



**NewHeart***Ministries*

*Healing and Recovery Ministry Development*



## *What Do You Think?*

### WHAT DOES IT TAKE?

Stop and think about what is required for effective ministry to the broken and hurting. Then, rank the following prerequisites in terms of their importance in the birth of a ministry to the broken and hurting (1 = The most important prerequisite; 2 = The next most important prerequisite, etc).

- \_\_\_ Personal experience with drugs and alcohol
- \_\_\_ Formal training (e.g. chemical dependency training, etc)
- \_\_\_ Relationships with the broken and hurting
- \_\_\_ A “burden” to see the broken and hurting saved and healed
- \_\_\_ Knowledge of scripture
- \_\_\_ Intimate relationship with God
- \_\_\_ Commitment to grow and learn
- \_\_\_ Understanding of spiritual warfare

### COUNT THE COST

Starting something new is always exciting. It’s an adventure filled with new experiences; an exploration of new ministry methods and tools. But, what will sustain you when your ministry to the broken and hurting is no longer new. What decision will you make when the challenges to the future of your ministry come? Complete the following:

I would quit – I would give up my ministry to the broken and hurting - if:

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I will not give up. By God’s grace, I will continue to minister to the broken and hurting – even in the face of challenges – because:

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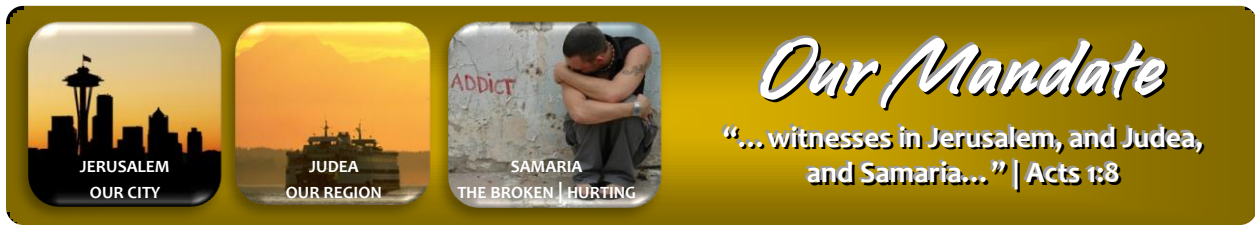
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### PRIMARY NEED

As I begin ministry to the broken and hurting, I realize my primary need is:

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## THE COMMISSION OF THE CHURCH

- Matthew 28:19-20 (NIV)

<sup>19</sup> “Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, <sup>20</sup> and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age.”

- “Making disciples” of men and women who come to Christ from Christian homes, or at least homes with a Christian tradition, is quite different from “making disciples” of those who come from second, third and sometimes fourth generation dysfunction.

How is making disciples from the subculture of the broken hurting different from discipling those who grew up in the church; or have been raised with Christian values?

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- “Teaching to obey” is the commission to the Church of Jesus. Reaching the subculture of the broken and hurting is often a cross-cultural mission: they do not speak the language of the church, nor do the norms and mores of their subculture blend with those of the typical church in America.

What are the teaching challenges of the church intent on discipling the broken and hurting? How are those challenges overcome?

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- Mark 16:15-18 (NIV)

<sup>15</sup> He said to them, “Go into all the world and preach the good news to all creation. <sup>16</sup> Whoever believes and is baptized will be saved, but whoever does not believe will be condemned. <sup>17</sup> And these signs will accompany those who believe: In my name they will drive out demons; they will speak in new tongues; <sup>18</sup> they will pick up snakes with their hands; and when they drink deadly poison, it will not hurt them at all; they will place their hands on sick people, and they will get well.”





## The Heart of Our God

### THE CHARACTER OF THE FATHER

- Hosea 14:4 (NIV)  
I will heal their waywardness and *love them freely*, for my anger has turned away from them.
- Psalm 34:8 (NIV)  
Taste and see that *the LORD is good*; blessed is the man who takes refuge in him.
- Psalm 147:3  
*He heals* the brokenhearted and binds up their wounds.
- Psalm 103:8  
*The LORD is compassionate and gracious, slow to anger, abounding in love.*

### THE INTENTIONALITY OF THE FATHER

- Isaiah 57:18-19 (NIV)  
<sup>18</sup> *I have seen his ways, but I will heal him*; I will guide him and restore comfort to him, <sup>19</sup> creating praise on the lips of the mourners in Israel. Peace, peace, to those far and near,” says the LORD. “And I will heal them.”
- Ezekiel 36:26-27 (Today’s English Version)  
<sup>26</sup> *I will give you* a new heart and a new mind. *I will take away* your stubborn heart of stone and give you an obedient heart. <sup>27</sup> *I will put* my spirit in you and *I will see to it* that you follow my laws and keep all the commands I have given you.

### THE MINISTRY OF JESUS

- **Mission to the Broken and Hurting | Luke 4:17-19 (NIV)**  
<sup>18</sup> *The Spirit of the Lord is on me, because he has anointed me to preach good news to the poor. He has sent me to proclaim freedom for the prisoners and recovery of sight for the blind, to release the oppressed, <sup>19</sup> to proclaim the year of the Lord’s favor.*
- **Jesus Mission is Our Mission | John 20:21 (NIV)**  
<sup>21</sup> *Again Jesus said, “Peace be with you! As the Father has sent me, I am sending you.*
- **Grace AND Truth | John 1:14:**  
*And we beheld His glory, the glory of the only begotten of the Father, full of grace and truth.*
- **The All-Important Question: “Do You Want to Be Healed?” | John 5**  
Jesus asked this provocative question of a lame (broken) man who had by lying by a pool legendary for healing for thirty-eight years. The question is an important one for those coming to us from the “world of recovery.”
- **No Condemnation – Stop Sinning | John 8**  
The woman was caught in sin. The religious establishment wanted her condemned. Jesus wanted her forgiven, healed, and give a new life.



# *The Broken and Hurting*

A Burgeoning Mission Field



## THE INCARCERATED AND THEIR FAMILIES

According to a November 2007 report by the U.S. Department of Justice, 1 out of every 32 Americans is either incarcerated, on probation or parole. Each year, 700,000 ex-offenders are released.



## THE ABUSED

1 in every 4 girls is sexually abuse before age 18. 1 in 6 boys is sexually abused before age 18. Nearly one third of all American women report being physically or sexually abused by their husband or boyfriend.



## FAMILIES OF THE ADDICTED

Families that live with an addict often experience feelings of intense guilt and shame, as well as profound helplessness, anxiety and depression. Some even take on PTSD characteristics.



## THE ALCOHOLIC

An estimated 125 million Americans aged 12 or older were current drinkers of alcohol at the time of the survey.\*



## THE DRUG ADDICT

An estimated 20.4 million Americans aged 12 or older were current illicit drug users at the time of the survey. 5.2 million pharmaceutical addicts. 2.4 million cocaine addicts. 731,000 meth addicts.



## THE SEX ADDICT

18-24 million Americans are addicted to sex according to the National Council on Sex Addiction. 25 million Americans visit cyber-sex sites 1 to 10 a week. Another 4.7 million 11 or more hours a week according to a MSNBC-Stanford-Duquesne Universities Study.

\* 2006 survey conducted by SAMHSA



### THE GAMBLING ADDICT

There are 3 million pathological gamblers (gambling addicts) in the U.S. according to the National Council on problem gambling.



### THE HOMELESS

According to the National Coalition for the homeless, 1.35 million children are homeless on any given night. 42% of homeless children are under the age of 5. According to LAHSC, 3.5 million people will experience homelessness in a given year. 43% of the homeless population are women.



### RUNAWAYS AND THROWAWAYS

66% of runaway youth report having an alcoholic parent; 25% report having a parent who abused drugs. According to the Office of Juvenile Justice and Delinquency, half of all runaways are girls.

- Runaways are youth under 18 who are away from home at least one night without the permission of parents, guardians, or custodial authorities.
- Throwaways have been told or forced to leave home or deserted by parents or guardians.
- Street youth manage to live for an extended time on the streets, sleeping outdoors or in abandoned buildings. Many are long-term runaway, throwaway, or other homeless youth.

### OUR CHURCH

Read through the issues affecting the broken and hurting. Which of those issues do you have currently represented in your church? What are you currently doing to respond to those issues and needs?

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# NewHeart *Healing and Recovery*

## STEPS TO STARTING YOUR NEW HEART MINISTRY



### STEP ONE | PRAY

Is a New Heart Healing and Recovery Ministry the heart of God for you and your church? Ask the Father to show you His heart concerning this important decision. Wait on Him. Allow opportunity for the Father to give you a burden and vision for the broken and hurting.



### STEP TWO | CONFIRMATION

Present the vision to begin a New Heart Ministry to your church's leadership. Are they committed to the development of this ministry in your church? Follow their lead. Allow the Holy Spirit to lead you through your leaders.



### STEP THREE | GATHER A TEAM

Ask God to give you the leaders He will choose to stand with you in the development of your New Heart Ministry. Look for those men and women who are passionate for the Lord and who have a heart for the broken and hurting.



### STEP FOUR | PRAY . READ . PROCESS AS A TEAM

Meet with your team weekly. Call on the Lord together for the broken and hurting in your church and community. Read and process a selected book together. Allow the Holy Spirit to give you insight into the development of this critical ministry.



### STEP FIVE | PLAN

What night of the week will you offer New Heart? What groups and curriculum will you include? Will you offer childcare? Will you include hospitality? Are you planning to include worship? (See page 10 in this guidebook for a description of the key components in a NHHR Ministry.)



### STEP SIX | TRAIN YOUR LEADERS

Encourage your leaders to participate in the New Heart Ministries Start-Up Training and the Leading a New Heart Healing and Recovery Group Training. Ask Pastor Ron for DVD curriculum that can be used to train your leaders on site at your church.



### STEP SEVEN | ENVISION YOUR CHURCH

Envision your church with the opportunities and challenges of stepping into a new mission endeavor. Encourage them with the vision of seeing broken lives healed and transformed by the power of God.



## KEY COMPONENTS



### HOSPITALITY | POTLUCK BUFFET

Initially, you may need to ask the leaders or members of your congregation to bring a hot dish, a bucket of chicken, or a pizza to share with your guests. Eventually, you may be able to rely on the participants in the individual groups to bring food items to place on a “potluck buffet table.”



### WORSHIP | WORSHIP BAND

Prayerfully prepare three (3) or four (4) praise and worship choruses that lift up Jesus, offer adoration and praise to Him, and speak of His character and majesty. Avoid “testimony choruses” that speak focus on “me” and my experience. The vision for our worship experience is to sing choruses that the Holy Spirit will “imprint” on the hearts of our New Heart Family. It will be those choruses that the Holy Spirit may bring to their remembrance in a dark, challenging moment.



### MESSAGE | TEN TO FIFTEEN MINUTES

Ask the Lord for one (1) or two (2) main points for your evening’s message. This is not a sermon. Avoid the temptation to deliver too much content. Remember who is listening to you. Many who will come to your New Heart Healing and Recovery Ministry are unchurched. Many are third and fourth generation alcoholics and addicts. Many come with stereotypical ideas of God and “Christians” that have too often left them ambivalent, maybe even resistant, to the message of God’s love. Be animated in your delivery. Include story.



### GROUPS | FAMILIES . WOMEN . MEN . DRUGS AND ALCOHOL

Those that respond to your invitation to participate in New Heart Healing and Recovery have a variety of ideas about groups. There will be those that will come to you from Alcoholics Anonymous, or some other 12-Step Program. The “church community” tends to think of groups in terms of Bible Studies or growth groups. New Heart Healing and Recovery groups focus on healing; healing that is found in a relationship with Jesus Christ. As valuable as the other genres of groups are, the New Heart groups have a unique format and set of objectives. (See page 12 in this guidebook for recommendations on Group Curriculum)

## MINISTRY TEAMS

- **Hospitality Team**

- Buffet Table

- The Hospitality Team is responsible for coordinating the food, beverages, and the supplies that are needed for your ministry buffet table.

- Resource Table

- The Hospitality Team coordinates a table offering free books and articles

- **Worship | Tech Team**

*The Worship | Tech is responsible for:*

- *The set-up and tear-down of all sound equipment.*
- *Preparation and leadership of worship*
- *Preparation and set-up of displayed choruses (overhead, computerized projection, etc.)*

- **Prayer Team**

*The Prayer Team schedules and leads a prayer meeting strategically for New Heart Healing and Recovery.*

- **Group Leaders**

*Four primary groups: Drugs | Alcohol, Families of the Addicted, Women's Issues, Men's Issues*

## **SCHEDULE FOR EVENING'S MINISTRY**

- **6:30 | Team Prayer**

*Gather your Ministry Team and Group Teams into a side room and call on the Lord for the evening's ministry.*

- **6:45 | Hospitality**

- *Open your buffet table.*
- *Ask the leaders to stand at the door and welcome your evening's participants to the ministry. Invite them to enjoy the buffet. Engage them in conversation. Make eye contact.*

- **7:00 | Welcome . Worship**

- *Welcome*  
*"Welcome to New Heart Healing and Recovery. We are delighted you are here tonight. New Heart is based on the promise found in Ezekiel 36:26. The Father speaking: "I will give you a new heart with new and right desires, and I will put a new spirit in you." We are here to take advantage of that promise by faith."*
- *Worship*

- **7:20 | Prayer . Get-Acquainted . Announcements . Message**

- *While your New Heart Family stands in the presence of the Lord, lead out in prayer; or invite others to lead out in prayer giving thanks to God for His amazing grace, great love, and incomparable mercy.*
- *Following prayer, invite your New Heart Family to walk around and introduce themselves to two or three people they do not know or know well.*
- *Make any announcements important to the group*
- *Lead into your message for the evening with a video clip or story or object lesson.*

- **7:45 | Groups**  
*Following the message and prayer, introduce the groups and the rooms in which they are located. You may also wish to introduce your group leaders as well.*
- **9:00 | Closure**  
*Allow the Group Leaders to close the evening of ministry in the group. Your group leaders may wish to close in prayer groups, or prayer for personal needs.*

## **GROUP FORMAT**

- **Settle-In . Welcome and Group Guidelines . Data | 5 minutes**
  - During Settle-In:
    - ♦ Intercession Leader  
*Distributes “Prayer Answers | Requests” slips to group participants, inviting them to complete and return to Intercession Leader*
    - ♦ Follow-Up Leader  
*Distributes “Info Card” to new group participants and asks them to complete and return to Follow-Up Leader.*
  - Group Leader  
*Welcomes everyone to the group | Distributes and reviews Group Guidelines*
- **Personal Updates | 10 minutes**  
*Participants share on the victories and challenges of the past week.*
- **Introduction to Evening’s Topic and Prayer | 5 minutes**  
*Group Leader may choose to introduce the evening’s topic through a variety of methods such as:*
  - Showing a two (2) to three (3) minute video clip
  - Reading a passage of scripture | Asking an “Approach Question”\*
  - Reading a page from a workbook | Asking an “Approach Question”\**\*See how to ask discussion-stimulating questions*
- **Discussion of Evening’s Topic | 20 minutes**
  - “The Truth and the Issue” Curriculum  
*This genre of curriculum has discussion questions built-in to an interactive format.*
  - Published Curriculum (Search for Significance, etc.)  
*Group Leaders need to prepare a set of questions that promote discussion and lead the group members to a point in which they personalize the evening’s topic.*
- **Closure . Prayer | 5 minutes**  
*Depending on the topic, the Group Leader may choose to close the group by dividing the large group into smaller prayer groups. Some evenings may close by one of the leaders or group members closing in prayer.*

## GROUP CURRICULUM

- **Drugs and Alcohol (Chemical Dependency) Group**  
*“The Truth and the Issue” Curriculum prepared by New Heart Ministries.*  
Current Interactive Workbook Titles:
  - Chemical Dependency
  - Denial
  - Stepping Into Freedom
- **Women’s Issues Group**
  - *Search for Significance* | Robert McGee
  - *Boundaries* | Henry Cloud and John Townsend
  - *Safe People* | Henry Cloud and John Townsend
  - *The Bait of Satan* | John Bevere
- **Men’s Issues Group**
  - *Search for Significance* | Robert McGee
  - *The Bait of Satan* | John Bevere
  - *Chance to Change* | churchinitiative.org
  - *Every Man’s Battle* | Steve Arterburn
- **Families of the Addicted**
  - *Spiritual Warfare for Every Christian* | Dean Sherman
  - *Understanding Addiction* | Selected books and articles
  - *The Addict and the Prodigal* | Selected books and articles
  - *Family Systems* | Selected books and articles
  - *Fasting and Prayer* | Selected books and articles
  - *Intercession* | Selected books and articles

## GROUP TEAMS

- **Group Team Leader**  
*The Group Team Leader is responsible to:*
  - Oversee all expressions of the group’s ministry
  - Pray for his | her leaders daily
  - Plan curriculum on a quarterly basis
  - Lead group sessions or delegate leadership of a specific topic to another team member.
  - Mentor apprentice leaders
- **Intercession Leader**  
*The Intercession Leader is responsible to:*
  - Distribute and collect “Prayer Answer and Request” slips to each of the group participants each evening of the ministry.
  - Distribute slips to team for prayer during the week
  - Pray personally for group team and participants

- **Follow-Up Leader**

*The Follow-Up Leader is responsible to:*

- *Distribute and collect “Group Data Card” to each new participant in the group. Data card asks for name, address, telephone numbers, email address*
- *Enters data into the group database*
- *Passes data card on to the Ministry Leader for entry into the Ministry database*
- *Sends “Welcome” card, text, or email to all new participants*
- *Sends “We Missed You” card, text, or email to all absent group members*

## **YOUR NEW HEART HEALING AND RECOVERY MINISTRY TEAM**

### **Ministry Team**

- Hospitality Team Leader: \_\_\_\_\_
- Worship | Tech Team Leader: \_\_\_\_\_
- Prayer Team Leader: \_\_\_\_\_
- Groups Team Leader: \_\_\_\_\_
- Childcare Team Leader: \_\_\_\_\_

### **Group Teams | Curriculum**

- Families Team Leader: \_\_\_\_\_  
*Intercession:* \_\_\_\_\_  
*Follow-Up:* \_\_\_\_\_  
*Curriculum:* \_\_\_\_\_
- Women’s Issues Team Leader: \_\_\_\_\_  
*Intercession:* \_\_\_\_\_  
*Follow-Up:* \_\_\_\_\_  
*Curriculum:* \_\_\_\_\_
- Men’s Issues Team Leader: \_\_\_\_\_  
*Intercession:* \_\_\_\_\_  
*Follow-Up:* \_\_\_\_\_  
*Curriculum:* \_\_\_\_\_
- Drugs and Alcohol (Chemical Dependency) Team Leader: \_\_\_\_\_  
*Intercession:* \_\_\_\_\_  
*Follow-Up:* \_\_\_\_\_  
*Curriculum:* \_\_\_\_\_



## P E R S P E C T I V E

Your *New Heart Healing and Recovery* Leaders are vital to the quality and sustainability of your *New Heart Ministry*. The ability of your church to consistently express the Father's heart of love, acceptance and forgiveness is dependent on who your leaders are and their personal devotion to the Savior.

Before Jesus called His first disciples, He withdrew to a solitary place to be alone with His Father. He needed to listen. He needed to discern His Father's will concerning the men He would choose. Go before the Lord – the Head of your church – and seek His will for the men and women you will choose to join you in your mission to the broken and hurting.

## P R E R E Q U I S I T E S

- **Key Questions:**
  1. Is this person a worshipper?
  2. Does their lifestyle demonstrate a single-minded devotion to the Lord?
  3. Do they know how to pray?
  4. Do they demonstrate a heart for broken people?
- **Addiction**
  - One year clean and sober
  - One year free of all addictions (including nicotine)
  - Abstinence from alcohol usage in any quantity or form (e.g. wine, beer, etc)
- **Attitude**
  - Servant's heart (Philippians 2)
  - Ability to follow leadership
- **Language**
  - Life-giving, encouraging
  - Faith-filled
- **Devotion**
  - Faithfully participates in worship services
  - Daily time in the Word and Prayer
- **Gifts and Skills**

## TRAINING

- *New Heart Ministries Start-Up Training* | New Heart Ministry
- *New Heart Ministries Healing and Recovery Group Training* | New Heart Ministry
- *Addictions* | American Association of Christian Counselors

## COMMITMENT

One Year

Commitment, faithfulness, dependability, trust: difficult words for the broken and hurting. Growing up in dysfunctional families, many of those that will access our New Heart Healing and Recovery Ministries have very negative experiences with those values. Mom or Dad or both abandoned them. Promises were made to them, only to be broken again and again. For much of their childhood and early adult life there has been no one they feel that can trust; no one upon whom they believe they can depend.

The commitment asked for from your New Heart Healing and Recovery Leaders is one year. The year commitment offers the broken and hurting an opportunity to build a quality, life-giving, trust-filled relationship wherein truth can be lovingly shared.

## MENTORING

*New Heart Healing and Recovery* is an ideal ministry in which a discipling-mentoring relationship can be established with those coming to Christ from the “world of the broken and hurting.” In a book entitled “The Master Plan of Evangelism,” written in 70’s, Robert Coleman outlines Jesus “plan for discipling His men.” Simple, yet poignant, Coleman suggests Jesus took His men through four (4) steps:

- I’ll Do It and You Watch
- I’ll Do It and You Help
- You Do It and I’ll Help
- You Do It and I’ll Watch

Look for “entry points” for those in which you see a potential for ministry. Invite them into an “Apprentice Relationship” (official or unofficial) relationship with you.

Keep in mind you are investing in the future of the ministry.





# Start-Up Plan and Tools

Timeline | Promotion

## START-UP TIMELINE

### FOUR MONTHS PRIOR TO OPENING

- **PRAYER**

Commit to a weekly time to call on the Lord for the broken and hurting with your church and community. Ask the Lord to “go before you” as you prepare to follow Him in the birth of this ministry.

- **SENIOR PASTOR**

Present the vision to open a New Heart Healing and Recovery Ministry to your Senior Pastor. Ask him to prayerfully consider endorsing the birth of this ministry in your church. Ask when he would be willing to give you an answer.

- **CHURCH BOARD**

Depending on your church polity, you may need to present the vision of New Heart Healing and Recovery Ministry to your church board. Ask your pastor what he feels is appropriate for your church. If you present New Heart, ask your board for their official endorsement of the ministry.

- **LEADERSHIP TEAM | RECRUITMENT**

- Recruit five (5) to seven (7) team members  
Be sure to review the New Heart Healing and Recovery Leaders Guidelines
- Envision your Leadership Team using one or more of the following tools | methods
  - ♦ Invite Pastor Ron to meet with your leaders
  - ♦ Present the DVD “The Unreached People of the Broken and Hurting.”
  - ♦ Visit New Heart Healing and Recovery Ministry at Westgate Chapel | Process with Pastor Ron
- Ask your Leadership Team to make a one-year commitment to the ministry.
- Meet weekly with your Leadership Team to pray.

### THREE MONTHS PRIOR TO OPENING

- **LEADERSHIP TEAM | WEEKLY MEETING**

- Continue to meet weekly to call on the Lord for the broken and hurting with your church and community.
- Read and process a book from the bibliography of recommended reading
- Begin discussions on what your vision is for your New Heart Healing and Recovery Ministry

- **NEW HEART HEALING AND RECOVERY MINISTRY TRAINING**
  - Participate in New Heart Ministries Start-Up Training
  - Debrief the training
  - Decide what ministry components you will include in your New Heart Ministry  
     \_\_Hospitality\_\_ Worship\_\_ Childcare\_\_ Families Group\_\_ D/A Group\_\_ Women's Group\_\_ Men's Group
- **ENVISIONING OF THE CHURCH 1**  
 Suggested Envisioning Strategies:
  - Sermon or sermon series on ministering to the broken and hurting
  - Posters (See promotional strategy)
  - Congregational Letter or Email blitz of congregation announcing a new ministry and inviting those interested to an informational meeting
  - Informational Meeting  
     Present the vision | Solicit questions | Pray

## **TWO MONTH PRIOR TO OPENING**

- **LEADERSHIP TEAM**
  - Continue to meet weekly to call on the Lord for the broken and hurting with your church and community.
  - Read and process a book from the bibliography of recommended reading
  - Develop Ministry Teams (Hospitality, Worship | Tech, Groups)
  - Develop Group Teams (Group Leader, Intercession Team, Follow-Up Team)
  - Select curriculum
- **ENVISIONING OF THE CHURCH 2**  
 Suggested Envisioning Strategies:
  - Sermon or sermon series on ministering to the broken and hurting
  - Posters (See promotional strategy)
  - Meet one-on-one with key influencers to envision and solicit prayer support.
- **COMMUNITY PROMOTION PLANNING AND PREPARATION**  
 Suggested Community Promotion Strategies:
  - Mailing to Zip Code(s) in your immediate ministry area
  - Posters announcing day, time, and groups of your New Heart Healing and Recovery Ministry
  - Create business-card size invite cards | Ask congregation to distribute in community
  - Facebook
  - New Heart Ministry Banner for exterior of church

## **FOUR WEEKS PRIOR TO OPENING**

- **LEADERSHIP TEAM**
  - Meet weekly to pray and plan
  - Read and process a book from the bibliography of recommended reading

- *Review development to date*
- *Complete pending developmental tasks*
- *Begin planning on Opening Night*
- **ENVISIONING OF THE CHURCH 3**  
Suggested Envisioning Strategies:
  - *Show “Broken and Hurting” video clips in Sunday service*
  - *Posters*
  - *Bulletin inserts announcing the opening of the ministry*
- **EXECUTE PROMOTIONAL PLAN WITHIN THE COMMUNITY**

### **THREE WEEKS PRIOR TO OPENING**

- **LEADERSHIP TEAM**
  - *Meet weekly to pray and plan*
  - *Read and process a book from the bibliography of recommended reading*
  - *Plan Opening Night*
  - *Meet as Group Teams | Pray and plan*
- **ENVISIONING OF THE CHURCH 4**  
Suggested Envisioning Strategies:
  - *Show “Broken and Hurting” video clips in Sunday service*
  - *Bulletin inserts announcing the opening of the ministry*
  - *Posters*
- **“WORK” PROMOTIONAL PLAN WITHIN THE COMMUNITY**

### **TWO WEEKS PRIOR TO OPENING**

- **LEADERSHIP TEAM**
  - *Meet weekly to pray and plan*
  - *Read and process a book from the bibliography of recommended reading*
  - *Plan Opening Night*
  - *Meet as Group Teams | Pray and plan*
- **ENVISIONING OF THE CHURCH 5**  
Suggested Envisioning Strategies:
  - *Sunday sermon and | or testimony on ministry to the broken and hurting*
  - *Bulletin inserts announcing Opening Night.*
  - *Posters*
- **“WORK” PROMOTIONAL PLAN WITHIN THE COMMUNITY**

## ONE WEEK PRIOR TO OPENING

- **LEADERSHIP TEAM**
  - *Meet weekly to pray and plan*
  - *Confirm leaders, materials, curriculum and equipment for Opening Night*
  - *Meet as Group Teams | Pray and plan*
  - *“Walk through” opening night*
- **ENVISIONING OF THE CHURCH 5**
  - *Ask Senior Pastor to “set apart” New Heart Healing and Recovery Ministry Leadership (Acts 13)*
  - *Posters*
  - *Announcement inviting congregation to Opening Night*
- **“WORK” PROMOTIONAL PLAN WITHIN THE COMMUNITY**

## OPENING NIGHT

- **LEADERSHIP TEAM**
  - *Smile*
  - *Welcome everyone warmly. Thank them for coming*
  - *Smile*
  - *Invite them to participate in the buffet*
  - *Smile*
  - *Lead Opening Night as you would normally conduct your New Heart Healing and Recovery Ministry.*
  - *Debrief*

## START-UP PROMOTIONAL STRATEGY

### PERSPECTIVE

The *Start-Up Promotional Strategy* is simply a communication plan. It is simply the means you will choose to communicate the opening of your New Heart Healing and Recovery Ministry with your church – your community of faith – and your community.

The *Start-Up Promotional Strategy* will include both electronic and paper tools and methods. You and your team will need to prayerfully choose the tools and methods that are appropriate for you and your church.

Tools:

1. Paper Tools
  - a. Posters
  - b. Brochures
  - c. Bulletin Inserts

- d. Banners
- e. Letters
- f. “Touch Cards”
- g. Postcards
- 2. Electronic Tools
  - a. Church’s website
  - b. Email
  - c. E-Newsletter
  - d. Text
  - e. Facebook | Twitter | Other Social Networks

## START-UP STRATEGY

### Internal Strategy

Your “internal promotional strategy” is the plan you and your team will prepare to communicate to your church family, your community of faith. You know your church better than anyone. Only you and your leaders can determine the best strategy for your church. The following strategy is offered to you only as guidelines to help you think through how you will communicate with your church family.

#### Phase One:

- Objective:  
God is calling us to more intentional ministry to the broken and hurting
- Method:
  - Meet with your church leaders. Share with them your heart for the broken and hurting. Discuss with them your current response – the ministry you currently have available – to this population. Process with them the presence of the broken and hurting within your church family and your immediate community. Discuss your heart to be more intentional in your ministry to his “unreached people group.” Close by praying for the broken and hurting.
  - Meet with the key influencers in your church.  
Share with these leaders (official and unofficial) your heart and burden for the broken and hurting. Communicate with them the unity of the Board around the vision to be more intentional about your ministry to the broken and hurting. Discuss with them your burden for those within your church family and community who are trapped in addiction and other life-controlling issues. Close by praying for the broken and hurting.
- Tools
  - Posters
    - Posters are designed to achieve two (2) primary objectives:
      1. Presence  
As your church family moves through your church building, they will see posters that will hopefully stimulate their interest. Research indicates the “average person” will only look at a poster for three (3) seconds or less.
      2. Vision and Information

- The poster should be designed in such a way as to stimulate vision (e.g. “Something new is coming;” “We’re stepping into a new mission.” Try not to overload the poster with information. Keep it simple, brief and to the point.
- Suggested Content  
 Photograph of a member of the broken and hurting population and the message:  
 What if?  
 What if you could offer this person hope and healing, would you?  
 Ezekiel 36:26 (TLB): “I will give you a new heart with new and right desires, and I will put a new spirit in you.”

## Phase Two:

- Objective  
 God is calling us to reach the “Samaritans” of our culture. We are expanding our mission vision to reach out the unreached people of the broken and hurting
- Method
  - Meet with your leaders again.  
 Present the vision of birthing a *New Heart Healing and Recovery Ministry* in your church. Ask your leaders to visit our website ([newheartministry.com](http://newheartministry.com)). Order from Pastor Ron enough copies of the booklet *New Heart Ministries: Developing a Local Church Healing and Recovery Ministry* to share with your leaders. Process the booklet with your leaders.
  - Sunday  
 Ask your Senior Pastor to prayerfully consider preaching a message on ministry to the broken and hurting.
  - Informational Meeting  
 Invite your congregation to an informational meeting wherein you will have the opportunity to share with your church family:
    - ♦ Your vision to reach the unreached people of the broken and hurting
    - ♦ The endorsement of the church board and leaders in beginning an intentional ministry to the broken and hurting.
    - ♦ Your commitment to begin a New Heart Healing and Recovery Ministry.
    - ♦ Q and A
- Tools
  - Letter to the Congregation  
 This is essentially an invitation to the Informational Meeting. In the letter, you have the opportunity to articulate your vision and the endorsement of your leadership in the development of this new ministry.
  - Email congregation  
 You may choose to email an invitation to the Informational Meeting rather than send a letter to your congregation. Or, you may choose to use both methods.
  - Posters

Objectives:

1. Presence
2. “We are stepping into a new mission: a mission to the unreached people of the broken and hurting.”

**Phase Three:**

- Objective  
We are opening a New Heart Healing and Recovery Ministry.
- Method
  - Prayer Meeting(s)  
Set aside two (2) or three (3) evenings to call on the Lord for the broken and hurting in your church and community, and to seek God for His blessing and anointing on your New Heart Healing and Recovery Ministry.
  - Set Apart New Heart Leadership  
Ask your pastor and leaders to pray over your New Heart leadership, setting them apart for “the work whereunto God has called them.” (Acts 13)
  - Sunday Services
    - ♦ Sermon Series on ministry to the broken and hurting
    - ♦ Video clips on ministry to the broken and hurting
  - Information Table in Church Foyer  
Place a table in the foyer with your *New Heart Healing and Recovery Ministry* information displayed. Use the table as a point of contact for those interested in learning more about the ministry.
- Tools
  - Church Website  
Post New Heart logo and an invitation to Opening Night for your *New Heart Healing and Recovery Ministry*.
  - Email  
Email your congregation inviting them to Opening Night at your *New Heart Healing and Recovery Ministry*.
  - Posters  
Objective:
    - ♦ Presence
    - ♦ “Introducing (your church name) *New Heart Healing and Recovery Ministry*.” List groups. Include the date, time and an invitation to Opening Night
  - Brochures  
This an introductory brochure explaining the vision and details of your *New Heart Healing and Recovery Ministry* (evening of the week, time(s), groups, childcare, room in which you will meet, leader’s contact information).
  - “Touch Cards”



Business-card size invitational cards with basic ministry information. Valuable tool because they can easily be carried in a pocket or purse and distributed much easier than a brochure.

- **Banner(s)**

Place banner(s) in strategic locations inside your church with key phrases such as:

- ♦ “I will give you a new heart with new and right desires, and I will put a new spirit in you.” Ezekiel 36:26 (TLB)
- ♦ (Your Church Name) New Heart Healing and Recovery: “a place to belong | a place to heal | a place to grow.”

## **External Strategy**

Your “external promotional strategy” is the plan you and your team will prepare to communicate to the community surrounding your church. The following strategy is offered to you as guidelines to help you think through how you offer your new ministry to those of your community who are trapped in lifestyles of addiction and brokenness.

- **Perspective**

There are those within your immediate community (those that live close to your church) who are desperately looking for hope and help. Many are tired of the traditional AA approach to recovery. Many families have lost hope that their son or daughter could ever find lasting freedom from addiction. They need what you are offering through your *New Heart Healing and Recovery Ministry*.

- **Objectives:**

1. Here is who we are (New Heart Healing and Recovery)
2. Here is what we are (Christ-centered ministry of hope and healing for addicts and alcoholics, and those who are broken and hurt)
3. Here is where we are (church address and directions)
4. Here is what we offer (list of groups and childcare)
5. Here is when we are available (day and time of your ministry)

- **Advertising Principle**

“Less is more.” Be simple, direct and concise.

- **Purpose:**

Invite your community to Opening Night, check out your church’s website, email or call you for further information.

