



Know Thy Audience

18 While walking by the Sea of Galilee, he saw two brothers, Simon (who is called Peter) and Andrew his brother, casting a net into the sea, for they were fishermen. 19 And he said to them, “Follow me, and I will make you fishers of men.” 20 Immediately they left their nets and followed him. 21 And going on from there he saw two other brothers, James the son of Zebedee and John his brother, in the boat with Zebedee their father, mending their nets, and he called them. 22 Immediately they left the boat and their father and followed him.

23 And he went throughout all Galilee, teaching in their synagogues and proclaiming the gospel of the kingdom and healing every disease and every affliction among the people. 24 So his fame spread throughout all Syria, and they brought him all the sick, those afflicted with various diseases and pains, those oppressed by demons, those having seizures, and paralytics, and he healed them. 25 And great crowds followed him from Galilee and the Decapolis, and from Jerusalem and Judea, and from beyond the Jordan.

5:1 Seeing the crowds, he went up on the mountain, and when he sat down, his disciples came to him. 2 And he opened his mouth and taught them

(Mt 4:23–5:2)

There are four different audiences to which Jesus ministered. Each had a unique set of needs. Jesus met each of those needs with a different aspect of His ministry. He called the twelve to follow Him closely. He taught the disciples. He healed those in the crowd. And He never stopped moving through the region looking to reach more people.

There are four audiences within reach of every leader. Knowing your audience and targeting your message and ministry is essential for effectiveness.

THE FOUR AUDIENCES

1. THE COMMUNITY

Vs 23 And he went throughout all Galilee...4 So his fame spread throughout all Syria... 25 and the Decapolis, and from Jerusalem and Judea, and from beyond the Jordan.

Notice the vast reach of Jesus's ministry. Even though it was primarily focused on Galilee and Judea, the testimony about Him extended well beyond. Likewise we have a region to which we are called to serve. Our community is the Nature Coast.

What Do We Know About Them?

- Approaching 200k
- Multigenerational households with multiple kids at homes (48 medium age)
- 41% grandparents raising grandchildren (state average is 30%)
- 400-500 new families moving in per month (county preparing for 100K increase)
- 140K currently have no church home

What Do They Know About Us?

- Very little, to nothing
- The "Dome" church

What Do They Need?

- To be **ACQUIRED** with the gospel
- To know Jesus loves them, and has a plan for their life
- A church where they and their family can find life in all its fullness.

What Can I Expect From Them?

- an opportunity to share about Jesus and Grace World
- 80% are open to that invitation

2. THE CROWD

Vs 25 And great crowds followed him

Within the region Jesus found a large crowd. This ever changing multitude of people would gather around Him as he traveled. Some came out of curiosity, others came in need, and a few came to follow. Jesus often spoke to them in parables and healed the sick.

In the 200k of Hernando County there is a crowd that has come to our events, been to our services, made themselves known to us as a church.

What Do We Know About Them?

- Database of 20K names / 3,200 active contacts
- Know their names and basic information

What Do They Know About Us?

- Basic information about the church

What Do They Need?

- They need to be healed
- The need a place to be **CONNECTED** where they and their family can find life in all its fullness.

What Can I Expect From Them?

- Openness to a deeper conversation and connection with the church

3. THE CONGREGATION

1 Seeing the crowds, he went up on the mountain, and when he sat down, his disciples came to him. 2 And he opened his mouth and taught them

Within the crowd there was group of disciples that traveled with Jesus. This number is presented through the gospels between 72-500. It was to this group that Jesus directed His teaching. Yes the multitude saw Him, heard Him, and had brief interactions with Him, yet His teaching was primarily directed at the disciples.

We have a congregation that has come close enough to share a significant portion of their life with us.

What Do We Know About Them?

- Know details about their lives and families

What Do They Know About Us?

- Know parts of our Vision, Mission and Message

What Do They Need?

- Need to be **TRAINED** for the work of their ministry
- A place to serve and be part of what God is doing

What Can I Expect From Them?

- Willingness to share more responsibility for the ministry of the church
- Share their Time, Talent and Tithe

4. THE CORE

18 “Follow me, and I will make you fishers of men.” 20 Immediately they left their nets and followed him.

Finally we see a small core within the congregation that was made up of Jesus’s primarily leaders. These 12 men would become His first ones sent out to multiply the gospel through planting churches and overseeing ministry.

We have a growing Dream Team who help serve this church and community with their gifts.

What Do We Know About Them?

- Know personal details about their lives and families as we have a deep relationship connection

What Do They Know About Us?

- Know and embrace the Vision, Message, and Mission of the house

What Do They Need?

- A call and a cause
- To be **SENT** into the work of ministry

What can I expect from them?

- Willingness to serve the church and community through leadership
- Multiplication of the Vision, Message and Mission

PUTTING IT TOGETHER

Notice that there is a key aspect of our mission that corresponds to each of these audiences. Acquire - Connect - Train - Send. Here is how it works: We **AQUIRE** from the **COMMUNITY**; We **CONNECT** the **CROWD**; We **TRAIN** the **CONGREGATION**; and we **SEND** the **CORE**.

The weekend worship service is a great opportunity to **acquire from the community**. For many, this is their first exposure to Grace World and a place where they make a decision to follow Jesus. The weekend gathering is a place where both the believer and unbeliever come to experience the presence of God and hear from Him. This is our primary focus during the weekend.

Our Grace Groups are a great opportunity to **connect the crowd**. This is why groups are so vital to our growth as a church. It provides a place of meaningful connection inside of organic, authentic relationships. It is these type of connections that we constantly and consistently encourage those in the crowd to make.

Our Equip Groups are a great opportunity to **train the congregation** for life and the work of ministry. Discipling believers must be a priority of the church as discipleship is key to growth and multiplication.

Our Dream Team is a great opportunity to **send leaders** into the church and community to multiply the kingdom. Everything rises and falls on leadership. If we want to reach more, we must lead more.

A few more thoughts:

- As you move from the community to the core, the audience always grows smaller
- As you move from the community to the core, the responsibility and relationship grows larger
- Our mission involves moving people from where they are to where God wants them to be
- Reaching more of the community requires growing from the core

Questions:

- 1) What aspects of ministry are you involved with at the church? What audience is that focused on and what responsibility do you share in helping to move people to the next audience?
- 2) Every leader and ministry has these same audiences around them and can use A.C.T.S. to reach more people. Think and talk about what that looks like with the group you are involved with and discuss.
- 3) Think about the events, programs and communication you use. Is it the most effective for the audience you are trying to reach? Where have you seen misses in the messaging?