



**FROM CONSUMER TO PARTICIPANT:  
ENGAGING YOUR CONGREGATION  
FREE METHODIST CONFERENCE IN SOUTHERN CALIFORNIA  
SEPTEMBER 2021**

**A 5C PURPOSE** (adapted from Hartwig & Bird, 2015)

**Clear:** How strongly does the team's purpose paint a clear picture of the team's value to members, potential members, and beneficiaries?

**Compelling:** To what extent does the team's purpose address something that matters so much that members wouldn't miss a gathering unless they absolutely had to?

**Challenging:** To what extent is each member of the team required to meaningfully and consistently contribute to achieve the purpose?

**Calling-oriented:** How does accomplishing the team's purpose help members accomplish God's specific calling on their lives?

**Consistently held:** To what extent does every member understand the group's purpose, articulate it similarly, and pursue it consistently?

**PURPOSE DEVELOPMENT EXERCISE** (adapted from Hartwig, Davis & Sniff, 2020)

1. My local church says the purpose of this team is...
2. Based on the above, I could sharpen or strengthen the purpose of my team by...
3. If our team became all that it could be, the people most likely to benefit are...
4. I'm pretty sure that the people on (or who will join) my team are most interested in...
5. Your first draft TEAM PURPOSE: