



Know Where to Dig

Using demographics and MissionInsite in ministry

Bill Reynolds

I. Don't Take Their Word For It

- Stop leading the _____ of the _____.

II. Strategically Preparing for the Future

- You can either be _____ for the _____ or _____ them.

- What do you want the people in your community to _____ in 10 years?

III. Targeted Outreach

- Ours is a _____ .

- Be _____ with yourselves:

1) _____ are we actually _____ ?

2) What are we _____ to reach them?