



February 20, 2012

[WHO WE ARE](#) [WHAT WE DO](#) [CALENDAR](#) [CENTRALOG](#) [CAN WE PRAY FOR YOU?](#)

Current Sermons

Knowing what is expected of us is important in any relationship. Unmet expectations are one of the main causes of discord, even in our relationship to the Lord. So, do you know what God expects of you...

[*What God Expects ~ Of Me, As An Individual*](#)

[*What God Expects ~ Of Me, In My Community*](#)

[*What God Expects ~ Of Me, In My Church, \(Part 1\)*](#)

[*What God Expects ~ Of Me, In My Church \(Part 2\)*](#)

Upcoming Events

The Advisory Board will meet on Tuesday, February 21st at 6:30 PM.

The Encouragers will have a class fellowship on Saturday, February 25th at 6:00 PM.

There are also two upcoming opportunities to be involved in a little community outreach. On Saturday, April 28th, Central Church will have a display table at the 10th Annual Pets Helping People event. From 9:00 AM until 1:00 PM approximately 300-400 pet owners will come through the doors at Conn-West Elementary School. Each of those individuals will pass by our display table. We need volunteers to help plan what our table will look like, what we will be handing out to the pet owners as they pass by, and to actually meet the pet owners and give them some free information and other goodies. Then, the following week, on May 4th and 5th, Central will be hosting a display booth at the Truman Heritage Festival. Again, volunteers are needed to design the booth, help plan what we want to do, and then be present to pass out what the team comes up with. Both of these are excellent ways to get our church's name in front of the community. Please contact [Pastor Alan](#) if you can help.

"Sky" VBS is scheduled for June 25-29th. Volunteers are needed for crew leaders (little to no prep time), assistant crew leaders (Pre-Teens are ideal), station leaders (a little more involved), and carnival workers (Thursday night only). Must be willing to play and have fun! Please contact [Jill Resendiz](#) if you are willing to help.

Missionary News

France: Pray for Di Keener as she meets each Friday with a group of French ladies to help them with conversational English. Pray conversations will lead to natural opportunities to address issues from a Christian perspective and value system. Pray for strong friendships to form and Christ to be glorified.

Latin America: Carnaval, a celebration rooted in paganism, began February 18. Pray for the Christian retreats and camps that will occur throughout our works in Brazil, Panama, and Uruguay during the four-day festival. Ask God to help Christians resist temptation, seek Him and His righteousness, and enjoy fellowship with other Christians.

Japan: Dorace Bishop, missionary Dale Bishop's mother, was released from her battle with illness on Saturday, February 11. The funeral was last week (Tuesday, February 14) in Plainview, Arkansas. Pray for the Bishop family as they celebrate Mrs. Bishop's life and Home-going while dealing with their loss. Ask God to give peace, comfort, strength, and grace.

Panama: Judy Lytle has worked diligently to prepare paperwork for the accreditation of the Chame seminary. The paperwork was due on February 15th. Pray the Ministry of Education will accept all the documentation without further requirements or revisions. Ask God to "move the files" through the bureaucratic process. Pray accreditation will be granted.

Mission Family: Pray for our Ambassadors. Many are retired missionaries who are seeking to continue their efforts to reach the ends of the earth by raising awareness and funds for the World Missions Offering. They have a myriad of health issues. Ask God to give them strength, wisdom, and protection as they continue to serve Him faithfully.

Creative Access: David O. is in Central Asia teaching 22 shepherds from four countries on the doctrines of sin and salvation so they can better care for their flocks. He is teaching both morning and evening classes. Pray for stamina, health, and clarity for David. Ask God to give the students minds that soak up Truth, complete understanding, and the ability to effectively transfer the information to others.

Pastor's Note

I am including an article from Outreach Magazine that I am hoping you all will read this week. The article can be found here, [Outreach Magazine](#), but I am also including the entire text of the article here:

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Want More Visitors? It Has To Get Personal

The best method and timing for outreach ... and the one essential ingredient

"People still respond to the things of God, when the things of God are viewed by us as important enough to talk about."

Have you ever had that nagging feeling that no one was really listening to you? Maybe it was a meeting or a conversation with your kids or (gasp!) a Sunday message. But no matter how great a communicator you are, all of us have been unheard.

Churches are no exception. They have a message for the community but wonder if anyone is listening. So what do we do? Often the only answer has seemed to be: talk louder. For an organization, that often means mass marketing. But do these strategies work for churches?

During this time of economic tightening, church leaders want to know if radio, television, direct mail, websites and other means of advertising are worth the expense.

Shout to the Neighborhood, Or Speak to Your Neighbor?

In December 2008, LifeWay Research conducted a survey of 15,000 adults for the North American Mission Board to try to determine which of 13 approaches is the best-received when a church wants to be heard.

The best-received means of “marketing” one’s church is the personal invitation. The survey found that 67 percent of Americans thought a personal invitation from a family member would be at least somewhat effective in getting them to visit a church. Additionally, 63 percent said they would respond favorably to an invitation from a friend or neighbor.

Nearly two-thirds would be willing to receive information about a local congregation or faith community from a family member, while 56 percent would be willing to receive similar information from a neighbor or friend.

What About Advertising?

Trailing by a good margin is the reception Americans give to various forms of media advertising. Those who said they were somewhat willing or very willing to receive church information via newspaper ads stood at 46 percent; radio ads rated 41 percent, while television ads were at 40 percent. Outdoor advertising came in at 46 percent, and 45 percent viewed letters mailed to the home positively. How many think such ads would be at least somewhat effective at getting them or others to follow through and visit a church? About 20 percent less than invitations from family or friends.

Even “new media” efforts prove ineffective among most Americans. Only 30 percent say email would be at least somewhat effective in getting them to visit a church.

Still, the revolution that has occurred in social media since 2008 [nearly half the U.S. population is on Facebook] has changed the church communications landscape. A LifeWay Research study in September 2010 sponsored by Digital Church partner Fellowship Technologies found 47 percent of Protestant churches actively use Facebook today. The study found that 62 percent of churches use social networking tools for “interacting with individuals outside of the congregation.” We do not know what will be the next great social media revolution, but it will once again challenge the church to rethink how to interact effectively and contextually with our neighbors.

Regardless, a critical lesson for us is that marketing and media efforts help but can never replace personal relationships. Marketing while ignoring relationship is inappropriate at best and possibly even unhelpful.

Should We Knock on Doors?

Opinions of door-to-door visitation, which in the minds of many has fallen on hard times, were split in the 2008 survey. Around a quarter of Americans (24 percent) were at least somewhat willing to receive information about a local church in this way, while 31 percent said a visit to their door would be at least somewhat effective in getting them or others to visit a church. Though the activity of neighborhood canvassing is not totally outmoded, it still does not reach to the effectiveness of personal relationships with the unchurched.

How Do People Learn More About God?

Our 2008 survey also sought to determine what action Americans take when they want more information about God. One-third would read the Bible, 19 percent would attend a church service and

10 percent would seek out a Christian friend with whom to talk. One percent would check out the website of a local church, while less than one percent would utilize an anonymous chat room or online community.

Though the numbers are low, personal contact still outweighs impersonal mediums.

When Are People Most Receptive?

How to effectively approach people about matters of faith is important to consider, but so is *when* to do so.

The same 2008 survey revealed that 47 percent of adult Americans are more open to considering matters of faith during the Christmas season than at any other time. At 38 percent, Easter was the same as the number who were open following a major national crisis like the 9/11 terrorist attacks. Thirty-four percent were open after a natural disaster, and the birth of a child caused 28 percent to be open to considering matters of faith. Personal crisis is an opportunity for personal ministry to occur.

Bottom Line: Keep It Personal

The survey results teach us that no means of spreading the word about Christ or His church is more effective than personal communication. In short, leaving printed literature for a waiter or waitress is less effective than speaking directly to him or her.

People still respond to the things of God, when the things of God are viewed by us as important enough to talk about. Followers of Christ cannot simply believe that it is important to share Christ—we must actually share Christ.

Scripture Reading Assignment: Numbers 1-12

Bible Memorization Challenge: Romans 12:17... *Repay no one evil for evil, but give thought to do what is honorable in the sight of all.* (ESV)

I look forward to seeing you in church soon!

Pastor Alan Kinder