



DIRECTOR OF OUTREACH

Overall Purpose: To engage the congregation and larger community in acts of justice and acts of compassion that results in a congregation that is more generous in spirit and more mature in their spiritual life.

Accountability: Report directly to the Senior Pastor. Supervise all volunteers and paid leaders who work directly with outreach efforts.

Primary Responsibilities:

- Develop partnerships in the community that result in shared services to the larger community.
- Plan ongoing, multiple outreach programs for the congregation to engage on a regular basis.
- Create avenues for participation by those who may not attend worship regularly but would engage an outreach effort.
- Recruit and train leaders who can spearhead outreach projects, both those that happen only once and those that are annual.
- Plan efforts that are balanced between political issues (i.e. marriage equality) and acts of compassion (i.e. feeding the homeless, tutoring students, etc.).
- Find creative ways to make sure that the congregation can see the difference these efforts are making in the lives of real people.
- Develop marketing strategies to ensure that MANY people are aware of these outreach opportunities.
- Work with the Director of Congregational Life to ensure that outreach efforts are integrated with what people are doing for spiritual development and formation.
- Work with the Technology Team to ensure that events are captured for future use and are posted and reported regularly on the website.
- Work with the Worship Team and Stewardship Team to ensure that outreach efforts/results are an integral part of the worship experience.
- Keep an ongoing record of the money value of every contribution (i.e. school supplies that are donated = how much \$?) as a way to report the impact of the congregation's generosity.
- Seek out, build relationships with and coordinate media coverage of outreach activities

Desired Results:

- To receive donations for outreach projects that have a dollar amount equal to \$_____.
- To receive cash donations for outreach efforts of \$_____.
- To have outreach opportunities at least once per month with three big projects each year.
- To increase the number of participants in outreach efforts by ____%.
- Recruit and train ____ leaders to assist in outreach efforts.
- To develop ____ new partnerships with outside organizations every year
- Ensure that the congregation's generosity is covered by the media several times each year.