

CEDARCREEK OUTREACH VISION DOC

Bottom Line

- At CedarCreek, we engage in outreach when we show the love of Jesus in real and tangible ways beyond the walls of CedarCreek to local, [national](#), and international communities. Outreach can create powerful opportunities for us to share how trusting Jesus changes everything and to invite people to take next steps on the life-changing adventure.

Objectives

- To identify and meet real needs and opportunities in communities.
- To see people who serve as part of outreach at CedarCreek take steps on the Spiritual Journey.
- To see people who are served as part of outreach at CedarCreek take steps on the Spiritual Journey.

Measurements

- People served
- People serving
- Hours served
- Dollars invested
- Steps taken on the Spiritual Journey via outreach initiatives
- Project-specific measurements
- Life change stories

RACI

Outreach Strategy

R – Senior Director of Next Steps

A – Executive Director of Ministries

C – Campus Pastors, Senior Directors of Next Steps, Students, and Kids

I – Leadership Team, Staff, DreamTeam and Guests

Outreach Execution

R – Next Steps Director of Groups

A – Campus Pastors

C – Outreach Hub Leader

I – Local Campus

Process for Developing Outreach Initiatives Churchwide and at a Campus Level

1. Pray first
 - God knows where the needs are, and He is eager to clarify the role CedarCreek can play in meeting them.
2. Identify needs and opportunities
 - Listen and learn - Meet with community leaders and community members to identify important needs and opportunities.
 - Be Kingdom-minded – Identify initiatives that offer opportunities to connect with our mission.
 - Include variety - Since different people get excited about different outreach experiences, consider opportunities that will appeal to a variety of people (i.e., initiatives to serve kids and initiatives to clean communities; initiatives that require skilled work and initiatives that are easy enough for people of all ages to participate).
3. Decide whether to partner or pioneer
 - If there's already an organization doing a great job at meeting a need or providing an opportunity, consider partnership (*See CedarCreek Outreach Partnership Development Vision Doc*)
 - If partnership isn't an option, consider pioneering
4. Build the initiative through a leader
 - “Everything rises and falls on leadership,” (John Maxwell), so get gifted leaders who are passionate about outreach involved in the early stages of outreach planning.
 - When you have a leader who is passionate about a particular initiative, invite them to launch an Outreach Group. Second Saturdays are also opportunities to see if a potential Group Leader and Group Members emerge. These can also be helpful temperature checks on how much energy there is around meeting that particular need.
 - When the Outreach Group reaches a size and scope that surpasses that of a Group, Outreach Central Support will consider developing it into an Outreach DreamTeam initiative.

Inviting Guests to Participate in Outreach

	Description	Obligation for participants	Next steps for participants	Examples
Stage 1: All Call	Churchwide or campus-wide initiatives with an outreach purpose	One time	-Join an Outreach Group -Lead an Outreach Group	-Serve Day* -Second Saturday Serves* -Christmas Shoeboxes*
Stage 2: Groups	A Group doing anything short of sin with an outreach purpose	One semester at a time	-Lead an Outreach Group -Join the Outreach DreamTeam	-Backpacks for Humans -Wood County Humane Society Serve -The Tabernacle Food Distribution
Stage 3: DreamTeam	A DreamTeam of people participating in an ongoing CedarCreek-resourced initiative with the purpose of outreach	Ongoing	-Increased DreamTeam leadership	-Future outreach center

*Separate vision doc available for this

FAQs

-How are local outreach funds distributed, and how should they be utilized?

The overall local outreach budget is split in three ways:

1. Individual campuses - split amongst campuses based on [Q1 attendance + 10% Actives](#) (to be used for monthly Second Saturdays, annual Serve Day campus projects, any additional partnerships or projects at the discretion of individual campuses)
2. Central - (currently includes monthly support for The Tabernacle, along with all CedarCreek Serve Day shirts and signs)
3. Exec - (projects and partnerships identified throughout the year that are not supported by individual campuses, but that require CedarCreek funding based on Exec discretion)

Central Outreach will work with Campuses to determine best practices in investing these resources.

-Will outreach include additional measurements? How will we determine goals?

As we develop outreach initiatives, we will include additional measurements, specifically those that relate to measurable life change. As projects are introduced, campuses will be coached in identifying their goals. We anticipate a lot of learning as we work together to identify and pursue goals!

-If a project or partnership becomes an Outreach DreamTeam, will it be led by Central Outreach or individual campuses?

It's likely that the first Outreach DreamTeam to emerge will be led by Central Outreach. There is potential for campuses to have Outreach DreamTeams, but we have a lot to learn before we delve into this.

-Will we identify an outreach vision, something to increase our outreach focus and overall impact?

As we increase our outreach focus, we anticipate this will become more clear. We will be reconsidering it on a regular basis!

-Who processes outreach requests for financial, volunteer, or other partnership?

Requests can be funneled to Central Outreach. If Outreach Central is interested in pursuing a churchwide partnership, they will. Otherwise, they will work with Campuses to determine whether a specific campus would like to pursue some type of partnership.

-What is the rollout plan for this vision doc and other outreach elements for the 2022-2023 ministry season?

Showing the love of Jesus in real and tangible ways beyond the walls of CedarCreek to our local communities isn't a one-time experience, it's a culture that we hope to foster over time. We are already making an impact, and we see the opportunity to make an even greater impact in the future. This vision doc is bringing more clarity to current reality, anticipating a broader vision rollout as outreach grows in the future. In order to help develop the local outreach culture, we plan to roll out the local outreach vision in this way:

-7/26 - WIN Team to review updates to all outreach docs

-8/2 - Review updates to all outreach docs with CPs and Next Steps Directors of Groups (encourage preliminary school partnership steps)

-8/8 - Roll out all updates to outreach docs with Exec

-8/9 - Roll out preliminary mission trip plans at All Staff

-8/16 - Roll out all updates to outreach docs with Leadership Team

-9/6 - Roll out all updates to outreach docs with Next Steps Directors – Groups

-9/13 - Roll out outreach vision and school partnership focus with All Staff