

GOAL OF A CHURCH LIKE ANTIOCH

To reach the world from Antioch with
the Full Gospel through sending
Teams to plant churches

Go back to Antioch and plant churches
in the footsteps of Paul

Antioch in Acts in America-
To reach America and the world as in
the book of Acts

TEAM FIVE: MARKETING MINISTRY

**JOB DESCRIPTION: DECORATIONS FOR
PLATFORM, SANCTUARY, AND FOYER
(2 PEOPLE NEEDED)**

Principle Function: To provide a decorative environment that is pleasing for those who attend the church.

Spiritual Gift:

The gift of “Help and Service” is the best for this area, but artistic talent is a gift given to any spiritual gift.

Responsible to:

Team Five Administrator

Estimated Time Commitment:

It normally takes four months to train, however it could be less if all agree. The first four months are designed for you to be training; the second four-month period is for you to do the task while seeking someone to be trained so they can take over this responsibility.

Arrival Time:

Arrive 20 minutes before services begin to walk through the foyer, sanctuary, bathrooms, etc. to make sure all decorations are in place.

VISION

Antioch in Acts in America

A large lay center church like Antioch sending their pastor and Teams to start reproducing churches in America and around the world

TEAM FIVE: MARKETING MINISTRY

Responsibilities:

1. Make a list of supplies needed along with the projected cost and give it to the Secretary/Treasurer to approve funding.
2. Check out all supplies needed for decorating from the Secretary as needed (i.e. Scissors, hammer/nails, material, Christmas decorations, etc.)
3. Keep the Sanctuary, platform, and foyer well decorated.
4. Keep decorations updated with the current season and/or holiday.

MISSION

To keep Christianity alive in America
To start churches like Antioch all over
America and around the world with our
Full Gospel message (like those cities
mentioned in Acts)
To change our world for Christ

TEAM FIVE: MARKETING MINISTRY

JOB DESCRIPTION: MARKETING

(1 PERSON NEEDED)

Principle Function: To market the church's vision to the target audience and surrounding community.

Spiritual Gift:

The gifts of "Evangelism," "Mercy," and/or "Help and Service" are the best for this area. Marketing is a gift given to any spiritual gift, but is normally the taste of the "Evangelist."

Responsible to:

Team Five Administrator

Estimated Time Commitment:

It normally takes four months to train, however it could be less if all agree. The first four months are designed for you to be training; the second four-month period is for you to do the task while seeking someone to be trained so they can take over this responsibility.

Arrival Time:

Arrive 20 minutes before services begin to walk through the foyer, sanctuary, bathrooms, etc. to make sure all marketing media is in place.

TEAM FIVE: MARKETING MINISTRY

TRAINING
FOR TEAM
FIVE

MARKETING MINISTRY

BY:
DR. OWEN WESTON

TEAM FIVE: MARKETING MINISTRY

Responsibilities:

1. Update the church's marquee and street signs weekly with a catchy saying that can easily be read in 5-10 seconds as people drive by.
2. Send church calendars to consistent attendees each month.
3. Send an abbreviated calendar to visitors and inconsistent attendees highlighting the main events of the church each month (i.e. Friend's Day, Children's Programs, special speakers, etc.).
4. Send mail-outs to the surrounding community and target audience concerning large events that the church is holding (i.e. Grand Opening, Christmas Candlelight Service, Easter Service, Summer BBQ party, etc.).
5. Continually brainstorm for new innovative ways to market the church's vision to the surrounding community.
6. Send the church's monthly newsletter to all those who have attended the church in the past six months.
7. Make sure to get at least seven names of the prospects from a family who wants to be **baptized**—all of these prospects must be contacted by the church and invited to these individual events.
8. Be sure to get at least seven names of prospects from a family who wants to get their baby **dedicated**—all of these prospects must be contacted by the church and invited to these individual events.

VISION FOR MARKETING TEAM:

To seek ways to reach the lost and hurting by inviting them into God's house where they will feel the love and acceptance of Christ.

TEAM FIVE: MARKETING MINISTRY

9. Make sure to get at least seven names of the prospects from family who wants to be **married**—all of these prospects must be contacted by the church and invited to these individual events. (Those getting married should have a Sunday before their marriage to honor them in order to invite all of their family and friends.

10. Continually brainstorming new ways to get prospects from families to invite to that family's event in the church, is a great way of growing the church, e.g. birthday parties, anniversary celebration, awarding Royal Ranger badges, graduation, etc.

Remember 80% of the people who come to the church come become somebody in the church that they new invited them.

2 Chronicles 31:21

And in every work that he began in the service of the house of God, and in the law, and in the commandments, to seek his God, he did [it] with all his heart, and prospered. (KJV)

TEAM FIVE: MARKETING MINISTRY

JOB DESCRIPTION: NEWSLETTER
(1 PERSON NEEDED)

Principle Function: To publish a contemporary high quality newsletter for the church.

Spiritual Gift:

The gift of “Help and Service” is the best for this area, but writing talent is a gift given to any spiritual gift.

Responsible to:

Team Five Administrator

Estimated Time Commitment:

It normally takes four months to train, however it could be less if all agree. The first four months are designed for you to be training; the second four-month period is for you to do the task while seeking someone to be trained so they can take over this responsibility.

Arrival Time:

Arrive 15-20 minutes before service begins to make sure copies the latest newsletter are available at the visitors table.

TEAM FIVE: MARKETING MINISTRY

A growing church is the church with a servant's heart and deep desire to advance God's Kingdom by bringing in the lost.

TEAM FIVE: MARKETING MINISTRY

Responsibilities:

1. Continually speak with Small Group Leaders to obtain news happening within the families of their group (i.e. special anniversaries, hospital stays, family weddings, testimonies, etc.)
2. Stay current with the church's calendar and included any important events in the Newsletter. (You may also wish to include a copy of the Calendar in the Newsletter).
3. Obtain current photographs from the Team Five Photographer to place in the newsletter. Never have a story or article without a photograph, picture, or graphic.
4. Periodically check with the Pastor to see if he is planning any sermon series or special events that he would like mentioned in the Newsletter.
5. Keep updated on computer programs that may assist you in the production of the Newsletter as well as innovative ways to produce a high quality newsletter.
6. Remember to allow the pastor to edit anything in the newsletter. He has the final say.

TEAM FIVE: MARKETING MINISTRY

JOB DESCRIPTION: ADMINISTRATOR-TEAM FIVE

Principle Function: Provides leadership and Administration to the Team.

The following are additional duties for the Administrator of the Team.

Spiritual Gift:

Administration and, if possible, the secondary gift of Encouragement

Responsible to:

Pastor

Estimated Time Commitment:

It normally takes four months to train, however it could be less if all agree. The first four months are designed for you to be in training; the second four-month period is for you to do the task while seeking someone to be trained so they can take over this responsibility.

Arrival Time:

Arrive 20 minutes before services begin to walk through the foyer, sanctuary, bathrooms, etc. to make sure all decorations and marketing media are in place.

TEAM FIVE: MARKETING MINISTRY

JOB DESCRIPTION: PHOTOGRAPHER
(1 PERSON NEEDED)

Principle Function: To take and provide pictures of all church events.

Spiritual Gift:

The gift of “Help and Service” is the best for this area, but photography is a gift given to any spiritual gift.

Responsible to:

Team Five Administrator

Estimated Time Commitment:

It normally takes four months to train, however it could be less if all agree. The first four months are designed for you to be training; the second four-month period is for you to do the task while seeking someone to be trained so they can take over this responsibility.

Arrival Time:

Arrive 20-30 minutes before service begins to set up photography equipment.

TEAM FIVE: MARKETING MINISTRY

Responsibilities:

1. Oversee all positions in Team Five.
2. Perform duties of one of the Marketing Ministry positions, if needed.
3. Have the Secretary of Team Five check all necessary supplies to make sure they are in good order and available to the Marketing Ministry Team (i.e. decorations, camera, paper etc.).
4. Appoint, with the approval of the pastor, the following positions consisting of those Marketing Ministry members with the appropriate gifts to do the following:
 - a. Appoint a Secretary/Treasurer, approved by the pastor, to oversee all of the recording and to assist the Administrator in taking care of the “nuts and bolts” of Team Two. This person should score high in the gifts of “helps and service” and, if possible, they should be one of those positions already on the Team.

The Secretary/Treasurer in the small group has the gift of “helps and service” and does what most secretaries normally do. He/She keeps the role of those who are present and or absent, makes sure that the information on each participant is current: name address phone number, birth date, giftings, etc. The Secretary’s role is to make sure the material is present for the Team, recorded, and packed away afterward. If photocopies are needed, the Secretary’s job is to make sure the copies are made. Having the gifts of “helps and service” makes the Secretary enjoy this type of work.

TEAM FIVE: MARKETING MINISTRY

Responsibilities:

1. Check at the camera and film from Team Five Secretary as needed.
2. Be present at every church event to photograph the congregation enjoying themselves.
3. Take pictures of the Children's Church, Nursery, and other ministries to include on the Bulletin Board and Newsletter.
4. Work with the person in charge of producing the Newsletter to see if he/she needs any special pictures to coincide with a particular story.
5. Have film developed and turn pictures and receipts into the Team Five Secretary.

TEAM FIVE: MARKETING MINISTRY

He/She is responsible for all funds used by the Team, keeping the records of who gave what amount, and the total amount of funds used, etc. (At our church the treasurer was responsible for reporting this to the main church treasurer. We found it easier to have one central treasurer system than each department having its own banking account. If items need to be purchased the treasurer is normally the one responsible for obtaining a check and possibly purchasing what is requested.)

- b. Appoint, with approval of the pastor, a Pastoral Care person (Group Leader).

Each Team in the church needs to have its own Pastoral Care in place. Each group needs to learn to take care of each other. The best person to make sure this happens would be the person with the “gift of Encouragement” or one who is called to be a “pastor.” This is the type of person that enjoys counseling, encouraging people on the phone, and often goes to visit people when he feels like they need to have a chat.

This position is very important in the group. It takes a big load off the Pastoral Care responsibility of the administration and pastor. The Group Leader with the gift of Encouragement or Pastoral Care giftings enjoys this type of ministry immensely. He feels like it is his ministry to the body of Christ. The church needs “Group Leaders.”

TEAM FIVE: MARKETING MINISTRY

**JOB DESCRIPTION: BULLETIN BOARD
(1 PERSON NEEDED)**

Principle Function: To decorate the church's Bulletin Board so that it is eye catching and up to date.

Spiritual Gift:

The gift of "Help and Service" is the best for this area, but artistic talent is a gift given to any spiritual gift.

Responsible to:

Team Five Administrator

Estimated Time Commitment:

It normally takes four months to train, however it could be less if all agree. The first four months are designed for you to be training; the second four-month period is for you to do the task while seeking someone to be trained so they can take over this responsibility.

Arrival Time:

Arrive 20 minutes before service begins to check all bulletin boards to make sure nothing has been pulled down and to make any necessary adjustments.

TEAM FIVE: MARKETING MINISTRY

The main responsibility of the Group Leader is to telephone those in his Team. There should never be less than four to call each week; if they get as many as 13 to 14, a new Group Leader should be found to help them. On average, a Group Leader should have about seven people each week to call. When he telephones, it is extremely important that he does not act as a “watch dog.” The phone call is simply to pray for the person he is phoning, not to question them as to why they did nor did not attend the meeting. No one likes the “watch dog;” everyone enjoys a prayer partner.

The Pastoral Care person needs to telephone his Team people each week and say something like this: “Hi, this is your prayer partner, last week we were praying about your mom, how is she doing? What would you like me to pray about this week?” I have found that when the Group Leaders call and pray for their group, individuals that were not there for one reason or another will typically volunteer why they were not there without the Group Leader even asking. Many times they will also volunteer that they were not planning to be there the following week for whatever reason. So, Group Leaders become very important ingredients in knowing the attendance and commitment of the people in the Team. Group leaders must also know how to keep confidentiality. They cannot share what has been told to them in confidence, not even to the pastor. To do so would violate that confidence and destroy the entire Pastoral Care program in the church.

TEAM FIVE: MARKETING MINISTRY

Responsibilities:

1. Check out all necessary supplies from the Team Five Secretary (i.e. push pins, paper, pictures, etc.).
2. Update the Bulletin Board each month (or each week, if possible) to reflect current events for the church.
3. Be creative in using colorful paper and pictures to keep the Bulletin Board eye catching and easy to read.
4. Do not put too much on a board. Instead, use a few eye catching items each week.

TEAM FIVE: MARKETING MINISTRY

If they do hear something that troubles them and he feels the pastor should know about it, he needs to encourage the individual to go and share it with the pastor. He might even have to agree to go with them. Whatever the circumstance, it is imperative that Pastoral Care people are not gossipers and slanderers. The Bible says God hates gossipers and slanderers (Proverbs 6:16-19).

- c. Appoint, with approval of the pastor, a Fellowship Coordinator.

The Fellowship Coordinator is responsible for making sure there are refreshments at every activity. It is not the job of the Fellowship Coordinator to always purchase these refreshments but he/she is responsible for making sure someone is bringing these refreshments.

The Fellowship Coordinator is also responsible for icebreakers, fun and games in the group meetings. Every time the group gets together, it ought to have fun. There must be food, fun activities, and fellowship. Christians have been known for this from their very inception in Acts 2:46. The Fellowship Coordinators must be careful that the icebreakers or the games they choose are not brainteasers that might show off a person's intelligence or lack thereof.

TEAM FIVE: MARKETING MINISTRY

**JOB DESCRIPTION: SERMON OUTLINE
(1 PERSON NEEDED)**

Principle Function: To provide sermon outlines for the congregation.

Spiritual Gift:

The gift of “Help and Service” is the best for this area.

Responsible to:

Team Five Administrator

Estimated Time Commitment:

It normally takes four months to train, however it could be less if all agree. The first four months are designed for you to be training; the second four-month period is for you to do the task while seeking someone to be trained so they can take over this responsibility.

Arrival Time:

Arrive 30 minutes before service begins to make necessary copies of sermon outlines and have them available at the designated areas.

TEAM FIVE: MARKETING MINISTRY

The Fellowship Coordinator must make sure there is a time for Team prayer and ministry, especially during the meeting and training times. The Fellowship Coordinator should have the gift of “prophecy,” but this is one area where the gifting may not be so important and any person needing a position or needing to be tied in could be given this role.

- d. Appoint, with approval from the pastor, an Outreach Leader.

The Outreach Leader has the responsibility of growing the Team. He has the gifts of “mercy” or “evangelism” and enjoys reaching out and contacting people. His main task is to grow the group he is in. He is like the evangelist to the church who is responsible for the outreach ministry in that church. The Outreach Leader is constantly looking for activities and outings that the Team can do so that they can win new people to the Team.

5. Be open to listening to complaints from within the Team; at all costs keep unity within the Team. If the matter is larger than what you feel you can/should handle encourage the person to take the matter to the pastor or offer to go with the person to the pastor.
6. Be a leader that the group trusts and is comfortable with. Be a leader that leads with love and caring rather being like a drill sergeant in the army.

TEAM FIVE: MARKETING MINISTRY

Responsibilities:

1. Obtain the pastor's sermon notes from the church Secretary each week.
2. Break the sermon notes down into an outline form that is easy for the congregations to read and understand.
3. Make all necessary copies and give them to the visitor's table to hand out.
4. Have copies available after service in the foyer for those wishing to get extra notes.
5. Keep extra copies of the outlines for those who order sermon tapes.

TEAM FIVE: MARKETING MINISTRY

7. Keep all confidentiality. Help your Team engage in spiritual warfare. Remember the Enemy wants to keep them from maturing and using their spiritual gifts and so defeat them and the church.
8. Give your Trainer a minimum of 24 hours notice if you cannot make it to service due to illness.
9. Make sure the Trainer is familiar with your job description in the event he/she needs to fill in for you.
10. Have a fill-in for the Trainer in the event he/she cannot make it to service.
11. Have fill-in Marketing Ministry members that you can call to replace absentees (these should be those in training).
12. Try and help every person in each position on the Team to find and train their replacement. Such replacements must have comparable giftings and be approved by the pastor to train with the help of the Trainer.

TEAM FIVE: MARKETING MINISTRY

**JOB DESCRIPTION: MATERIAL HANDOUTS
BOOKSTORE
(1 PERSON NEEDED)**

Principle Function: To handout material to the congregation as well as manage the bookstore, if available.

Spiritual Gift:

Helps and Service

Responsible to:

Team Five Administrator

Estimated Time Commitment:

It normally takes four months to train, however it could be less if all agree. The first four months are designed for you to be training; the second four-month period is for you to do the task while seeking someone to be trained so they can take over this responsibility.

Arrival Time:

Arrive 30 minutes before service begins to arrange material available in the bookstore and make sure it is ready for visitors.

TEAM FIVE: MARKETING MINISTRY

JOB DESCRIPTION: TRAINER-TEAM FIVE

Principle Function: Provide leadership for Team Five as well as train and recruit new members for the Team.

The following are the additional duties for the Trainer of the Team.

Spiritual Gift:

Teaching and hopefully Encouragement or Administration

Responsible to:

Team Five Administrator

Estimated Time Commitment:

It normally takes four months to train, however it could be less if all agree. The first four months are designed for you to be training; the second four-month period is for you to do the task while seeking someone to be trained so they can take over this responsibility.

Arrival Time:

Arrive 45 minutes before services begin to walk new trainees through their job responsibilities and ensure all decorations and marketing media are in place.

TEAM FIVE: MARKETING MINISTRY

Responsibilities:

1. Set up a nicely decorated table and place items to be given away by the church on it such as: tapes, sermon outlines, Bibles, etc.
2. Obtain bookstore keys from the Team Five Secretary.
3. Keep the bookstore well stocked with material.
4. Keep the bookstore neat in appearance that invites new visitors inside to look around.
5. Keep a sign-up sheet for those who wish to order sermon tapes.
6. Keep copies of current church calendars, newsletters, etc. for those who wish to receive extra copies.

TEAM FIVE: MARKETING MINISTRY

Responsibilities:

The Trainer's responsibility is to teach whatever Team Five needs to learn. Again, the secret of success in this leadership model is that the Trainer just does what a teacher loves to do and that is teaching. Obviously the teacher should have the gift of teaching.

1. Oversee training all positions in Team Five.
2. Perform all duties of one of the Marketing Ministry members, if needed.
3. Maintain a good knowledge of the job descriptions for each Marketing Ministry position so that you are ready to train a new person at any time.
4. Walk new Marketing Ministry members through their job duties 45 minutes before the beginning of each service for the first four weeks. After that, be available and approachable for any questions and/or concerns that they may have.
5. Plan on spending one-on-one time with new trainees, preferable on the job.
6. Pay close attention to the pastor when he is training you. Remember you are responsible for training new people to carry out their job or duties the way the *pastor* wants it done, not how you think it should be done.
7. Give the Administrator a minimum of 24 hours notice if you cannot make it to service due to illness.

TEAM FIVE: MARKETING MINISTRY

**JOB DESCRIPTION: BREAD PACKAGE MAKERS
(4 PEOPLE NEEDED)**

Principle Function: To bake bread and package it for the Visitation Team to take to new visitors each Sunday afternoon.

Spiritual Gift:

The gift of “Help and Service” is the best for this area, but baking is a gift given to any spiritual gift.

Responsible to:

Team Five Administrator

Estimated Time Commitment:

It normally takes four months to train, however it could be less if all agree. The first four months are designed for you to be training; the second four-month period is for you to do the task while seeking someone to be trained so they can take over this responsibility.

TEAM FIVE: MARKETING MINISTRY

8. Maintain an understanding of the Administrator's duties so that you can fill in, in the event that the Administrator calls in sick.
9. Constantly encourage and help each person you train on the Team.

TEAM FIVE: MARKETING MINISTRY

Responsibilities:

1. Obtain a list from the Team Two Secretary of the names of visitors that attended church that morning.
2. Bake fresh homemade banana bread each Sunday afternoon so that it is ready in time for the Visitation Team to take to the new visitors each Sunday evening.
3. Package the bread so that it is appealing and include a card with a short message thanking the visitors for coming to the church.

NOTE: In some churches the cost for ingredients is part of the ministry costs of those volunteering to do this. In other churches, the church pays for the ingredients. Please determine this from the Team Five Administrator and/or pastor.