

We tend to be conscious of major formal events because they take a great deal of time, effort and resources to put on, and a lot of people attend. It is the small, informal events and programs that tend to be overlooked or forgotten. Yet, they are some of the most important when it comes to impact on the personal lives of church members and others they touch.

To spur thinking, start by listing all the major categories of ministries like Evangelism, Incorporation, Nurture, Fellowship, Discipleship, Worship, Pastoral Care, Leadership Development, etc. Then list all the specific programs, activities and events related to each of these areas of ministry conducted by the church and its members.

Step 3

DETERMINE MINISTRY AUDIENCE(S) *Determine the ministry audience(s) targeted and served by each ministry program, activity or event, whether multiple audiences or one specific audience.*

Reflect on the ministry programs, activities and events after listing them, to discern how various audiences are served by them, directly or indirectly, because the target audience(s) are not the only ones positively ministered to by them, or sometimes certain ones have more than one intended audience.

The following is a chart format that might be helpful in recording the information being pulled together up to this point:

Program, Activity or Event by Ministry Category	Audience(s) Served					
	A	B	C	D	E	F
Evangelism						
Program A—e.g., Bill Fay videos	X					
Event B—e.g., Harvest Crusade		X	X		X	
Program C—e.g., evangelistic Bible study				X		X
Activity D—e.g., golf fellowship	X	X	X	X	X	X
Incorporation						
Nurture						
Fellowship						
Worship						
Discipleship						
Pastoral Care						
Leadership Training						
Other						