

A Strategy for Refocusing Christian Outreach Center of West Columbia, S.C. to Reach the Unchurched of Columbia, S.C., and Neighboring Communities

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ABSTRACT

The purpose and scope of this project was to evaluate and refocus the ministry of Christian Outreach Center (COC) for the purpose of reaching the unchurched. The project examined the effectiveness of the ministry to the core of believers, as well as reaching and assimilating the unchurched including postmoderns. The project refocused the ministry and designed a church model known as the “kingdom seeker” model. The “kingdom seeker” model will help spirit empowered churches to become more effective in reaching the postmoderns and other unchurched peoples.

The “kingdom seeker” model demonstrates: (1) the evaluation process that will determine the transitional steps needed; (2) how to gather data from within the organization in order to begin the transitional process; (3) the necessary steps toward change that must be taken to effect transition of the organization; (4) the change process that effects transition of leadership training, small group development, implementation of the staff coaching process, sensitizing staff and leadership to the unchurched; (5) the ongoing evaluation and realignment to the transition.

This project has been tremendously effective in educating our constituency relative to cultural changes, the rise of postmodernism, and the necessity of non-compromising spirit of empowerment. Every segment of our church operation has opened itself to reaching, loving, converting, and assimilating the unchurched into the church body. Because of this effort, COC is more multi-cultural and open to the lost than ever. Truly God will use COC to reach the unchurched and postmoderns of Columbia, South Carolina and neighboring communities.