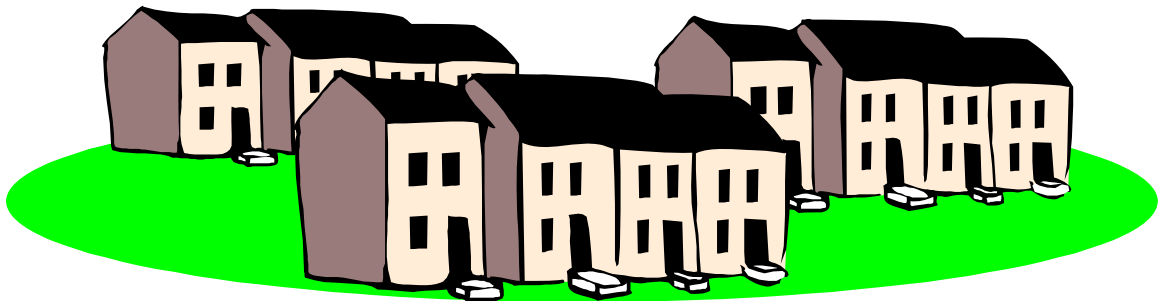


**MULTIHOUSING
MINISTRY
&
CHURCH PLANTING
TRAINING
MANUAL**



MULTIHOUSING MISSIONS TRAINING MANUAL

Multihousing Ministry/Church Planting Guide

© Barbara Oden
Dallas Baptist Association
8001 East R. L. Thornton Frwy.
Dallas, TX 75228
Phone 214-319-1168
Fax 214-324-2809
Cell 214-789-1405
boden01@sbcglobal.net
barbaraoden@dba.net
Web Site: www.DBAMultiHousing.com



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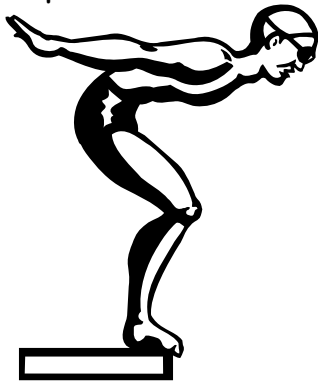
INTRODUCTION

Multihousing Ministry/Church Planting has come along way from the work begun in the 1980s. Onsite property managers knew very little about our work and had very little trust at that time. Churches also knew very little about how to manage to get onsite to be able to minister to the residents. The separation of church and state created a problem to both entities.

As time went on, more and more multihousing personnel saw what a wonderful asset it was to have a good moral “Activities/Chaplaincy Group” ministering onsite. As conditions on properties improved and as fewer and fewer problems arose, managers began to spread the word that to work with Southern Baptists was a positive move.

Twenty years later, we have ministry and church sites all over the country and hundreds of thousands of residents have been led to the Lord and discipled. Congregations have sprung up on properties remaining there for years and years. Sometimes the congregation changes in ethnic population, but the Christian presence stays strong.

Maybe you have determined that your church or your association wants to reach out to this unreached people group which is one of the largest in our nation. Hopefully this training booklet will give you a place to begin. There is much more to say than these few pages permit but much of what is learned or taught is through OJT(On the job training). This booklet will give some practical steps.



You just have to get out there and dive into the water to see how the Lord will develop your particular community. We constantly learn from each other and have quite a network of people for you to visit and ask questions. There is also a website www.dbamultihousing.com where you can read ministry examples, see pictures, download materials and pray for those who are already on the field. There is available training for your church through this site also.

Read the following pages to see how easy it is to get started.



THE OVERVIEW OF MULTIHOUSING MISSIONS

WHAT IS IT?

The great number of multihousing settings (apartments, marinas, condominiums, townhouses, mobile homes, high rises) presents a challenge and an opportunity for the unique concept of multihousing missions. By taking advantage of this population density, the ministry provides a means of delivering the Good News of God's love and power to the residents.

WHO LIVES THERE?

The young, old, poor, rich, divorced, single parents, married, single: all ages, all religions, all ethnic groups: the handicapped and the gifted, educated and the deprived – all live in multihousing.

WHAT ARE THEIR NEEDS?

Their needs are physical, emotional, social, educational and spiritual, as in the general population. However, living in such close proximity to others may increase or decrease the intensity of these needs.

WHAT CAN WE DO?

Through Christian love we show that we care about them personally, finding ways to help them in their needs. When they express their search for meaning in life, we tell them about Jesus.

We provide activities for residents which we call cultivative events. Relationships emerging from these events can naturally lead to a resident's sense of belonging and self worth. This ultimately can lead to acceptance of Jesus Christ as Savior and Lord.

WHAT CAN WE DO TO BE EFFECTIVE?

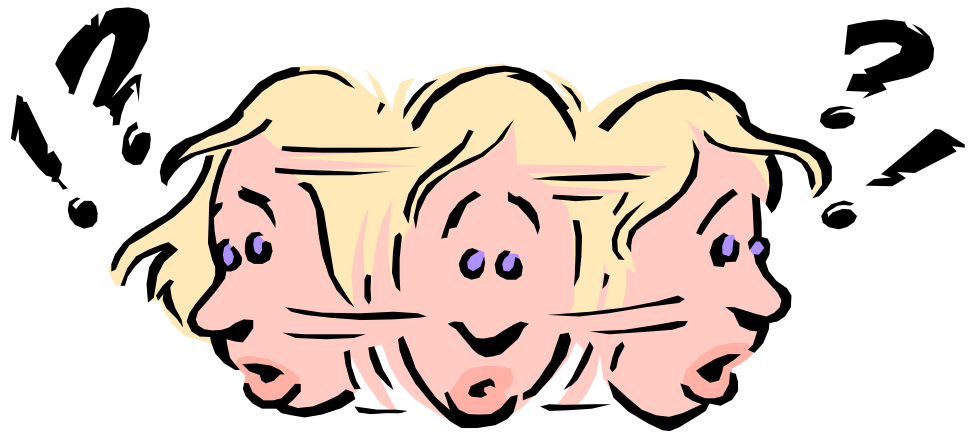
There must be a church eager to evangelize and willing to sponsor a multihousing mission where volunteers learn how to best serve the residents; and will commit to do this on a continuing basis.

The work is most effective if the church develops an ultimate goal with 3 or 4 priorities, followed by actions plans. Knowing where you are headed and developing plans to get there make all the difference. (There is help from the associational office to assist in the development of such a plan.)

Workers must consider the ministry in Kingdom terms, not “local church” terms, for people of all religious beliefs live in multihousing.

Residents need to be accepted “where they are”, and ministered to from that point.

The gospel needs to be taken “to” the residents. This opens the way to lead them to Jesus, to baptize, disciple, teach the Word and the importance of assembling together for worship. Thus a new congregation is begun.



TYPES OF MULTIHOUSING COMMUNITIES

1. **LOW-RISE CONTAINED** MULTIHOUSING COMMUNITIES,


MOSTLY  TWO OR THREE STORIES, OF 70-PLUS UNITS WITH SOMEWHAT CONTROLLED ACCESS THAT ARE DEFINED GEOGRAPHICALLY.



2. **INACCESSIBLE HIGH-RISE** BUILDINGS, INACCESSIBLE EXCEPT BY INVITATION, OF 100 OR MORE UNITS, WITH SOMEWHAT CONTROLLED ACCESS, THAT ARE DEFINED GEOGRAPHICALLY, PRIMARILY ONE OR A FEW BUILDINGS CLOSELY CLUSTERED.

3. **TOTAL RESIDENTIAL**, IS HIGH DENSITY, HIGHLY INACCESSIBLE, WITH COMMUNITY UNAWARE THAT IT IS MULTIHOUSING, E.G., MANHATTAN ISLAND, NEW YORK; SOME AREAS IN SAN FRANCISCO; BEACON HILL, BOSTON.



4.  **PUBLIC HOUSING** IS ALMOST TOTALLY MULTIHOUSING WITH CONSTRUCTIONS STYLE VARYING FROM LOW-RISE DUPLEX TO HIGH-RISE, HIGH DENSITY UNITS WITH OCCUPANCY CONDITIONS CONTROLLED BY GOVERNMENT POLICIES.

5. **MANUFACTURED HOUSING** IS TWO STYLES, (1) MOBILE HOMES OR HOUSE TRAILERS LOCATED IN GROUPS OR COMMUNITIES, AND (2) MARINAS.



6. **UNSEEN** MULTIHOUSING UNITS ARE ONES DISPERSED AMONG SINGLE FAMILY RESIDENCES WHICH ARE ACCESSIBLE LIKE SINGLE FAMILY UNITS.

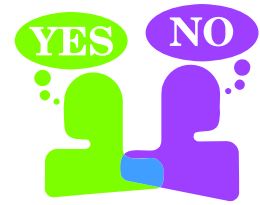


ADVANTAGES FOR MULTIHOUSING MISSIONS/ HOW MULTIHOUSING AREAS DIFFER FROM NORMAL CHURCH SETTINGS

Lecture from Harvey Kneisel

- 1. YOU DON'T HAVE TO GO VERY FAR TO GATHER PROSPECTS.**
- 2. YOU ARE TAKING THE GOSPEL TO THE RESIDENTS AND NOT HOPING THEY WILL COME TO YOU.**
- 3. THE TRANSPORTATION PROBLEM IS SOLVED BECAUSE MOST EVERYONE CAN WALK.**
- 4. YOU DON'T HAVE HERITAGE TO OVERCOME.**
- 5. YOU DON'T HAVE ANY CHURCH BUILDING PROBLEMS BECAUSE YOU DON'T HAVE ANY CHURCH BUILDINGS.**
- 6. YOU SOLVE THE COMMUNICATION PROBLEMS BECAUSE YOU COUCH EVERYTHING IN THE LANGUAGE OF THE PEOPLE.**
- 7. YOU HAVE SOLVED THE COMMUNITY IDENTITY.**

- 8. YOU PLAN CHURCH EVENTS FOR THE RESIDENT'S SCHEDULE.**
- 9. THE MINISTRY IS CUSTOMIZED TO MEET THE NEEDS OF THE PEOPLE.**
- 10. THE TENUOUS ASPECT OF THE CHURCH IS DEFINITE BECAUSE YOU ARE ALWAYS A GUEST OF THE MANAGEMENT AND THE MANAGEMENT MAY CHANGE.**
- 11. THE ROLE OF THE PASTOR/CHAPLAIN MUST BE IN TEAMSHIP WITH THE ACTIVITIES COORDINATOR.**



FOUR DIFFERING OPINIONS

As one begins the ministry to the thousands of residents who don't attend anyone's church who live in a multihousing setting, you must understand the differing points of view.

MANAGERS: Managers have a job to do and that is to market their property to maintain as full an occupancy level as possible. When the property is full, the next thing to do is to keep it that way (resident retention). The better the profit, the more effective the management team is perceived by the owner and management companies. They will use good marketing tools to get people to move and stay on their properties.

RESIDENTS: There have been thousands of surveys completed over the last 20 years with multihousing residents. We have learned many things as we have visited with them. There have been 6 answers to survey questions that pop up again and again. Whether they have the right or wrong ideas, you will read in the pages ahead how they perceive the church.

PASTORS AND STAFF: Pastors main desire is to grow the church to a healthy and positive state. He wants to spend his time where he can be most effective as he leads a congregation. In visiting with many, the following pages will give you insight into some of the issues they face.

LAY PEOPLE: Going to another country or another state to minister for a couple of weeks is a positive thing. Ministering on an ongoing basis to a group around the corner is another thing. This kind of commitment does not go away and requires one to build relationships in order to lead them to Christ. This takes time. You will read in the following pages some of the concerns church people have in going.

THE MULTIHOUSING MANAGER'S AGENDA

- 1. The Manager is a very controlling person.**
- 2. The Manager has two purposes for the property:
Resident Retention
Profit**
- 3. This Manager will try to do whatever it takes to keep the residents from leaving the property.**
- 4. They are afraid by letting a church just do "Bible study"; some residents will get angry and move out.**
- 5. If one denomination does a bible study on site, the law state that the manager must let all other groups do the same.**
- 6. It is much easier to JUST SAY NO!**
- 7. The Manager has more work to do than any one person can handle. Management would like to improve the quality of life on the property – but lack of time and energy makes it very unlikely.**
- 8. Management sees the church as a real asset in making this happen.**
- 9. Management is most concerned that we would work with ALL the residents whether they want to come to church or not.**

HOW MULTIHOUSING RESIDENTS OFTEN PERCEIVE THE CHURCH

- 1. Church only wants money.**
- 2. People only dress one way.**
- 3. Church is unfriendly.**
- 4. Church people really don't want us.**
- 5. People are afraid they won't behave properly.**
- 6. Churches hand out tracts, give Bibles, preach sermons, go door-to-door giving literature but don't care about helping with problems.**

REASONS CHURCH STAFF GIVE FOR NOT BEING INVOLVED IN MULTIHOUSING MISSION WORK

- 1. People will not come to my church building even though I minister to them during the week and meet their needs.**
- 2. We do not have the staff to go and do the ministries, Bible studies, and church services.**
- 3. It will never be a church-type mission and, therefore, I cannot count the statistics.**
- 4. Missions is a “going away” concept.**

CONCERNS LAY PEOPLE GIVE AS TO WHY “WE CANNOT GO”

- 1. Those people are different from us.**
- 2. Those people are not reachable.**
- 3. Those people are not interested in our church.**
- 4. Residents are not permanent.**
- 5. People have problems with which we don't want to get involved.**
- 6. They don't have anything to offer our church.**
- 7. People seek privacy and exclusivity.**



GAINING ACCESS TO THE MULTIHOUSING COMMUNITY

Gaining access to the multihousing community is the first step in beginning ministry to the residents. It is not usually difficult to gain this entrance but knowing how to go about it helps tremendously. Multihousing Managers have a multifaceted job and do not have much time to talk. Offering them something that is beneficial to the entire property speaks volumes to take away some of the stress they feel.

The following might be a good way to begin.

“Hello, my name is _____ and I am with _____ Baptist Church. We have become concerned about our community and want to be of service to it. We are going to CHOOSE an apartment community in which to do some ongoing FREE activities and classes onsite. We would like to know if your community would be interested. Here is a list of some of the activities others are doing in other communities. (Show the list of possible activities.) We will not do ALL of these but will conduct a door-to-door survey (show survey form) to find out which are the most popular here and begin with those. We would become a volunteer “Activities Committee” for your property. The only thing we need from you is a place to meet and we can get started. We will provide everything else.”

Managers usually are very open to this kind of offer. If we come as a religious group, that manager must allow every other religious group to come onsite also so as not to discriminate. If we come as an Activities Committee, only one is needed, and this lets her off the hook for a possible law suit for discrimination. There may be other variables that can be worked out as you go. The main thing is to get permission to be an ongoing presence on property.

When we come to them in this manner, they see value in allowing us to be present. When we begin to develop relationships and they see how much we are assisting them, they become more and more open to ministry and even Sunday School and Church.

Remember, this is private property and we are always guests there. It is much like going to a foreign country where you cannot go as a missionary. In this case you go as an Activities Committee and let God open the way for Christ to be presented. It always happens, so do not worry about how the gospel will be presented. It happens very naturally as relationships are developed.

CRISIS / CORE / RATIONALE

WE ARE THERE TO ASSIST MANAGEMENT TO CREATE AND MAINTAIN A BETTER COMMUNITY FOR THE RESIDENTS. THIS IS PRIMARY. THIS APPROACH IS BIRTHED OUT OF THE JESUS CONCEPT OF HELPING PEOPLE WHERE THEY HURT. WHEN THIS IS DONE, THE MANAGER NORMALLY WILL BE SUPPORTIVE TO INTERESTED RESIDENTS GATHERING FOR CORPORATE WORSHIP ON THE PROPERTY AND MAINTAINING A CONGREGATION ONSITE TO PROVIDE A VEHICLE TO MINISTER TO THE RESIDENTS. HEREIN LIES THE BASIS AND CONCEPT FOR CONGREGATIONS IN MULTIHOUSING COMMUNITIES.



RESIDENT INTEREST SURVEY
LA HOYA DE ESTUDIO DE INTERESES DE LOS RESIDENTES

Name (include spouse): _____

Nombre (incluya al conyuge): _____

Address: _____

Dirección: _____

Phone: _____

Teléfono: _____

(Please indicate the number of persons within each age group living in your apartment (Include yourself).

Favor indicar el numero de personas dentro de cada grupo por edad que vive en su apartamento (incluyalo).

0-5 _____

19-25 _____

51-65 _____

6-12 _____

26-35 _____

66-75 _____

13-18 _____

36-50 _____

76+ _____

Please check those activities in which one or more persons in your apartment have an interest.

Favor de indicar las actividades en las cuales una o mas personas en su apartamento muestren un interes.

English As A Second Language
Inglés como segunda idioma

Cooking Class
Clase de Cocina

Spanish As A Second Language
Español como segunda idioma

Parent/Child Relations
Relaciones entre Padres y Niños

Art Classes

Home Bible Study
Estudio Bíblico a domicilio

Kids Bible Club
Club Bíblico de niños

Aerobics
Ejercicios aeróbicos

CPR Class
RCP (Clase de resucitamiento
cardio pulmonary)

Children's Activities
Actividades para niños

Make Your Money Work For You
(Ponga su dinero a producir)

Security Seminar
Seminario de la Seguridad

Fire Safety
Medidas de protección contra incendios

Teen Outings
Excursiones para adolescentes

Make Up and Fashion
Modas y maquillaje

Jogging Clinic
Clínica de trotar

Team Sports
Deportes en equipo

Family Outings
Excursiones en familiar

Single Parenting
Padres Solteros

Other _____
Otro _____

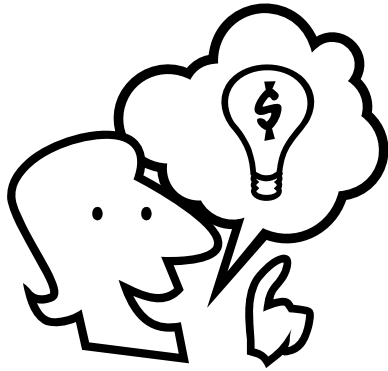
By answering the following questions, you will help us to be of better service to you.
Usted ayudara a que nosotros le sirvamos bien si ud. Conteste las siguientes.

1. Are you actively involved in a local church? Yes No
Es usted miembro participante en una iglesia local? Si No

2. Why do you think most people don't attend church?
Porque cree ud. Que la mayoría de las personas no asiste a la iglesia?

3. If you were looking for a church, what would you look for?
Si usted buscara una iglesia para visitar, que tipo de iglesia buscaria?

4. What advice would you give me so I can be of better service to your family?
De que manera podria yo servirle?



**SUGGESTED SOCIAL PROGRAMS AND
CULTIVATIVE PROJECTS TO ASSIST IN MINISTERING AND
PLANTING CONGREGATIONS IN MULTIHOUSING
COMMUNITIES.**

1. AFTER SCHOOL CARE
2. ARTS, CRAFTS AND HOBBIES CLASSES AND FAIRS
3. BABYSITTING CO-OP
4. BACKYARD BIBLE CLUB
5. CHARM AND GROOMING CLASSES
6. CITIZENSHIP TRAINING
7. CLOTHING CLOSET
8. COMMUNITY CLUB
9. CONTINUING EDUCATION
10. CONVERSATIONAL ENGLISH CLASSES (ESL)
11. CRISIS SUPPORT
12. DAY CAMPS
13. DAY CARE
14. DETECTING CHILD ABUSE CLASSES
15. DISASTER RELIEF
16. DIVORCED PARENTS (CLASSES AND SUPPORT)

17. EMERGENCY HOUSEKEEPING
18. ENGLISH READING AND WRITING
19. FAMILY PLANNING
20. FILM MINISTRY
21. FINANCIAL COUNSELING
22. FOOD CLOSET
23. FURNITURE CLOSET
24. HANDYMAN HELPS
25. HOBBY CLASSES
26. HOLIDAY ACTIVITIES
27. HOME BIBLE STUDIES
28. HOMEBOUND VISITS
29. HOSPITAL EQUIPMENT PROVISIONS
30. INTERNATIONAL WIFE'S CLUB
31. JOB PLACEMENT HELPS
32. JOB TRAINING
33. LEGAL COUNSELING
34. MARRIAGE AND FAMILY COUNSELING
35. MEALS PROVIDED
36. MEALS PROVIDED FOR SHUT-INS
37. MENS OR WOMENS CLUBS
38. MISSION SUNDAY SCHOOL
39. MISSION VACATION BIBLE SCHOOL
40. MOBILITY/DISABILITY ASSISTANCE
41. MOTHER'S DAY OUT

42. NEIGHBORHOOD BIBLE STUDY
43. NUTRITION EDUCATION
44. REFERRAL SERVICE (FOR ASSORTED PROBLEMS)
45. SEMINARS AND SPECIAL TRAINING (VARIETY OF SUBJECTS)
46. SEWING CLASSES
47. SINGLE PARENTS SUPPORT/CLASSES
48. SPANISH READING/WRITING
49. SPOUSAL ABUSE (RECOGNIZING AND TRAINING TO ASSIST WITH)
50. SENIOR ADULT DAY CARE
51. TAPE/CD LENDING
52. TELEPHONE REASSURANCE FOR SHUT-INS
53. TERMINALLY ILL SUPPORT
54. TRANSPORTATION HELPS
55. TUTORING
56. UNDOCUMENTED ALIENS SUPPORT
57. VOCATIONAL COUNSELING
58. WIDOWED PERSONS SUPPORT
59. YOUTH CLUB

Source: Strategies for Planting New Churches in Multihousing Housing Communities, BGCT, 1986, chapter 7, page 57-61 by E.B. Brooks.

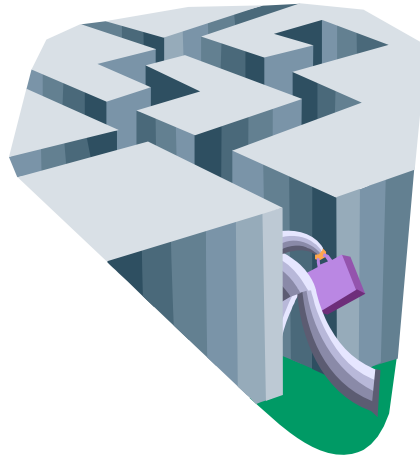
Other possible activities ideas:

1. **Kid's Bible Club**
2. **CPR Class**
3. **Fire Protection**

4. Auto Repair Information
5. Cosmetology
6. Dress well on small budget
7. Photography
8. Cooking Class
9. Understanding your children
10. How to care for you child's needs
11. Children's choir
12. Hearing Clinic
13. Jogging Clinic
14. Big "A" Club
15. Saturday Night At The Movies
16. Field Trips
17. Lady's Coffee
18. Game Night
19. Book Lending Ministry



PREPARING THE CHURCH TO GO



1. Making the church **AWARE** of the need is the first step. They must begin to realize that this is truly a mission field. Pictures, articles, testimonies are all good ways to help the church see.
2. Once the church is aware of the need, a time for **COMMITMENT** to the work is necessary. This can be done one-on-one, class by class, department by department, or church wide. A Sunday Commitment Service could be done with Jerusalem Missions as the focus. When it comes time for the invitation, a request for those who are feeling led to find out more about this area of mission work to come forward is very moving.
3. Meet with those who are feeling led to this work to give an **ORIENTATION** for the procedures to follow. They need to realize that this is not a one week or two commitment, but is an ongoing relationship building work to see people come to know Jesus and to be disciplined.

4. The apartment or mobile home community has probably already been selected or is in the process of being selected. Let the interested lay missionaries know that a **SURVEY** will be the first order of business on the property so we can know what the people there would be interested in doing.
5. When the survey is completed, it will be time to **COMPILE THE INFORMATION** so the church will know the interests. Decisions will be made at this time as to what and how many activities/classes a particular church can do.
6. If any **TRAINING** is needed for any of the activities/classes, now is the time to do that. The association or the state convention should be able to provide necessary teachers for that training.
7. Make your first **MONTHLY CALENDAR**. Plan the events when your church people are free. If this does not work out, you can adjust later to accommodate the residents time schedules.
8. If you can begin your ministry with a **BLOCK PARTY** type event, it will give a wonderful neutral place for all to get acquainted. If you cannot do this piece, it is OK. Just begin where you can.
9. Your activities/classes are considered **CULTIVATIVE EVENTS**. Be consistent and don't give up. If something does not work, start over with something else. The main thing is to build relationships. That is key!
10. Begin **BIBLE STUDIES** as soon as you can. I have never done a survey that someone does not sign up for Bible Study. You might start with the kids, teens, or the adults. It does not matter. Keep it simple and start with creation and the life of Christ. Most people know very little of the Bible and we need to start with the basics.
11. Offer a **WORSHIP TIME** when the time is right. You will sense it and can start any time. Some will come to your church but ALL never will. Offer a place onsite where they can worship and learn together.

POTENTIAL OUTLINE FOR START UP OF MULTIHOUSING MISSION WORK

- 1. AWARENESS**
- 2. COMMITMENT**
- 3. ORIENTATION**
- 4. INFORMATION GATHERING**
- 5. COMPILE INFORMATION**
- 6. TRAINING**
- 7. PLAN CALENDAR OF EVENTS**
- 8. BEGINNING/KICK OFF**
- 9. ONGOING CULTIVATIVE EVENTS**
- 10. BEGINNING BIBLE STUDIES**
- 11. CONGREGATIONALIZING**

SAMPLE OF NEEDED MINISTRY START UP ITEMS

Children's Material	Visit Christian Bookstores to find literature
Youth Material	Dawson McAllister, Josh McDowell, Youth Specialties, Youth For Christ, etc
Adult Material	Serendipity, Navigators, Chuck Swindoll, Walk Through The Bible, Lifeway Discipleship Material
English Class Material	Check with your Association for a list of materials
Craft Materials	Individual Materials from talented people in your church

GENERAL ITEMS

Paper	Paper Cups	Kleenex
Construction Paper	Toilet Paper	Clean Up Rags
Copy Paper	Yarn	Bibles
Pencils	Coffee Pot	color pages
Pens	Coffee	craft items
Scissors	Sugar	Plastic Silverware
Crayons	Creamer	Napkins
Markers	Cool-aid	Paper Plates
Paints	Vanilla Wafers	Chairs
Craft Glue	Paper Towels	Spoons
Tables	Pitchers	Teaching Stand

These are only ideas. You will make your own list as you begin your work and get ideas from others.

ADDITIONAL
OPTIONAL
FORMS
AND
INFORMATION

