. Multiple services also provided us the opportunity to eventually address size constraints, even though that was not the initial reason for starting them.

Please list a PRO and a CON of multiple services that you have experienced:

PRO- Multiple services provide multiple options in a multiple-option world.

PRO: Multiple services provide a place for multiple volunteers to serve.

CON- Multiple services create the need to train multiple volunteers to serve.

What is one piece of advice you would share with a pastor contemplating multiple services?

The Leadership Team of the church must "buy-in" to multiple services and generate a positive momentum in communication, service, and community connection.

PASTOR NUMBER 2

Church Location:

Central

Please list the multi-services that you currently have.

Sunday, 10:45 AM (English) and 1:00 PM (Spanish). We have on our pastoral staff a Spanish speaking PCG pastor to meet the needs of a large section of our community that speaks only Spanish.

We held 3 Easter services to accommodate crowds for that special day and are considering two Sunday morning English services or a possible contemporary Saturday evening service.

When did you start holding these multiple services?

5 Years ago

Was the reason for adding multiple services: logistics (size constraints), to expand your reach, or both?

Both

Please list a PRO and a CON of multiple services that you have experienced:

Pro- More options are available to the community.

It is cost effective vs. building a larger structure.

It is evidence of a thriving healthy church.

Con- It is more taxing on the hired and volunteer staff (IT IS NOT FOR THE WEAK HEARTED!)

It requires a higher level of proficiency and quality of help in the ministries.

It definitely expands your borders.

What is one piece of advice you would share with a pastor contemplating multiple services?

Even if you are not at the point where you need two services right now, a vision, plans, and preparation should already be underway for that to happen. I learned it takes time to acclimate your staff to the idea of multiple services, as well as swallowing the idea of more work. This is something you cannot force down their throat; they must own it themselves.

Also, it is very cost effective to run multiple services vs. building a new building. In my opinion, you get the most "bang for your buck" when you use your facility more.

You must sell it to your leadership first. In my case I shared and spent time imparting it into my elder and deacon teams. This is done through constantly casting vision and ongoing training.

PASTOR NUMBER 3

Church Location:

East

Please list the multi-services that you currently have?

Sunday: 8:30 AM and 11 AM

When did you start holding these multiple service?

2004 (9 years ago)

Was the reason for adding multiple services: logistics (size constraints), to expand your reach, or both?

Due to the building size, we needed to accommodate for our church growth. The shoe does not tell the foot how big to grow. The building had to work for us. When we moved to our new campus, we kept the 2 services, because it became a good option for people and made room for more growth.

Please list a PRO and a CON of multiple services that you have experienced.

PRO- Allows your church to attract more people and give them more options based on their weekend schedules, commitments, etc.

CON- Be careful not to grow 2 congregations in the same place. There can be a disconnection.

For example: "I didn't know they went here."

This is where small groups came in for us; our concept became, "Small group fellowship, large group worship."

What is one piece of advice you would share



with a pastor contemplating multiple services?

Prepare your leadership team a minimum of 6 months out for the transition. Build the team, making sure they are on board and understand the commitment level. We planned for 6 months and then did a strategic launch date. We asked our core group to attend both services for 2 months to help birth the new service, bring some continuity, and set the atmosphere.

PASTOR NUMBER 4

Church Location:

Central

Please list the multi-services that you currently have.

Saturday: 5 PM

Sundays: 9 and 11 AM

When did you start holding these multiple services?

7 years ago. Our 3rd service (Saturday evenings) just launched this year on Easter.

Was the reason for adding multiple services: logistics (size constraints), to expand your reach, or both?

In the beginning it was to give us more room, because we were out of space in our auditorium. However, in adding a 2nd and 3rd service, it not only gave us space, but it also added to the dynamic of the different personalities we began to reach. Even with the services designed alike, each service began to take on a whole different feel and personality of its own, reaching completely different people.

Please list a PRO and a CON of multiple services that you have experienced.

PRO- You can stay in the facility you are in and continue to grow.

CON- More work on your current church staff.

What is one piece of advice you would share with a Pastor contemplating multiple services.

Make sure that you are training new teams and volunteers. One group of staff and pastors cannot do all of the services at your church. We were able to carry a lot of the load with 2 services, but our Saturday night volunteer crew has had to be a new group. This is something that our pastoral staff is still working on, developing that team to a complete foundational level for that new service—meaning it can run all by itself. This is important so that everyone on your staff can continue to grow, train, and release. Also, the service time choice is

very important. We tried a couple of years ago to run a 3rd service on Sunday morning at 1 PM. I would never suggest this. If you want to do 3 services on Sunday, do it all before lunch. We (our staff) were all “zombies” between 2 and 3 PM and people just did not want to go to church in our area on Sunday afternoon. We tried for about a year and never could get it over 100 people. That was our average. It’s funny, with our recent new Saturday night launch, we started with 300. Time is important!

PASTOR NUMBER 5

Church Location:

Central

Please list the multi-services that you currently have.

Sunday: 9:00 AM, 10:15 AM and 11:45 AM

When did you start holding these multiple services?

April of 2012

Was the reason for adding multiple services: logistics (size constraints), to expand your reach, or both?

Two Reasons:

- 1] The Perspective of Growth and keeping my congregational mentality on Multiplication, Growth, and Evangelism is the most important reason. We have always been proactive with adding services and challenging our people to fill it. We have never had to remove a service to date. Once we launch it; we stick with it no matter what.
- 2] There are some logistical issues with our facility as well. Parking and our kid spaces are smaller.

Please list a PRO and a CON of multiple services that you have experienced:

PRO- It sends a positive message to your people: don’t get comfortable; we are growing. It also allows for more potential leaders to step into roles and serve.

Con- It is harder to administrate the logistics of multiple services. Quality Control becomes more of an issue.

What is one piece of advice you would share with a pastor contemplating multiple services?

Be sure you have the right Leadership structure before you launch multiple services. If your Staff Team cannot reproduce themselves now, don’t launch multiple services, but if you have a Team that can reproduce, multiple services is the best way for them to train up others to serve.

PASTOR NUMBER 6

Church Location:

East

Please list the multi-services you currently have.

Sunday: 8:30 AM & 11 AM.

When did you start holding these multiple services?

October 2012

Was the reason for adding multiple services: logistics (size constraints), to expand your reach, or both?

We were in a season of growth, and were constrained by our seating limitations. We were running over 80 percent full in the 11 AM service. We also felt it may appeal to those who like to get up earlier, as well as present an option for anyone who may have afternoon engagements or family events, to still attend a service on Sunday without missing altogether for the sake of a 1 PM reunion.

“MAKE SURE THAT YOU ARE TRAINING NEW TEAMS AND VOLUNTEERS. ONE GROUP OF STAFF AND PASTORS CANNOT DO ALL OF THE SERVICES AT YOUR CHURCH . . . THIS IS IMPORTANT SO THAT EVERYONE ON YOUR STAFF CAN CONTINUE TO GROW, TRAIN, AND RELEASE.”

Please list a PRO and a CON of multiple services that you have experienced.

PRO- An earlier service created the opportunity for our children's ministry workers who normally work during the 11 AM service to participate in worship and the ministry of the Word. Although the 8:30 crowd is significantly smaller than the main service, it has opened up many more seats to be filled. It has taken our average for the morning from around 300-325 in the winter, to this March's average of around 380 for both services. On another note, the earlier service has become a sort of "trial run" or sound check for the main service. We seem to get most or all of the kinks worked out by the 11 AM service.

CON- The atmosphere is a huge challenge! Most everyone there is far less energetic than in the 11 AM service. The older saints that attend are reserved, while everyone else (sometimes including the ministry team) seems very tired. While we try to mirror the worship set and sermon in this service, there is a marked difference in the atmosphere. The excitement, buzz, and effect we normally experience at 11 AM haven't translated yet. This makes it very hard to minister, whether through the Word or music, as the usual "flow" of service we experience does not seem present. Also, many of the people sit in the back of the sanctuary, leaving literally 12+ rows of empty chairs between the stage and congregation. Pastor has begun to remedy this by specifically requesting they sit closer.

What is one piece of advice you would share with a pastor contemplating multiple services:

Don't walk by your senses as you endeavor! If you go by what you see (lack of involvement or energy) or don't see (people in every chair), or what you sense (sometimes NOTHING), then you will be very quickly disheartened! Choose to understand that if only 30 people attend, you have effectively just opened up 30 new seats in your other service for newcomers or home folks! Every seat we have opened up has

been filled by someone! And no doubt, someone who was able to find room in the main service has come to know Christ! Therefore, the work, the early hours, and the commitment are not in vain!

PASTOR NUMBER 7

Church Location:

Central

Please list the multi-services that you currently have.

Sunday: 9 AM and 11 AM

When did you start holding these multiple services?

November of 2012

Was the reason for adding multiple services: logistics (size constraints), to expand your reach, or both?

There were many reasons why we went to multiple services. One of the biggest reasons is that we were running out of space in our sanctuary. We were 80 percent full. Another reason is that we wanted to provide other opportunities for people to worship because of work schedules. It also provides people with an opportunity to serve in one service and attend the other.

Please list a PRO and a CON of multiple services that you have experienced.

PRO- Provides more space for our guests.
Provides more opportunities to serve.
Provides more parking spaces.
There is more excitement because of the growth.
Provides more worship opportunities.
Creates and raises up other Leaders.
Con- At least one service will be less attended.
Momentum will decrease.
The full feeling is not there.
Pastoral staff can become worn out by the second service.
One service seems to be a stepchild.
More staff and volunteers are needed.
Pastor can become burned out.
Services have a time limit.

What is one piece of advice you would share with a Pastor contemplating multiple services.

Don't do it until it is necessary.
Timing is the key.
Training the staff to handle the pressure of multiple services.
Requires more staff and volunteers.
Children and nursery workers are essential to both services.
Raising up other leaders is the most effective tool in the success of the multiple services. ☑

IMPACT BIBLE QUIZ GOES GLOBAL

BY SUSAN MENZEL

Buzzing sounds have been sounding off for years as generations of students have taken a seat in Bible Quiz matches in churches, classrooms, and conference rooms across America. Bible Quiz took shape within the Pentecostal Church of God in 1967, introduced by Rev. Charles and Marcella Pancoast. Thus, Impact Bible Quiz (IBQ) is not new.

With the introduction of technology, strides have been taken in many arenas of ministry to stay relevant with this techno-age. Video conferencing was introduced to users several decades ago; thus, as advancement has taken place, the development by companies such as Skype, ooVoo, or SightSpeed has made it feasible for the average person to communicate with someone across the world for FREE!

The Michigan District Impact Team has recently utilized this technology within an age-old program to connect missionary students from Iraq to Bible quizzing in the United States.

HOW WE BEGAN.

I approached other primary Bible Quiz coaches within my league to ask if they objected to the idea. Once I received an enthusiastic response, I proceeded to check on Internet capabilities at the church location where the meet would be held. Our first match we signed into Skype on an iPad. After dialing and connecting, I set the iPad to face the quizmaster. Ellie and Chloe Pickett were tagged as Green 2 and Green 3.

The Pickett girls were set with spoons in their hand. We instructed the girls to strike the table when they knew the answer. After the prayer to begin the meet, the quizmaster began reading the questions as normal. The Pickett girls answered four questions the first match.

THE EXCITEMENT!

Senior and junior players were so excited to hear what was taking place in the primary rooms, they requested to watch a match. However, because of the time difference between Iraq and Michigan, those watching the primary match were the only ones to witness the occasion.

THE DOWNSIDE.

Depending on the Internet service, it is possible to experience a delay in sound. This makes it difficult for the “out-of-country” players to beat the US players to questions without interrupting the question. Also, our quizmasters do not use microphones for our league quiz meets, so it was hard for the Picketts to effectively hear each question.

Overall, it was a positive experience for all parties involved. The leaders and parents enjoyed having an opportunity for the kids to interact with other quizzers across the globe. 📺



Impact Bible Quiz encourages and inspires students through study and competition to gain an in-depth understanding of God's word.

The Pickett girls quizzing via Skype.

MISSIONARY SPOTLIGHT



CUBA

CAPITAL: HAVANA | POPULATION: 11,163,934 | LANGUAGE: SPANISH



Coffeehouse in Cuba.



WHERE?

Cuba

WHO?

Bobby and Iliana Thurston

WHEN?

On the field in Cuba since 2009

PRAY FOR:

Re-establishment of the PCG in Cuba and for the gospel to be shared freely at the coffeehouses.

FINANCIAL NEEDS:

Support for the coffeehouse outreach. \$500.00 a month will keep one Cuba coffeehouse in operation.

MEDIA

REVIEW

The following is not an endorsement of the views, and opinions expressed by the presented materials and do not necessarily reflect those of the Pentecostal Church of God.

MUSIC



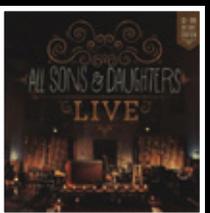
Audio Adrenaline Kings and Queens

They are back! Kevin Max and Will McGinniss join new members Dave Ghazoria, Jared Byers, and Jason Walker to share a common goal: “to be the voice for orphans in Haiti and around the world”. The album represents an “orphan anthem that celebrates the transformation God can bring about”. Audio Adrenaline has partnered with Know Hope so a portion of the proceeds from the album earnings will benefit the work of Hands & Feet Project.



All Things New

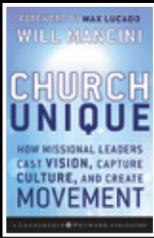
The debut from All Things New is an outstanding combination of different styles and genres of music. Their songs shine the stories of their life and God in them. All Things New is composed of four Florida musicians who began their careers in High School. Playing for their church worship team doing Hillsong and Chris Tomlin numbers, they began to compose their own songs. What became a hobby developed into the band they wanted to be.



All Sons & Daughters Live

Debuting their first Live album All Sons & Daughters share their best loved songs on their previous albums, such as “All the Poor and Powerless” and “Reason to Sing”, along with their new songs. This worship duo strives for this album to balance corporate, personal, intimate moments of worship. “Our main goal is to create this space where people can come and engage with God...”.

BOOKS



Church Unique by Will Mancini

Will Mancini introduces a new vision process to help the local church develop a “unique” model of ministry. He guides the church to emphasize participation in their community and surrounding culture. He challenges the church to rethink what it means to lead “with clarity as a visionary”. Church Unique explains that each church has a culture, in which their culture reflects its particular values, actions, and the potential of church leaders unlocking their church’s individual DNA.



Purple Cow by Seth Godin

Marketing has become a necessary gene for the church DNA today. In Purple Cow Seth Godin explains the principles of Marketing Strategies to allow your brand, in this case the church, to stand out from the “herd”: to be remarkable. Risky, enlightening, and inspiring Godin challenges you to be different in the way you approach Marketing “by standing out” to attract your local audience.



Cracking your Church's Culture Code by Samuel R. Chand

“Culture – not vision or strategy – is the most powerful factor in any organization.” Samuel R. Chand. Chand focuses on what culture is, different ranges of culture, and the seven keys of a culture. Cracking your Church’s Culture Code embeds that culture in the church, determines how receptive people are to new ideas, encourages or suppresses creativity, builds up or deflates enthusiasm, it creates a sense of pride and discouragement, and it shapes individual morale, teamwork, effectiveness and outcomes. .’



Content Rules by Ann Handley

Blogs, YouTube, Facebook, Twitter, Google+ and other technological platforms are giving everyone a “voice”, including the church. Ann Handley and C.C. Chapman equip you for online success, introducing the art and science of developing content that people care about. Content Rules shares four points that allow you to develop your knowledge of online technology and how to approach it, allowing you to develop your churches voice in your community.

BLOGS



timpeters.org

Tim Peters is a ten-year Church Communications strategist and creator of Sayge Resources. Tim Peters’ blog provides clear and concise content on leadership, technology, marketing and branding. He makes his content relevant to all styles and sizes of churches. His content not only reflects his knowledge of leadership, marketing and technology; but also issues content on marriage, parenting and healthy living.



jonathanmalm.com

Creativity has become a big factor in churches today. Jonathan Malm is all about the creative process. His main perspective is church-based, but he has branched himself out allowing his posts to relate to all creative disciplines. “I want to encourage and provoke unique ideas”. Malm is also involved with www.churchstagedesignideas.com, echohub.com, and www.sundaymag.tv.

STEWARD: A WORD STUDY



Since I was a kid I have had a love affair with baseball. I couldn't play it that well, but I loved the game. I only played one season in Little League. My manager used to say to us, "No excuses, just results."

Professional baseball, as in other professional sports, gives us an accurate picture of biblical stewardship. Every team has a manager and an owner. The manager is the "hands-on-guy." He runs the team; he's the one in the dugout; he juggles the daily lineups; and he's responsible for the overall strategy of the game. Ultimately, the team does not belong to the manager. The team belongs to the owner, and the manager is accountable to the owner.

The basic premise of biblical stewardship is the same idea of owner and manager. A steward is simply a manager. A good/godly steward understands this, for their attitude is "God is the owner and I am the manager/steward." God is the Owner of what? In keeping with the analogy of baseball, He not only owns the team, He owns each player. We know who God is and we understand who we are in relation to Him—we live, move, and have our being in Him. Therefore, we live to please the Owner. Again, the proper attitude to maintain is "God is the Owner and I am the manager."

In the Old Testament we see many illustrations/examples of this idea of stewardship/steward. Right from the beginning Adam and Eve were placed in the Garden of Eden and given the responsibility to tend to it. They were to be accountable to the Creator-Owner. In Genesis 15:2 the head servant of Abraham, Eliezer, is called a steward. The term there is *mesheq*, which is difficult to translate. It literally means "the son or heir of acquisition." Eliezer was not Abraham's natural son or heir, yet the idea of being the chief servant meant he was the steward/manager of all that Abraham owned.

Joseph is a classic example of what it means to be a steward. The English term used is "overseer, the Hebrew word *paqad*, and it means "to put in charge, to commit to, or to deliver to someone so as to keep." Joseph was the steward/manager of the household and business affairs of Potiphar. When he was cast into prison, God continued to give him favor, and he was made a steward/manager/overseer of the prison. Joseph was then placed over the entire administration and economy of Egypt under Pharaoh.

In the New Testament there are a number of related terms in the

Greek that relate to stewardship/steward. The primary word is *oikos*, which means "house, home, or household." The most common word for steward is *oikonomos*, which means a steward, manager, or even treasurer. *Oikonomia* is the management of a household, its tasks, responsibilities, work, and planning. In fact, this term is where we get our English word "economy."

Another word that is used in the New Testament, but not as common, is *epitropos*, which basically means the same—steward/manager, foreman, or guardian. Another related term is *diakonos*, which means "minister-servant." Paul used this term in Ephesians 3:7 to project the idea that he was entrusted with a gift of ministry from the Lord. This embraces an important aspect of biblical stewardship—the gifts are for the Lord, and we are stewards of those gifts. Jesus, in His parables, spoke often of the idea of stewardship—laborers in the vineyard, the paymaster and the talents, etc.

Christians understand the principle of divine ownership. God owns us, for we have been purchased by Him. It's His ministry, His Church, His kingdom, His giftings, His money (not just the 10 percent), and we are privileged to be His stewards. ☒

Vernell Ingle has been an ordained minister with the Pentecostal Church of God for 40 years. He currently serves as Vice President of Academic Affairs at Messenger College.

MINISTRY OPPORTUNITIES

ALSO AVAILABLE AT PCG.ORG

Pastor, Southern Missouri District, Faith Chapel Cole Camp, MO
Bishop Bob McGee
417-293-7077

**Pastor, Southern Missouri District, Solid Rock Family Worship
Elayer, MO**
Bishop Bob McGee
417-293-7077

Pastor, Michigan District, Victory Tabernacle Dowagiac, MI
Bishop Dan Coleman
989-224-6695

**Children's/Youth Ministry Position, Oklahoma District, Hillside
PCG Sallisaw, OK**
Pastor Edward Cunningham
918-208-3903

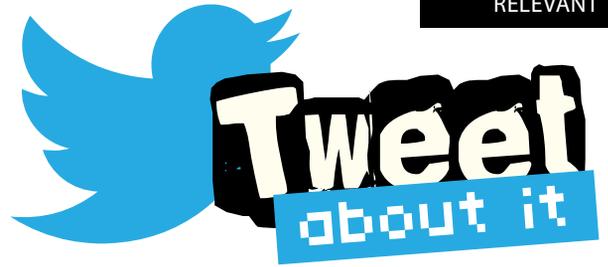
**Pastor, Oklahoma District, Grace Tabernacle of Praise
Ponca City, OK**
District Office
405-681-6942

Pastor, Oklahoma District, Heaven Bound PCG Norman, OK
District Office
405-681-6942

**Worship Pastor, MAC District, Abundant Life Ministries,
Pulaski, VA**
Randall Lawrence Sr.
540-239-1815

**Pastorate, Oklahoma District, Trinity Family Worship
Ft. Gibson, OK**
Edward Cunningham
918-208-3903

RELEVANT



TWEETS FROM AROUND THE CHRISTIAN COMMUNITY:

@eddiejones Church leaders we are privileged to be the stewards of church of our generation. Lead in the direction that Jesus intended.

@LADreamCenter Find a need and fill it. That's how you start... #dreamcenter

@craiggroeschel Managers manage risk. Leaders take risks. Manage faithfully and lead fearlessly.

@JohnTyson: In #churchplanting the culture you create is more important than the programs you start. Most people completely overlook this

@pastorstevelfc: Priorities: It is possible to worship the god of ministry rather than Christ. The moment Jesus set me free is the moment he captured me.

@Pontifex Being a Christian is not just about following commandments: it is about letting Christ take possession of our lives and transform them.

@PranithaTimothy We stand not on our strength which is frail & uncertain but in the power of God that is certain & perfect.

@GeneralBishop: Give someone a great gift today: Really listen to them



ROUND AND ROUND WE GO



Will they repeat the chorus or go back to verse 2? Or maybe they'll go to the bridge? My thoughts raced as I listened closely to the worship team, focused intently on their every move. I clutched the next two transparency sheets firmly in my right hand (trying not to smear the handwritten ink), and with my left hand positioned 3 inches from the projector, I was ready for the big switch. I was the fastest transparency switcher east of the Mississippi, or at least I thought I was, and I wasn't about to screw this up.

It was the early '90s, and the worship "transition" was in full effect. Our church was somewhere in between page 121 of red backs and "He Has Made Me Glad." I laugh as I think back about all the times I sorted through the songs, wrote out new choruses, and even put the transparencies up backwards (complete accident, honestly, Dad, I promise). To me, these are some great memories. However, years later, my parents (the senior pastors) shared some of the difficulties they experienced during this transition. What? Seriously? People did what? Said that? Left, why? My young mind was blown as my parents shared how they graciously transitioned from one style to another, and some of the struggles they faced.

The Church has faced many transitions over the years. Why the change? Why the transitions? Why? Because at the end of the day, we live in a changing world in which we have the most relevant answer for society. Are we doing the absolute best job we possibly can to communicate the message of the gospel to our communities?

This is what we must ask ourselves when we look at change and transition. Why add a website? Why open up a Facebook account? Why add a coffee shop? Why add another service? Why paint the foyer and update the kid's area? The answer: the change is not for us, for our preference or style, but for the unbeliever in your community who has yet to enter your doors. They deserve a relevant message, presented with a spirit of excellence that communicates to them that God is in our midst!

I love the words that God spoke to Moses in Deuteronomy 2, "You have skirted this mountain long enough; turn northward" (verse 3, NKJV). OUCH! That hurts. Talk about getting straight to the point! What is it that we have argued over long enough? How many trips around the mountain does it take for us to realize we've missed the goal here?

God has plans for us and we must move on!

It's quite humorous, how everything for me in life has now done a 180. Now I'm the one in the worship service trying to keep up. What are the words to that song? How many verses do we really need? Can we sing any faster? I smile as my mind thinks and refers back to my (now outdated) worship preferences. It's in these moments I realize, WOW, this really wasn't about me in the first place was it, God? I really didn't have it figured out! And to be quite honest, I'm beginning to think that God doesn't have a worship, church, or style preference, but rather a HEART preference!

The changes, additions, and transitions we make as a Church family, must be centered on one thing: Jesus. The goal is not to be "hip" or "trendy," but to communicate the message with a spirit of excellence that is relevant to our community. In the words of Pastor Tullian Tchividjian, "Jesus plus nothing equals everything." Whether you preach in skinny jeans with an i-pad or in a 3-piece suit with leather bound KJV, if Jesus remains the focal point of your heart, you will be able to make the changes necessary to effectively reach your community. At the end of it all, nothing else matters. To me, that is relevant. 📺

Randy Lawrence Jr. is the Impact Leadership Development Director, a part of the editorial staff for *The Pentecostal Messenger*, and currently leads the Communications team of the Pentecostal Church of God.

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