







Understanding Our Church Client's Needs

How Do You Grow Church Involvement in Significant Ways?

Identify and Research the Idea

- Frame the issue
- Produce an initial hypothesis
- Gather, analyze and interpret the data
- Give the issue a name, face and tag line

Aylan Kurdi, 3 years old



Ask the Pastor

- Prepare concept paper
- Share concept paper with pastor
- Use pastor feedback to develop preliminary model

Inform the Pastor

- Share preliminary model with interested pastors
- Solicit pastor feedback
- Integrate pastor feedback into a final model

Engage the Church

- “Sell” the model to pastors
- Develop the pilot project
- Evaluate the pilot project
