
From Consumer to Participant: Engaging Your Congregation

Courtney Wong Davis, Ph.D. • September 2021

Associate Professor of Communication Management, [Azusa Pacific University](#)

Executive Coach and Consultant, [Crossroads Consulting Group](#)

www.linkedin.com/in/courtneywd Instagram: [@courtneywdavis](#)

Who I am and how I spend my days

Coach, equip, and send

Executive coach, consultant, university professor, speaker, author, church small group leader, wife, and mom

Qualifications and certifications

- Ph.D. Communication and Organizations, UC Santa Barbara
- Co-Author, *Leading Small Groups that Thrive* (2020, Zondervan)
- Associate Certified Coach (in progress), Int'l Coach Federation



A question I am asking in multiple contexts:

How do we engage in groups and organizations so that we send others more whole in Christ and more equipped for the glory of God and the good of others?

Engaging Your Congregation

- The Problem(s)
- The Vision
- The Plan
- The Call to Action
- Q+A



The Problem(s)

Some questions YOU may be asking

- How do we more effectively engage our congregants beyond Sunday mornings?
 - How do we build fully staffed service teams? (e.g., turnover, recruitment, volunteers not skilled in the areas we need, getting committed volunteers, etc.)
 - How do I get people to see the value of being involved when it seems like "everything is covered?"
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Why don't congregants serve in your local church?

- Time / Commitment; too many other events
- Onboarding process, lack of follow up, waiting too long to get connected
- Volunteers are overworked, underappreciated, experience burnout
- Staff does too much, leaving too little for volunteers to do, which causes apprehension in stepping up to serve, not knowing where to serve, and/or spiritual apathy



The Vision



For service teams to be a first step toward becoming a part of **your local church family**, where the people of God share what they have and are equipped for **more**, growing in unity in Christ and community with others.

The Plan

The Plan

- Develop + refine the team **purpose**
- Develop **structure** for predictability
- Develop people in order to **equip + send**



Develop + Refine the Purpose

- Their Why
- The Team Why = Team Purpose

Their Why prompts them to join.

The Team Why compels them to stay.



Develop + Refine the Purpose

- Why do people JOIN your teams?
- Why should team members STAY on your team?

A Purpose Development Worksheet, for your use, is available [here](#) or here:



Examples of Purpose Statements

- *To glorify God by leading kids in a growing relationship with Jesus Christ, rooted in the gospel.*
 - *To welcome first- and second-time guests with generous hospitality and authentic connection, as Kingdom ambassadors.*
 - *To raise up the next generation of believers to be rooted in the gospel, Biblically literate, with extravagant compassion.*
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Develop **Structure** for Predictability

- Onboarding newcomers to the team
- Group size
- Meeting frequency, serving seasons
- Meeting location

...all driven by **purpose!**



Develop **Structure** for Predictability

- What is **ONE QUESTION** you want to engage about the structures related to your team?



Develop People: **Equipping**

- Delegate authority, rather than tasks.
- Communicate often between meetings.
- Recognize bids for ownership.



Develop People: **Sending**

- Equip to send UP into greater (lay) leadership and responsibility in our church and/or on our service teams.
- Equip to send OUT to Judea, Samaria, and the ends of the earth.



Develop People: **Sending**

- **Identify.** Who are 2-3 people who could step up and in further to church (lay) leadership?
 - **Invite.** Affirm giftings in potential leaders and invite them to try out leadership on your team.
 - **Invest.** (Ferguson & Bird, 2018)
 - I do. You watch. We talk.
 - I do. You help. We talk.
 - You do. I help. We talk.
 - You do. I watch. We talk.
 - You do. Someone else watches.
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The Call to Action

The Call to Action

- What is **one meaningful takeaway** from our time together?
- What is **one actionable step** you can take today or this week?
- **Who** will you engage to move this conversation forward?



Q+A

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