A Plan for Developing an Effective Community Outreach Strategy for Churches in the Northeast

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Abstract
Community outreach is an essential part of a church's mission to be "salt and light" to those around them. Community outreach creates the crucial platform for a church's evangelistic efforts. While many churches want to reach out to their community, few have a clear understanding of how or where to begin. The purpose of this project is to help churches in the Northeast better understand how to increase their community's receptivity to the gospel through a strategic community outreach plan. The project will use NorthStar Church as a case study. It is the aim of this project to demonstrate how churches can start and maintain a successful community outreach strategy resulting in greater evangelistic effectiveness.