



HOW TO INSPIRE YOUR CONGREGATION

Tips of how to stir the hearts of your congregation to spread the big idea and move them into action.

WHY KEEP INSPIRING YOUR CHURCH?

The vision of seeing churches giving all children a strong start to life is a big one. As a champ, you will have had many times to grow your own conviction, hear and see stories of change and you may be more convinced than ever that the various activities you are doing in your church are essential. It is important to remember that this vision and passion might not be something that everyone carries equally. You have a role to keep inspiring people in your congregation.

As with any vision, it takes more than one presentation to win people over and keep them committed to the cause. Vision leaks, and good leaders will find creative ways of keeping the opportunity and passion high in people's minds. There will always be new people visiting your church and they will need to hear the ways in which your church is serving families in this way. Sharing the vision and opportunities also makes families in the First Thousand Days (FTD) at home.

WHAT ARE YOU TRYING TO COMMUNICATE?

There are many ways in which you can communicate with your congregation about families, FTD and ways they can be part of your plans.

In your regular communication with congregants about this topic, be sure to remind them of the Big Idea – how the church is ideally positioned to serve in this space. It may feel like you are repeating yourself, but for many people, it will be new, and they make the connection for the first time. Keep reminding people of the sense of opportunity that exists. You don't want to use imagery of FTD that gives the impression that it is terrible and that nothing can be done.

Use opportunities to communicate what has been accomplished. Giving feedback and testimonies are good ways to keep the vision and passion high. You don't want every communication point to be a request of the congregation.

Be sure to connect your communication with what it means for the congregants – both as individuals and as the community. When planning your communications, think through why you want them to know this information or opportunity. What do you want them to know?

What do you want them to do with the information? If you are communicating about antenatal classes: are you telling them to volunteer? To attend? To financially support it? Thinking through these things often helps to clarify what needs to be said and what can be left out.

When relevant, use language of, "This is who we are". For example, "We are a community of believers who surround and care for families in the First Thousand Days. We get to do something that no other institution can do: love parents in this new season of life".

USEFUL TOOLS/RESOURCES

Keep looking out for new resources on our social media feeds, as well as updates to our [Get Inspired](#) page.

We suggested a range of resources in the resource '[What if your pastor is not on board](#)'

Be sure to tell stories from within your congregation. With the permission of the relevant families, you can share stories, or perhaps ask them to share their testimony in the church context.

PLATFORMS TO USE

- Visual spaces – posters, notice boards/ bulletins, handouts, powerpoint slides.
- Announcements in a Sunday meeting.
- Social media – Facebook, Twitter, Instagram.
- Direct messaging on Whatsapp..
- Emails.
- Life groups / small groups / other meetings (mid-week bible studies).

Discern how you can use the various resources and platforms within your church context. Perhaps connect with another FTD-friendly church that is similar to you to discover how they have integrated these ideas into the life of their church.

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