



Identifying Users For The Guide

Engaging, practical, and easy-to-access online
equipping for your key leaders.



HOW TO GET PEOPLE TO SIGN UP FOR THE GUIDE

The Guide is an easy-to-access online leadership learning resource specifically for those in significant roles of church leadership, such as leading congregations, churches, Fresh Expressions (e.g. Messy or Café churches), church plants, and new worshipping communities. Those who perform these roles are often called Focal Ministers (also known by other names, such as Focal Leaders, Local Leaders), and they fall into broadly three categories:

- 1. Lay and untrained.** The majority of volunteers in church leadership roles are dedicated individuals who are often doing a fantastic job, and would greatly benefit from accessible learning opportunities, especially after their first year in the role. Every diocese has many such committed leaders, who are well-known to local incumbents, though not always recognised at the diocesan level.
- 2. Lay and trained.** Often Licensed Lay Ministers (LLMs), or other authorised leaders (e.g. ALMs), may lead congregations under their incumbent's oversight. Research suggests they would benefit from additional leadership training. Fortunately, they are generally known within the diocese.
- 3. Ordained SSM.** They may well be leading a church, for example in a Multi Parish Benefice or Mission Unit, under the oversight of the incumbent or Oversight Minister of the Mission Unit. Whilst they have had ministry training, they may have received little leadership training. This group is known to the diocese

Identifying Users, Some Common Scenarios

Some dioceses have developed formal schemes for identifying, resourcing and authorising Focal Ministry. The Guide is designed to sit alongside the variety of training options already provided, with specific focus on the leadership aspect of their role. The number of your 'recognised' Focal Ministers may be small, so identifying others who fall into the categories above would be beneficial, as they could also be invited to join The Guide. Many dioceses are thinking about Focal Ministry, and The Guide would be a great way to engage with those who are already exercising this ministry. Some may be known to you, while others are recognised by incumbents, who can help connect them to The Guide. Incumbents can also help reach those who are performing these ministries in dioceses where there are no formal schemes.



Top Tips

1. IDENTIFY YOUR GUIDE CONTACT PERSON

We are looking for a dedicated individual within the diocese to take on the responsibility of recruiting participants for the pilot of The Guide. We will collaborate closely with this person, providing them with the resources and support they need to succeed in this role.

2. THE RIGHT PEOPLE

Identifying the target audience for The Guide is crucial. It is designed for individuals with leadership responsibilities for a community of Christians, rather than home group leaders or service leaders. Our goal is to ensure the right people sign up for The Guide and so here are some descriptions of a local leader or Focal Minister.

Someone who:

- Is the public face of the church, or congregation, the fresh expression, new worshipping community, church plant, and is recognized as the leader.
- Takes responsibility for developing the mission and ministry of that community.
- Encourages the gifts and vocations of all its members.
- Prays for the mission and ministry of Christ in their context.
- Is under the leadership of a Minister (e.g., vicar) or Oversight Minister.

This role goes beyond leading public worship or preaching; it involves decision-making, influencing the community's direction, and developing its members. It's about leadership.

3. WORK WITH YOUR GATEKEEPERS

There are likely to be several key gatekeepers:

- Director of Ministry (if that is applicable)
- The overseer of a Focal Ministry scheme.
- The Warden of Readers.
- The overseer of other authorised roles.
- The overseers of Fresh expression networks eg Messy Church coordinator in the diocese.
- Incumbents or Oversight Ministers who know what is happening on the ground. They are often really keen for their core leaders to have good training but can't easily resource it themselves, so this should be a good offer.
- Oversight Ministers.

Ideally, convene these individuals for a one-hour session (online or onsite) to present the vision, provide necessary information, and invite them to positively promote The Guide. We're willing to participate in this meeting to support the initiative.

4. CREATE A LIST OF POTENTIAL USERS

Using the categories provided, identify individuals to add to your potential user list. Utilise existing lists and contact incumbents/oversight ministers to gather information on local leaders in these roles. Aim for a comprehensive list while keeping your gatekeepers in mind.

5. GET CREATIVE IN INVITING

An initial email may not generate much interest (see sample text on page 4). It's just the beginning. You'll need to extend multiple invitations through various methods. Engage your communications team for insights and



resources. Here are some starting ideas:

- Share The Guide video on your social media channels and utilise existing communications repeatedly over time.
- Create a short video and share it on your social media platforms.
- Brief all senior staff in the diocese to ensure they understand and promote the initiative wherever they go, actively seeking potential users.
- Personally contact gatekeepers to discuss progress and opportunities.
- Offer incentives such as a free coffee to the first ten sign-ups.
- Invite potential users to the online introductory event with your CPAS link person.

The goal is to ensure that no leader in the diocese can say by the end of the year, 'I never heard about this'.

6. BE PERSONAL

Engaging people effectively hinges on meaningful conversations, whether with gatekeepers or potential users. Though this method demands time and effort, personal interaction remains unparalleled in sparking interest. Aim to set a realistic goal, such as making one phone call daily to discuss The Guide. This proactive strategy can significantly boost enthusiasm and participation.

7. USE THE RESOURCES WE HAVE CREATED

If you visit www.cpas.org.uk/theguide, you will find all the details about The Guide and an introductory video.

8. PRAY

Integrate prayer into your efforts to support key leaders throughout the diocese. Add it into the diocesan prayer diary, mention it during important meetings, and include it into your personal prayers. This spiritual approach will strengthen and direct your initiatives for the benefit of all involved.

In Conclusion

Let us know how we can support your efforts in gathering users for The Guide. Your ideas are valuable for developing and sharing effective strategies with other dioceses, enhancing our collective approach.

Here is a suggested email to send to incumbents and /or Oversight Ministers.

Dear N

Longing to equip your key leaders to lead communities and congregations? Got a Messy Church leader who could do with some help with their leadership? Or a LLM, Church Warden, leader of a church plant?

We're excited to being piloting a new resource with CPAS to equip core leaders to lead more faithfully and effectively and we'd love you to recommend leaders in your context who would benefit from this resource. You can find out more by visiting www.cpas.org.uk/theguide.

We'd like to invite you, and leaders in your context who would be suitable, to an online 30 minute introduction where you can find out more and ask all your questions.

I'd love to give you a ring to chat about this. Let me know some times that would suit you and the best number to call you on. Please pass on the attached leaflet to suitable leaders in your context and invite them to contact me to be invited to an introductory online event.

Thanks so much for your help with this.

Best wishes,
N



For More Information

Please visit: www.cpas.org.uk/theguide.

Or contact Sarah Pix, CPAS Leadership Enabler: spix@cpas.org.uk.

THE GUIDE: JOINING THE PILOT FAQs

What is The Guide?

The Guide is a ground-breaking new leadership resource. Through engaging, practical and easy-to-access online sessions it equips anyone leading a congregation, church plant, Fresh Expression, or new worshipping community who isn't the vicar. Find out more at www.cpas.org.uk/theguide.

How long does the pilot run?

It begins in September and needs to be completed by 12 December 2024.

What does it involve?

After the introduction to The Guide, which takes around 40 minutes, there are two Regions with a total of 10 Sites to visit. Each Site takes around 60 minutes which can be broken up into 10/20/20/10 minute chunks or all done in one 60 minute block. We suggest doing one Site a week through the pilot.

In addition, we recommend you meet with your vicar, oversight minister or a mentor once a month for around 60 minutes to chat through what you are learning. Your diocese may also arrange a meeting of all those using The Guide to chat about your Site visits.

As this is a pilot, we will be asking for your feedback. Each site has a feedback section, and there will be an additional section for overall feedback. We would love to hear about your experience with the entire process!

How is the content delivered?

Through an online learning platform. You can access it in your own time, ideally using a desktop, laptop or tablet (you can use a phone if you don't have any of these). You will be sent a link to sign up and then the introduction explains how the platform works. Those involved in the pilot will meet online with our link person from CPAS at the start of September when we will be shown how the platform works, and you will have an opportunity to ask any further questions.

What if I am not very good with tech?

We have deliberately designed it so that it is as easy to access as possible. If you already do a bit of searching and shopping online you should be fine. The introduction walks you through exactly how to use the learning platform.

Who do I contact if I have any questions?

In the first instant, contact your diocesan coordinator.