



Mobilization Ideation

Marion, Indiana
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A Report Compiled by Marla Persinger and Dave Jacob



WORLD
GOSPEL
MISSION

Introduction

In May of 2023, thirty-one mobilizers from fifteen different missions organizations gathered at World Gospel Mission headquarters in Marion, Indiana for Mobilization Ideation. The organizations represented included: TEAM, One Mission Society, Global Partners, Frontiers, World Gospel Mission, SonSet Solutions, GoCorps, SEND International, InterVarsity Link, Africa Inland Mission, Interserve USA, Mission Global (Pentecostal Assemblies of Canada), Wycliffe Bible Translators, Christian and Missionary Alliance, and Gospel Mobilization.

At this round table, discussion-based event organized by Gospel Mobilization and World Gospel Mission, missions mobilizers brainstormed around five topics:

1. Best Practices in Mobilization
2. Generating Leads in a New Missions Era
3. Helping Gen Z Care and Commit
4. Mobilizing Today's Pastors and Churches
5. Finding More Mobilizers: Both Volunteer and Staff

This report is a bullet point summary of the discussions that took place at each table. We hope it is useful to you and your ministry.

God Bless You!



Dave Jacob

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Mobilization Wins - What's Working Well/Best Mobilization Practices

1. Where do you see God working in your mobilization efforts?

- Internship programs (at home office) – almost doubled.
- The focus of mob has shifted, to make it more Church-centric. Equip, serve, and send the Church.
- Shift in mobilization team structure (central to regional); mobilization teams growing. Intentionality of prayer for More.
- One of the blessings of COVID is that we have learned to do things online better now than ever before (webinars, trainings, etc.) Both by staff and also those with whom we are interacting. It has made a new way to connect with leads.
- Hiring social media staff, especially Gen Zer's.
- Seeing the younger generation get more involved with mobilization.
- Seeing people come out of the woodwork and knock on our doors. Being surprised by “out of nowhere” leads and not just those we met through events and intentional mobi events. (Perhaps due to old fashioned networking or those social media innovations.)
- Mobilizing is beyond just connecting with people on social media, having coffee, etc. When it's done well, it makes us look as good as we are. When we are enthusiastic about what we do, it communicates well and that we are worth looking into.
- Having sites/pages that are user friendly. Everything they need to know is on the first page, so people don't have to click everywhere, but just scroll down.
- It looks like God is working in the colleges.
- Asbury has been highlighted as an example, however there are other colleges.
- We also see God working in a second career setting (older generation) looking for a different place to serve.
- Significant new trend (Canadian) wanting to engage missionally and wanting to engage cross-culturally.
- It also looks like God is working on fields that are praying. Example: Japan is a country that has been praying and has made an effort and realization that they need more people.
- People want to go to these nations where people are praying.
- Another example was highlighted of how their organization has been praying and being intentional/focused on prayer and seeing more people wanting to serve.
- Business As Mission especially for the younger generation seems to be a place where God is moving.
- It's a place where doors are open that wouldn't have been open previously.
- Leadership and cohesive team dynamics.
- Seeing short-termers become long-termers. It is so important for people to have a good experience as short termers. Relationships matter.
- Working with long-termers. A young man who went on the field in January is doing well and recently hosted a short-term team. On the personal level it's awesome to watch people thrive.

- New emphasis on mobilization in organization. Member care and mobilization are new initiatives. Creating room for new people.
- Seeing God working in All of the areas! Livestream webinars, mobilizing seminaries, teams going, etc.
- God is working in students! Campus visits, classroom visits, etc.
- Global Partners- by moving to regional teams, the teams have expanded and created more face-to-face time/more contacts. Went from 200+ to 500_ leads this year.
- OMS-Expanded an internship program, went from 5-11 fields, 3-10 interns. Much more structured and intentional, fields are exciting!!
- Team-in a rebuilding phase. Mobilization advocates were included. Supporting retirees well, and they are already mobilizing, whether officially or not.
- Building out marketing capabilities- social media.

2. What have been some of your most successful mobilization practices?

- Internship program
- During COVID, on-line simulated team event, when COVID ended, trying to transition it to in person.
- Bending some denominational rules in order to mobilize people.
- Bible competency: very valuable and very successful.
- Regional Mobilizers
- Tools like Perspectives, Kyros, etc.
- Monthly Field discussions – shared needs.
- Consistency on college campuses
- Getting people to check out the web pages.
- Connecting people with someone who is going to represent the good things about your org.
- Successful practice since last summer, the president has been preaching that EVERYONE in the org is a mobilizer, not just those specifically with the title of mobilized, from the board members all the way down.
- Church relations are vital. The biggest thing is not so much recruiting for people, but specifically for long-term financial partners.
- Helping churches accomplish what the Lord has called them to do. Because if the church was living out the great commission, there wouldn't even be a need for us. We help them get back to the Bible.
- Went to a non-mission conference, but Christian-related (Jubilee Conference). Met a lot of people who weren't necessarily Christian or who were, but not quite on the level of understanding why we do what we do but bringing it down to their level. Run by org CCO. The org wants to make sure CCO is an evangelistic org.
- Giving people the longer application earlier on, as opposed to later. Getting them to think about the main things here and now and using that as a vehicle to make the first conversations more fruitful. Can discuss ministry experiences, calling up front. Then sending them to the best person to talk to based off of that initial application. Form is

available online for people to decide for themselves. It communicates to the individual, “I think you're what we're looking for” and gives them the benefit of the doubt and helps to call that out of them.

- Don't be quick to weed out if you're in it for the long game. Make sure that they know you care and not just twist their arm. Not scaring people off too soon.
- TEAM has been mobilizing retired missionaries for mobilization.
- Prayer as stated above has been highlighted as an important practice.
- Business As Mission seems to be a practice and field that is working, coupled with a business incubator approach (learning how to write a business plan, research, launch and make a pitch).
- Following up with people who haven't been mobilized and re-engaging in these conversations.
- A consistent relationship with someone that is on the field (mobilized individual) has been highlighted as a success point.
- One of the most effective mobilization practices is having missionaries that already have relationship with churches and members call them to action beyond the point of finances and prayer but engaging on the field.
- Student Center (Ohio and Asbury) where services on Sunday, missions' study, speaker, overall campus ministry focused on mission mobilization has been helpful. They also try to take people on at least 2 missions trip a year.
- Missionary in residence is a practice where a missionary comes back to fundraise but lives on campus to interact with students with an open door policy. It has helped some of the mobilizers have some practical mission experience, who are placed on campus to engage with students, so they understand the message they are presenting.
- The relationship with faculty and professors is key to building relationships with them, they become really good cheerleaders to the point towards a mission organization.
- Doing movie nights like the Insanity of God and they pray for the least unreached.
- Another option is a taste and see night (eating food from a culture or country and then praying for them seems to work well with the young generation).
- Overall having the right personality to lead a group that can highlight people groups/opportunities/needs to engage with people to mobilize has been successful.
- Taking the testimony of sports stars who are believers and then having inter church (church and non-followers) to play a sport (cricket).
- Guiding the church first through an overview, having the support of a pastor, finding sports star who is a follower and engage in the game.
- Having the sports star share their story, do an altar call and pray for them as well. We need diversity in our teams (age, gender, and ethnicity) to help us as we mobilize.
- Being able to relate to the generation but also pass wisdom is important when mobilizing.
- Handshake to connect with students. There is a filter where you can connect with students that are involved with Intervarsity, CRU, etc.
- Partnering with organizations that build relationships with students in order to hopefully launch them into missions.

- Conferences that are targeted at particular professions. Go to places where the Christian and professionals gather. Connecting alumni.
- Relationships! Missionaries who know people and foster connections.
- Prayer with candidates and as a team.
- “No Pressure” if we are just a step in the process that’s okay. We want to help you take the right next step in obedience to Christ.
- Generous mobilization.
- Short-term trips/vision trips lead to long-term missionaries.
- College campus houses, leaving the booth sometimes to let people approach the resources.
- When people approach young people with questions like, “What is your passion?” “Let me get to know you.” “What are your experiences in that?” “What are you looking for?”
- Short-term internships, long-termers if possible! But everyone who serves wins! (GP- 25% go back as long-termers)
- Church Partners team- be a SENDING church, not just a church who has a missionary somewhere.
- Successful areas are the places that we are physically present (coming with strategic value-value defined by the focus group, being Spirit led, attaching further events etc.,

3. What makes these practices successful?

- Regional Mobilizers- presence is key; personal; relational; know who to talk to.
- Bible competency- fills a need, and once realized, it is very felt.
- Monthly field discussions- so helpful to know what is going on in the world.
- Gen Z makes commitments incrementally. Therefore, try asking a little bit at a time, instead of one great big chunk. It helps them to self-disclose, without the big pressure.
- Being in it for the long game. Having some applicants who he’s been working with for 6-7 years to finally commit.
- Don’t let the right people fall through the crack. Not every month check in, but at least every 6 months.
- It involves consistent relationship and follow up and sensitivity to the follow up.
- We have to be sensitive to the individual and what they might be going through in our follow up (not too much pressure)
- Being on the journey with people has also made these practices successful (example: hearing their life, praying for them)
- There is a dependency on God and understanding that our prayers make a difference.
- Prayer. Jesus is the heart of all of it.
- Partners!
- Face-to Face
- Low pressure/no strings attached (Generous Mobilization- pursuing God’s plan together)
- Building lasting relationship- building trust, really getting to know candidates.
- Building trust with people/churches who have trust with/lead others.

- Training churches to be sending churches and train and care for their missionaries.

4. What are some of your most useful mobilization tools?

- We have seen text and email work for communication. If it has been followed up it's been through text and email, some say text has been of greater value, some have said it's been email.
- Some sort of class that can teach others how to use zoom, google meet, what's app etc effectively.
- Podio is a cloud-based CRM where we have all the notes, details, reminders, third party apps to help send out automated emails. It helps with effective time management, reminders, etc. but can be passed from mobilization to pipeline.
- WMtech has some tools for mobilization and application process. Smartsheet is an online tool that assists with project management, collaboration of documents, proofing. It is structured like a spread sheet, involving some structuring.
- Kairos course is an experiential course, shortened version of perspectives, it can be used in the local church and as mobilization. It helps provide a biblical foundation but also provides an experiential component.
- Simply Mobilizing is an organization that. Xplorer study from Centre for Mission Mobilization/VIA has a 7 week/unit study on missions, 7-week course on becoming a mobilizer (biblical foundations, perspective of the world, people groups, etc). These courses cover praying, giving, engaging with people that are coming to our context, etc.).
- Merch has been highlighted as a tool that can create brand awareness, cheap marketing for the organization. Stickers as merch seem to be working, getting a mail list for stickers was also highlighted.
- Card wallets that stick on the phone also seemed to be a big hit.
- Long-term engagement via advertising/media is working, it is more cost but effective.
- This is something you can invest in but you can't tell with the return on investment will do. Highlighting well-told stories seems to be a very effective tool.
- Livestream webinars, social media etc.
- Media person who is able to speak to different demographics and age groups.
- (Wycliffe) Explore Bible translation that is a live event. Similar event that is online. Focuses on education will have linguists speak and give people a taste of translation.
- Partners!
- Missionary connections.
- Perspectives/Kyros
- Presentations/Trainings
- Perspectives Coach
- Networking with other missions' organizations.
- Salesforce, Site Stacker, HubSpot (tracking and marketing CRM)

- Bring a Gen-Zer to the events.
- Instagram campaigns, merch (t-shirts, long sleeve neutral, low0ley logo) stickers, old school pics, blue light glasses, tote bags (not string bags) hand sanitizers. Avoid water bottles.
- A well-told story.
- Teams and zoom.
- Bible competency piece.
- Tools like perspectives, Kyros etc.
- Global catalogue of open positions (field needs/opportunities)
- Re-engage missionaries while on home assignment, get info, and at end, it has been helpful in casting vision for missionaries mobilizing.
- Mission Next (like eHarmony for missions). The Mission App.
- Sending leads that aren't quite ready a book straight from Amazon which they appreciate.
- Zoho-CRM
- Praying with the people we are coaching. I like to pray at the beginning and end of our time. At the beginning to welcome the Holy Spirit into the conversation (wisdom to know what to ask/say to listen well, and the Spirit-led, not me with my own agenda). And praying at the end based on our conversation and next steps.
- Different CRMs HubSpot, Motion Two, Dynamics 365.
- Webinars, books (ask first if they read or not) ideation, stickers, and good candy, having an ethnic food/candy to try.
- Having technological people.
- Stickers are like crack for college students.
- Think about: What makes your organization distinct and how can you present that up front?
- Being trained in coaching- what are some good questions to ask?
- Holding space for people...people want to be heard.
- Having outside resources on your website.
- Momentum Yes videos.
- Prayercast
- Perspectives
- Kairos
- Raw Mission Podcast
- Cultivate Student (8weeks, focused on unreached peoples) or Embark Study (4 weeks)
- Priority 100 app or Joshua Project all to get people exposure and also to them praying.
- Books:
 - *Across the Street and Around the World* by Jeannie Marie
 - *All the Places to Go: How Will You Know?* by John Ortberg This one is fantastic for helping people wrestling with the idea or calling and figuring out what "God's will" is for their life.

5. What new idea(s) from this session can you implement in your own mobilization efforts?

- Check out Mission Next organization.
- Utilizing a mailing list at events to send out stickers and cards at events seem to be highlighted.
- Having quality video is important.
- Creating small bits of media that will leave people wanting more and doing more research.
- Handshake
- Need to keep in touch with alumni.
- Former missionaries to go to events and talk with those who are interested.
- Bible Literacy- Josh
- Merch updates
- HubSpot
- Consider doing cultural training with the TEAM instead. Let them do the training.
- Be a presence and advocate for missions wherever we are Missions committee at church etc.

Generating Leads in a New Missions Era

1. How does your mobilization department currently generate new leads?

- Online/Tech- Google (ad words), The Mission App, Mission Next
- Events-up on screen or table- Global Missions and Health Conference, ICom
- Targeted tour- bring someone doing work in a place and bring them to key places to talk about an opportunity.
- Local churches- youth, kids' program/VBS
- Alumni
- Universities- Career fairs, Student Centre's
- Texting campaign
- Social Media
- Hosting events in home- influence the influencers.
- Campus houses on campus ex: Asbury
- Website specifically for goers, ex: Frontiers has frontiersusa.org which is the general website about the organization, etc. but also has frontiersgo.org which is more goer-oriented with helpful resources etc.
- Referrals from other people in the organization (word of mouth), from pastors, camps.
- Short term trips
- Mission Next, Perspectives Next Steps Network, partnerships with other organizations, Compelled Global, Global Frontier Missions, Radius International.
- Handshake
- Personal contacts from connections with missionaries.

- Engage event- join online for a day, hear stories of missionaries, scenarios of how to strategize to reach a country, international meal as a part of it. The final stage of engagement was to take them on an exploratory trip. Those targeted for these events were linked to a missionary that would have a similar background.
- Movie nights: Kairos Course, Unfinished story etc. events we created that engaged and created leads.
- Personal relationships, staff that live near a college, class announcements in colleges, taking in classes has been a big lead generator. Speaking in classes.
- Taking on a culture of 10:02 alarm to pray.
- QR codes

2. How does your team measure your lead generation return on investment (ROI)? For example, is it worth the expense for you to exhibit at _____ conference?

- Anything you spend money on you track.
- Conferences- commit to a 3-year cycle, at the end look at the fruit of the conference.
- Mobilization intuition- are they our kind of people?
- Don't just do things because you have always done it.
- Track numbers
- CRM (Zoho)
- Measurement of leads to application.
- Level stamp system, measure how much we are going to for an event, description is given for ____ amount of kids (level 1), expense or budget is applied to it, level 2 and then Level 3 (much higher for expense and it's for 75-100 students). It was brought up that for campus age more money is spent, youth age we would spend money but ideally more for campus.
- Is the money worth it for the booth space (Urbana)
- What personnel does it take, time, resources, hours to manage.
- Souls/Dollar
- How many real leads would we get?
- Would going build better relationships with school/faculty/church?
- Would it lead to long-term relationships?

3. When Jesus told his disciples to cast their nets on the right side of the boat, they caught more fish (See John 21:6). Where might Jesus be guiding you to fish (find new leads) where you currently aren't casting your nets?

- Marketplace- access to business, connects donors, creates creativity on the business side.
- Summer Camps, revivals
- Vision Trips
- Christian high schools-exposing children and teens to missions.
- Creating cross-cultural experience locally, ex: inner city programs.

- International festivals and events, ex: Arab fest in Fort Wayne.
- Churches that are outside of our experience, ex: partnering with Latino/African American communities.
- House/Home churches
- Face-to-face with professionals/professional meetings
- Missionary zoo, check out One Mission Society
- Google
- Digital
- Seminars that can be neutral places that are non-denominational and creating something that is appealing of a wider target.
- Discipleship training for multi-racial missions.
- Global Marketplace- people fully employed overseas but connected to Global for training etc.

4. What are some ideas for generating leads in this new digital era?

- Google
- Social Media
- The Mission App/Mission Next website
- Text and email campaigns
- Quiz survey, ex: how much do you know about scripture, high score gets candy. Live surveys using ex: Direct Poll
- Survey monkey
- Instagram
- Reels
- QR Codes
- Indeed/Job/Monster
- Virtual missions' trips
- Virtual prayer walking trips

5. What new idea(s) from this session can you implement in your own mobilization efforts?

- Vision trip for influencers
- 3-year cycle of assessment for ROI
- Helping the next generation build familiarity with missions.
- Creating cross-cultural experiences locally.
- Instagram stories.
- Survey Monkey
- Track by location, we will be at _____. Who is there? Let's email/text and see if anyone wants to meet.

Helping Gen Z Care and Commit

1. What are some positive traits you've learned about Gen Z? Have someone write them down.

- Exceedingly passionate about justice (social justice).
- Passionately opposed to historical missions as seen as imposing-colonialism.
- Passionate about prayer
- Passionate about dignity
- Tech savvy-ness
- High spirit of authenticity
- Very accepting of relationships
- Making a difference as a team. High value on team.
- They want something to care about, be involved in a cause.
- There is an interest in being mentored by others.
- They are very cause driven.
- They are teachable.
- Freedom to use their gifting and have feedback, but not being micromanaged.
- They are inquisitive.
- Information is at their fingertips, but wisdom is not...which is why they want the parameters, coaching etc.
- They know how to research their options, research online and wisdom for human beings.
- Not okay with the status quo.
- They value authenticity.
- They relate well with others their age, even outside their home culture.
- To have a relationship with someone is both in-person and online.
- Value authentic human interaction, and for them authentic relationships is both in-person and online and online.
- High value for social justice.
- Value for being part of a team.
- Being fairly practical.
- They have a strong desire to use their skills, interests and passions.
- They are entrepreneurial.
- They are pragmatic and practical in their approach to life.
- They are aspirational and like to think outside of the box.
- They are empathetic with social justice.
- It is easy for this generation to connect.
- On the topics they care about, they are well informed.
- They are digital natives that will leverage technology well and also be selective in how they use it.
- They ask good questions and challenge the status quo.
- They want to be mentored.

- They are loyal to their community.
- Aware of mental health issues.
- Always ready for the next adventure.
- Devoted to whatever they put their minds too.
- Appreciate diversity.
- Curious and will find a way to figure it out.
- Personally, and relationally, able to be yourself and find common ground.
- Collaborative and value partnerships.
- Respect for other people and their beliefs.
- Less assuming that they know everything, they are good at asking questions.
- Despite fear, willing to overcome that fear.
- They don't just want to do things; they want to do them right.

2. Looking at the list of positive traits, which ones naturally fit with a mission's career?

- Social Justice
- Practically minded roles that are specific and could serve, if you don't have this, they may not bother with it.
- Team- show what Christ looks like in a team to the world. Live out faith in team dynamic.
- Cause driven.
- Relational
- Wanting guidelines and freedom.
- Tech savvy- social media reaching unreached people.
- Entrepreneurial.
- The craving for mentorship/teachability.
- Creative
- Deliberate with their decisions.
- Empathy
- Being inquisitive
- Relational and can work well in a team environment.
- They are relational in their approach, and they could do well establishing relationships with other people native to the community.
- They love to travel.
- Appreciation for diversity and desire diversity.
- Team minded.
- Collaborative
- Respect for other people and their beliefs.
- Want to do missions well.
- The Remnant is on fire for the Lord.

3. What are some of the best ways to help Gen Z care about missions?

- Investing in relationship/discipleship/mentoring/educate
- Create space for hard questions to be asked.
- Education-especially regarding what the Bible says about missions.
- A practical experience, but only if it is done well.
- Appeal to their sense of adventure.
- Help them to see where their unique skills and gifts fit in.
- Help them know what to expect.
- Finding a way to invite them one step at a time, as opposed to throwing everything at them at once.
- Passion begets passion if we can share with them in a “passionate” way. If they know what their passion is, it can make a difference.
- When we share our heart and experiences, it creates an authentic connection and builds trust. Don’t be afraid to share hard experiences.
- Build the sense of safety and security for them. Don’t be afraid to share your stories of pain and weakness. Show them that they don’t have to have it all together and that God uses broken, ordinary people.
- Buy the right to be heard by starting out being authentic. “What questions do you have for me?”
- Be willing to spend the time for authentic relationship. It may not always be convenient.
- Pray for them.
- Resources that could answer their practical needs.
- Help them hear the resilient stories of how seasoned missionaries went through life.
- Have a kingdom big and organizational small mindset.
- Transforming power of Jesus.
- Bite size terms – two years
- Include them in the decision making.
- Prayer initiatives- Prayercast
- Help them see the need (educate), physical and spiritual- YOU could help alleviate those things and enjoy it.
- Not just “the Americans dream to help myself”, it now “what can I do to help everyone else?”
- Let them lead, fail, and grow.
- Create opportunities for them to create in uncomfortable situations.
- Create a GenZ advisory board.
- Educate parents.
- Move from “the sage on the stage to a guide on the side.”

4. What are some of the best ways to help Gen Z commit to a missions trip/an overseas internship/a career in missions?

- Opportunities, doing meaningful things, hands on.
- Training on front and back end. Provide insight into what pre-deployment and deployment looks like.
- Mentoring/Development/Relationships with missionaries. Knowing a missionary increased their likelihood of going by 46%. Going long-term increase exponentially.
- Readjusting expectations and how we talk about length of service.
- Start conversation a long time in advance- incrementally, give options incrementally.
- Short-term, internships and long-term, vision trips.
- Don't use the word "commit," maybe say discover, explore, consider.
- Help them know that you want God's heart for them, not just your agenda/no ulterior motive.
- Help them know what you see in them, let them know that you think they are capable.
- Praying in front of them and with them and pushing them to pray themselves and ask the Lord. Set a specific time with them to pray.
- The power of testimony, especially from a fellow peer, have a Gen Zer who is serving share their experience.
- Mobilizers need to be a consultant/coach, allow them to choose their path and have ownership. We need to move from "sage on the sage" mindset to the "guide on the side," Tim Elmore.
- Encourage missionaries to stay in homes and encourage churches to open their homes.
- Get them to go on more than one mission trip.
- Create space for Gen Z on advisory boards.
- Beware of the language that we use that can be a turn off.
- Discipleship/Accountability
- Tailor trips to what they are interested in.
- Keep something tangible in their sight so they can keep looking even if they don't feel called to missions yet.
- Covenant promises- someone who can hold you accountable. Talk about scaling commitment levels, weeks, months etc.
- Talk to them about the sense of adventure that missions can bring.
- A group that they can engage in while they are deploying towards mission. It can provide encouragement and hope.
- Wake up the church to the need for spirit-filled, intentional, discipleship for Gen Z.
- Mission's dinner/building relationships.
- Educate parents, tell them the practical's, what their support means.

5. What new idea(s) from this session can you implement in your own mobilization efforts?

- Looking at how to journey with the next generation in a coaching/mentoring manner.
- How to effectively care for GenZ through the process, provide insight into the process and the practical steps to address fears and concerns.

- Appeal to GenZ sense of adventure.
- Help them see themselves in the story when we cast a vision.
- Kingdom big – Organization- small mindset.
- Educate students.
- Educate parents.
- Tell stories.
- Create more opportunities for GenZ to lead and fail.
- Guide on the side.

Mobilizing Today's Pastors and Churches

1. Given our post-Christian and post-missions culture, what are some ways your organization is currently engaging with local churches?

- We haven't been and haven't for a long time.
- We only engage when they come to us.
- Distinct difference between a non-denominational agency and a denominational agency when addressing this. Almost must address differently. So, in denominational places, pastors may feel they don't need to do it, because that's what missions do. But also, hard to get access. Some churches are big enough that they can do this on their own.
- Need an influencer on the inside/pastor.
- Church partners department that is growing- partner with churches to prepare them to have a mission culture and how to grow that.
- Have a cohort of pastors and missions' leaders. Offer resources, coaching, partnership.
- Making sure the church/pastor gives their blessing for the applicant- not just a general letter or recommendation but asking the pastor specific questions about the person.
- CBT, church-based teams. Ex. Frontiers has people working to mobilize whole teams from specific churches.
- Church partnership- ex. A day of dialogue, where we sit down and talk about how we can create a sending culture in the church. Not just saying "Send me your money. Send me your people." How can we support you in your missions' goals?
- Getting involved in missions' events at churches.
- Local church orientation, workshops at churches led by mobilizers or missionaries.
- Attend prayer meetings/build relationships.
- Having fair nights that are organized by our organization with prayer for people groups.
- Adopt a verse campaign- not asking a church to fund big money, but to fund a book/verse in scripture that is being translated.
- Camp meetings.
- Retirees engage local sending churches.
- Furlough debriefs for church partnerships; do you need support? Do you need help or resources? How many churches are you meeting with while you are home?
- Global Partners- a third of Wesleyan churches don't even know they are connected and exist. Desire to connect more with the Wesleyan churches.

- Beyond These Walls Conference

2. List the characteristics of a church that is on fire for global missions. Which ones would you consider the most important and why?

- A passionate pastor that encourages missions, presents opportunities and personal connection for missions.
- Getting people on trips not just to go but for the impact.
- The church is globally minded, and they understand their role as a church for the nations.
- Their vision has a constant focus for missions overseas.
- The church is Kingdom minded.
- Pastor has background/experience in missions- sends teams, visits/engages with missionaries, gets all age groups involved.
- The church that shines the furthest shines the brightest at home.
- Gives money, time, and resources.
- Has a pipeline- an established process/discipleship program.
- Promotes missions and missionaries from the pulpit, hosts missionary speakers.
- The church has missions festivals/weekends/partners.
- Mission pastor/department/committee.
- Visuals in the building to support missions and missionaries.
- Praying church.
- Goal of “total church mobilization.” Everyone may not go but everyone can be involved.
- Short-term trips are being taken regularly. Encourages people to go.
- Church needs a mindset, “send them out to be Jesus.” Need to support and encourage people to go.
- Strong discipleship program builds it into the rhythms and culture of the church. Education on what missions means.
- Missional and sacrificial.

3. How can we help Lead Pastors gain a vision for cross-cultural missions and reaching the unreached overseas?

- Vision Trips
- Building trusting relationships
- Perspective for mission and need-physical poverty and spiritual poverty.
- Invite pastors to participate in some of the training/processes as the goers. (Ex. Frontiers candidate school, there is a pastor’s track, sessions, meet with leaders of the church, engagement/church-based teams department.)
- Have a clear path or vision in mind when meeting with pastors.
- Find out their needs and how you can plug into that, look for common ground.
- Do your research on the church, website, Facebook etc.
- Organize a fair night for the church and plant seeds by praying for the nations.

- Teams from the local church- pray for material that could be sent and ignite a passion through it, hands on involvement. Tap into their excitement.
- Getting involved with churches could help lessen the burden on the pastor.
- Invite pastors to tell what is happening in their churches.
- When you are with them, champion what they are doing. Ex: I'm so excited that you are going to _____.
- Think Tank conferences- neutral place, engage both pastors and leaders, encourage/praise leaders for what they are already doing.
- Pray for creativity.
- Kairos has a course for pastors.
- Connect the church with refugees in the area.
- Educate and train.
- Make connections with other leaders in the church, prayer leaders or outreach pastors.
- Introduce them to other people in missions culture/other churches who are doing it well.
- Help them live cross-culturally in their day-to-day living.
- Ask them about their passion.
- Ask them about their passion as a church for ex: church planting, how can you engage globally with that.

4. What mobilization tools (i.e. missions curriculum, programs, events, etc.) have you found to be useful in mobilizing churches? What other tools need to be developed?

- Discipleship of people.
- 16:15 they have great tools/works. The Mobilized Church Workshop for church leaders.
- Coaching tool
- Help churches create their own taglines that they can put and show up regarding missions.
- Perspectives in person and online, Kyros, Catalyze, Explore etc.
- Vision casting, though not a tool, can help.
- Virtual missions' trips, vision trips, short-term, and long-term trips.
- A program that is created to bring people from church over to build some of the material, pray over it and send it over. Idea: bring people from the church that may already be interested in missions to a mobilization conference.
- A conference that involves multiple churches in a geographical area, bring in missionaries and have multiple mission Sunday nights.
- Event at churches that is fun, has worship, games, and has a missional focused weaved through events that would benefit their church. We can then find where they are doing well by looking at their engagement with different events. Take those events and find a way that they can serve cross-culturally with it.
- Providing surveys that can give feedback and then a tool to show what being missionally minded can look like.
- A speaker's guide to visiting a church (tips and tricks) to help missionaries share an effective message. Ex: Ending off with a hook that doesn't give the whole story so they

will find your after to engage with. (A training manual of what to do at a church, get into Sunday school class/youth, call to action) etc.

- Providing prayer engagement resources, Ex: running a prayer event and inviting churches to be a part of it. Ex: Seed Company has a person dedicated to prayer and getting people involved in it. Take 30 minutes a day to pray for churches and church mobilization. Set up regular times to pray for church mobilization.
- Missions month.
- Connect with internationals that are already in the church.
- Day of Dialogue
- Surveys
- Train missionaries to mobilize and express passion.
- Books:
 - *Christian Mission in the Modern World*
 - *Gaining by Losing*
 - *Foreign to Familiar*
 - *Missions* by Andy Johnson
 - *Rethinking Global Mobilization*
 - *Pipeline*

5. What new idea(s) from this session can you implement in your own mobilization efforts?

- Retirees engaging in local sending churches.
- What are the regular rhythms of the church?
- Missional coaching (pre-mid-past call)
- Understanding and knowing calling
- Grandparent's Missionary Class- you served before- here's what missions looks like now- here's how we need you.
- Virtual mission trips, real vision trips, short-term and long-term trips

Finding More Mobilizers: Both Volunteers and Staff

1. When you need to add a new mobilizer to your team, where do you advertise the position? In other words, how do you currently find new mobilizers?

- Christian Colleges
- Reaching out to students getting degrees in missions, intercultural students, presenting mobilization as an option.
- Word of mouth
- Online postings/website
- Recruiting retirees
- Alumni from colleges and alumni that have gone through training within the agency.
- Returned/retiring missionaries.

- Search engines and other online platforms
- QR codes
- MissionNext, Mission App, Handshake, social media, newsletters.
- Mobilizers at other organizations when at conference.

2. It seems like many agencies have difficulty recruiting new mobilizers. Why is this?

- If people/things are centralized, people may not want to move.
- People may not want to support raise/difficult raising fund.
- Easy to raise up good mobilizers when they are taken care of- salary/benefits.
- Undervalue and under pay.
- Taken for granted.
- It is a specialized skill set. You must have passion and practical administrative skills.
- People do not know what mobilization is, it is very abstract. No guidelines, no set formula/schedule especially if a person needs some guidelines.
- People who are called to missions do not see mobilization as missions.
- Misunderstanding the role, thinking it's not really a part of missionary life.
- It feels like it could be soul sucking/emotionally taxing due to the pressure of needing to get people on the field.
- Pressure feeling like you must be a salesperson.
- Feeling like it can be a competition.
- Often have to be in front of people, hard for most people.

3. What might need to change for agencies to recruit qualified mobilizers more easily?

- If the money is there, it will be easier; good salary.
- Those “on fire” churches in the previous section, let's look there for mobilizers.
- Being led by the Spirit, praying, and asking God to place people in our lives. Allowing God to orchestrate the process.
- Finding mobilizers that are going to be teachable and that are led by the Spirit.
- We need to qualify what kind of people we need better so that people can see how they would fit.
- Clear about the expectations.
- Not monetarily driven. How do we look at different funding models?
- Partnerships/kingdom mentality.
- Let people know that they will have to reframe their skill set.
- Leverage home assignment missionaries.
- We need to be willing to go on a journey, take them on the journey and impart.
- We need to be willing to review mobilizers and make it more specialized.

4. Given budget constraints, what are some ideas for increasing our mobilization efforts by utilizing volunteers, current missionaries, other staff members, etc.?

- Clarity of need in order to know if they can help.
- Think in the context of business- utilize people with a business mind.
- Give tangible things.
- Set expectations.
- Over thank.
- Maybe missionaries who come back but are still on support.
- To what degree is the development department educated in the need for mobilization.
- Funding toward it.
- A way to encourage people and make it infectious, get a taste and might want to do it again.
- Inviting people in your pipeline to come along with you and help out.
- Inviting former fieldworkers or people on home assignment to tag along.
- Invite supporters/people you know who are passionate about missions to host a group of goers for dinner.
- Invite your supporters to be on the lookout for potential mobilizers. Teach them how to spot a mobilizer, what characteristics you are looking for.
- Kairos has some free classes, seminars, mobilization events for church leaders so they can go back with knowledge, passions, etc. and they could mobilize within their churches.
- Podcasts may help.
- Current missionaries, empower them to realize that they can have people mobilized to help with their own needs on the field.
- Be more intentional with re-engaging with past interns/alumni.
- For current missionaries on furlough, provide a mini mobi session right before they come home so partnership calls at churches can involve mobilization.
- Career fairs.
- Utilizing professors/influential leaders on campus.
- Using gift cards to thank someone for mobilizing.
- Add an extra benefit for them to raise their funds.

5. What new idea(s) from this session can you implement in your own mobilization efforts?

- Using student mobilizers on campus.
- Look at the organization, who has the heart for it, who has gifting.
- Digital space-podcasts etc.