



Church-Mobilization Assessment for Mission Agencies

Are you maximizing your church-mobilization personnel and resources to reach the goals you believe God has set for your organization? Have you discovered how to take the greatest advantage of the changes in local church dynamics? Do you need to step back and objectively evaluate if you should start new church-mobilization programs and/or discontinue others in order to make a bigger impact for the Kingdom? Are there internal systems that are holding you back from establishing high-quality partnerships with churches?

When facing these questions, it is often helpful to have an objective outside party help you take a fresh look at what you are doing and recommend mid-course corrections. DualReach can help you reconfirm, clarify or realign your direction and “tune up” your program in light of your strategic priorities. Our purpose is to help you succeed in mobilizing churches for effective globallocal outreach.

DualReach’s church mobilization assessments are customized to match the uniquenesses and needs of each client. To assist you to clearly define your priorities and how to reach them, we ask, and help you answer, questions such as the following:

Core Philosophy/Strategy

- ✓ How do you define success for your church-mobilization department? How is the perspective of your CEO, board and other key leaders similar/different?
- ✓ What are your organization’s practiced values about local church involvement in missions?
- ✓ What is your practiced strategy for church missions mobilization? Do you have measurable goals?
- ✓ How has your practiced strategy changed over the last 10 years? How would you like to see it change in the future, and how will you go about implementing these changes?

Personnel

- ✓ What individual strengths do your staff bring to missions mobilization? How can you maximize their abilities?
- ✓ What training and/or resourcing do your paid and volunteer staff need in order to be more effective?
- ✓ What types of personnel do you need in the future?
- ✓ What education/training do you, personally, need to help you be more effective in guiding your church-mobilization department?

Internal Systems

- ✓ How do other departments within your organization contribute to or limit your ability to assist churches?
- ✓ How should you go about helping others in your organization (leaders, staff, missionaries) better understand church trends and how to maximize your partnership with churches in today’s changing environment?

- ✓ Given your goals, is the amount of and approach to funding for church mobilization within your agency adequate and appropriate?

Church Constituencies

- ✓ How do your constituent churches perceive your organization? How do you collect and interpret church information?
- ✓ Why do churches support your ministry? Why don't some churches support your organization like they did in the past?
- ✓ How can you identify additional churches that would be potential partners with your organization?
- ✓ Who are your target audiences in churches and how do you reach them?
- ✓ What services do churches want/need?

Resources/Services

- ✓ What means are you using to communicate with churches and how effectively are you reaching your audiences?
- ✓ What additional tools and resources do you need to train and equip church leaders?
- ✓ What activities will help you develop mutually beneficial relationships with churches?

Our goal is by the end of the assessment to have helped you to more precisely identify your internal strengths and weaknesses as well as the external opportunities and challenges related to church mobilization. Once these are clarified, we will offer preliminary recommendations as to how you can implement a more effective strategy for church mobilization. If you desire further assistance, DualReach will guide your agency personnel through the process of developing/ refining your strategy, and then train and resource you to accomplish it.

We look forward to talking to you about how a customized church-mobilization assessment could further your goals and ministries.

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