

AGMN 3000
Older Adult Ministry Plan
For the Local Church



**Robert W Chism
Abridged Version
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Introduction



Within this document you will find (1) A “separate” ministry model for Older Adult Ministry in the Appendix, (2) A “together” ministry model in the Appendix, and (3) The essential tools (Evangelism, Volunteerism, Relationship and Small Group Nurturing, and Resource Directory) for developing either model to insure the best fit for one’s own congregation in the Body of this paper. Hopefully, these different approaches will have instructional value for anyone who would read this paper.



Evangelism



94% of Christians have never brought another to faith in Christ.

13% of the members conduct 90% of the church's ministry.

1.2% of new Christian converts are over age 60.

Based on these disturbing facts, prime growth limiting-obstacles are effective outreach, subdued lay ministry involvement, and lack of priority targeting of older adults, according to Charles Arn, noted church research authority, consultant, author and instructor.

Age 65plus is the fastest growing population segment for the next 30 years with life stage discretionary time including a third age 30 year longevity bonus to pursue their sweet spots.

Intentional encore generation evangelism is one of the greatest areas for church growth for the next three decades based on trend analysis. "The large Boomer generation will become more receptive to the gospel.we are seeing indications that the Boomers may actually become more interested in spiritual matters in general and Christianity specificallyThe Baby Boomers have tried it all and found no joy. They may likely turn to the hope of the gospel" according to **LifeWay Christian Resources**.

Pastor Rick Warren in his book, **The Purpose Driven Church** (1999), explains, "The Bible determines our message, but our target determines when, where, and how we communicate.

Charles Arn in his book, **White unto Harvest** (2003), lists several researched reasons why older adults are both worthy and receptive to evangelism:

- Closer to eternity
- Receptive (touch points, life changes, and sweet spots)
- Care about others

- More discretionary time
- Geographical stable
- Give more money to their Church

Touch points include love and caring, feeling of loneliness, need to contribute, desire fellowship, desire activities, concern for health, need for compassion and acceptance, fear of death, and desire for wisdom from the bible.

Life change include some 40 different items on the stress scale, page 120, **White unto Harvest** (2003).

One approach might be to create an Encore electronic publication (See 2011encoreofnewsletter in Appendix, Part II) devoted to the Boomers and Builders in the second half of life who wishes to intentionally evangelize among (to, with, and by) older adults; serve and honor God intergenerational; develop a Christ-centered retirement life style; or help recruit, develop, and place older adults.

Working with the pastor responsible, the publication could be a beacon of awareness to highlight and feature service opportunities including, but not limited to Life Course Ministry; Ageless Encore Generation Evangelism; Positive Longevity Attitude; Intergenerational Ministry; Grand Parenting; Grief Share; Addictive Behavior; Military Family Support; Wellness; Generosity and Benevolent Life Style; Stewardship (Finances God's Way, Estate Planning, Finishing Well) and Retirement Planning.

In her book, **Baby Boomers and Beyond** (2010), Amy Hanson identifies one of the biggest evangelistic opportunities: six months after retirement. Amy goes on to provide a simple proven approach for the church to communicate the desire to walk with people as they navigate the early stages of retirement. "First Evangelical Free Church in Fullerton, CA, attempts to do his by talking one on one with people who are approaching retirement or have just retired. The senior adult pastor gives them his blessing to take six months to relax, travel, and do whatever they want. In other words, he tells them it is OK to enjoy the honeymoon or relaxation phase of retirement. After the six months have passed, he again meets with the retirees to talk about their many opportunities for service that exist for them in their retirement years".

First Evangelical Free Church (www.evfreefullerton.com)

2801 Brea Blvd, Fullerton, CA 91835 714-529-5544

John Coulombe, Pastor, 'Experienced Adults'

john.coulombe@evfreefullerton.com

The logic of this can also be found in Charles Arn's books, **Heart Beat!** (2011) and **White Unto Harvest** (2003), Richard H Gentzer, Jr, **Aging and Ministry** (2008), Gary L McIntosh's book, **One Church Four Generations**

(2002), Christian Association Serving Adults (CASA) Ministries Network (since 1983) and the “**Faith Development in Adult Life Cycle**” study from 1981-1987.



Volunteerism



More than half of adults 55 and older are interested in volunteering. The challenge is that many of them are having difficulty finding the right way to share their skills and experience.

Volunteer recruitment, development, & placement are strong decade change ideas that require sustainable volunteer management that starts with having in place the culture, strategy, tactics, attitudes, principles, and procedures. This is not easy given those with discretionary time are a diverse age segment composed of multiple generations.

With intentional cultivation and appropriate adaptive procedures volunteerism holds many economic and spiritual rewards. However there are a few challenges to be aware.

Marlene Wilson is called the First Lady of Volunteerism. In an article entitled, "Volunteer Management Principles, she lists the following key management principles for success with volunteers:

- People commit to plans they help make...
- Volunteers are... priceless
- The key to wise leadership is effective delegation
- Leaders don't create motivation, they unlock it
- Mission motivates, maintenance does not
- People are as important as programs
- You can't help others if you don't stay well yourself...

Helpful books on volunteer management include **The New Breed: Understanding and Equipping the 21st Century Volunteer** (2007) by Jonathan McKee and Thomas W. McKee; **Management Essentials for Christian Ministries** (2005) by Michael Anthony; and **Simply Strategic Volunteers: Empowering People for Ministry** (2005) by Tony Morgan, and Tim Stevens. Tony and Tim are pastors at Granger Community

Church (www.gccwired.com), 630 East University Drive Granger, IN 46530 (574) 243-3500 Visit their website for volunteer management points.

In researching recognized volunteer ministry equipping organizations, Church Volunteer Central (www.churchvolunteercentral.com) heads the list. Church Volunteer Central provides a daily newsletter, annual conference, and selected articles:

- Mission & Vision,
- Recruiting,
- Leading Volunteers,
- Retention, and
- Background Checks.

Volunteer management requires dedication, commitment, and intentional cultivation. Every aspect of the recruitment, development, and placement process requires proper procedures.

The best research indicates volunteers prefer a bottom up, consultative approach; upfront full disclosure; disdain for menial role; and an impatience tendency. This may suggest the need to be more open, receptive to new ideas, willing to let go more, share responsibility, and involve members more in the decision making.

A key element for success is prayer. The next step is to turn your church upside down. Maximize volunteers by creating a ‘we serve’ attitude and replace the ‘serve me’ attitude which expects the pastor and staff do it all. This will require gaining an understanding of the foundational biblical imperatives of equipping ministry, understanding the unique roles of the leaders, the importance of teams that are required to facilitate equipping ministry and the need to prioritize individual ministry.

Probably the biggest myth concerning volunteers is that they are free. Volunteers require capable leadership, spiritual training, and equipment to do the work. According to Joe Boerman, Senior Pastor, Immanuel Church, Gurnee, IL, the Boomer generation requires a one-on-one relationships rather than group oriented. This requires staff and budget.

Procedures need to be based upon the volunteers’ perspective. Do not expect volunteers to serve in the same position forever and do not limit volunteers to repetitive tasks. In approaching the degree of difficulty for a volunteer be careful include the full range of challenge and decision making to fit the volunteers’ Christian commitment, giftedness, life experience, and stage.

Recruitment requires overcoming criticism and negativism as well as the transition from sitting to serving. Chris Holck, Director of EFCA Encore and Encore Generation Inc which seeks to assist Christian organizations in understanding and reaching the next generation of older adults, recommends the creation of a database, Boomerish events, and initiative. building and strengthening an effective church culture for equipping people is the first step in

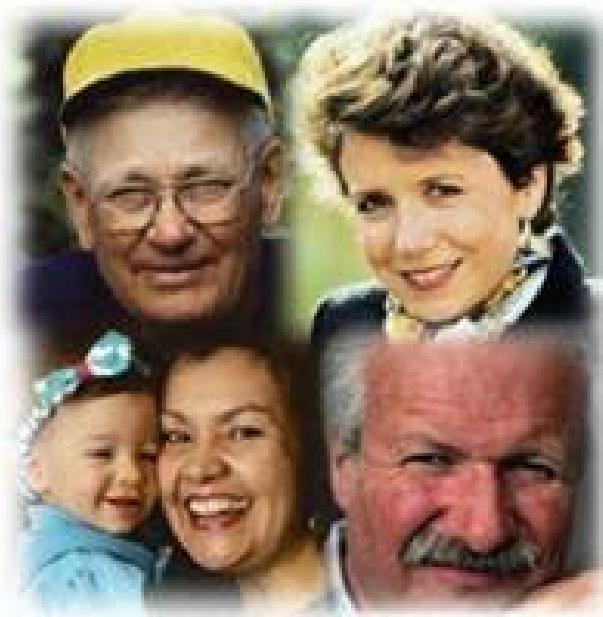
equipping volunteers in sweet spot guidance and high level ministry training. Growing people, not filling slots requires placement matching of volunteers' abilities with meaningful project that fit their abilities.

With volunteer management in place, intergenerational synergy, financial planning, mentoring, parental care, grand parenting, grief share, addictive behavior, military family support, plus generosity and wellness ministries are just a few life stage service assessed need opportunities.

Churches Are Learning to Make Better Use of Volunteers

- 65% Greater use of volunteers instead of additional paid staff
- 45% Increased emphasis on financial training classes
- 43% More financial cushion in church bank account
- 40% More electronic/online giving options
- 34% More of church budget going beyond our congregation (whether local or overseas)
- 25% More sermons on finances or generosity
- 23% Deployment of more volunteer financial counselors
- 15% Greater use of the weekly "offering" (during worship) as a training opportunity
- 12% Stronger emphasis on annual stewardship drive

Actual question: What shifts have you made in your church's operations/budgeting/stewardship during the current "Great Recession" that you will likely continue even if the economy recovers? (Check all that apply.)



Relationships and Small Group Nurturing



Amy Hansen points out that Win and Charles Arn in their book, **Catch the Age Wave** (1999) write that one reason older adults are so receptive to the gospel is because they have an increased desire for meaningful relationships. A retiree's social world is often smaller than when he was working. At this stage of life, children have often moved away, retirement has altered previous relationships with coworkers, and old friends and family members may have died. Small groups provide a way for new relationships to be formed and a safe place for discussions about serious life issues.

At the 2009 CASA Leadership Conference, Downers Grove, IL Charles Arn provided a workshop on relationships and small group nurturing. Take-away points included the following:

Relationships (friends and relatives) account for 75-90% of how individuals come to faith/church membership.

Relationships are the glue to meaningful friendships:

- Generation
- Marital Status
- Family Status
- Interests/Recreation
- Need
- Concerns/Problems
- Ethnic/Culture

Nine older adult “touch points” can be opportunities for and sharing the Bible. See page 66 **White Unto Harvest** (2003) by Charles Arn. Also, “life changes” provide a window of opportunity, i.e. receptivity. See Stress Scale, page 120:

- Major Physical Problem
- Realizing a Personal Lack of Dreams/Purpose
- Retirement

Small group benefits include

- Community (sense of worth, belonging, loving, being loved)
- Personal Growth (spiritual, emotional, relational, intellectual)
- Support (in times of need and change)

Older adult small group characteristics and advantages include

1. Covenant

- Characteristics
 - long-term commitment (6 mo. - 2 yrs.)
 - group consent
 - 4 - 12 people
 - homogeneous
- Advantages
 - tends to build deep and lasting friendships
 - good environment for spiritual development
 - assimilated group are assimilated church members

2. Study

- Characteristics
 - pre-determined topic
 - similar interests bridge other differences
 - short-term
- Advantages
 - will attract some people who might be frightened by longer-term commitment or covenant group
 - can accommodate people with changes in schedule

3. Evangelistic (those groups which invite and/or involve non-Christians and unchurched)

- Characteristics
 - topical
 - no-time commitment
 - neutral meeting place

4. Action

- Characteristics
 - focused on a clear goal
 - beyond themselves
 - limited time commitment
 - size varies
 - involve non-members
- Kind of action groups
 - Outreach
 - door to door canvassing
 - working with youth on “coffee house” ministry
 - a community interest with Christian emphasis
 - planning & conducting a “Friendship Sunday”
 - planning & conducting programs at a hospital,

- orphanage, elder care, etc.
- Social Service
 - starting a free lunch program
 - Mother's day out
 - starting an after-school program for "latch key kids"

5. Support

- Characteristics
 - provides emotional/spiritual support
 - often uses book or study guide as point of reference
 - generally last 8 - 12 weeks
 - may consist of lecture and discussion
 - no size limit
 - break into smaller groups for discussion
- Examples
 - "Single Again" group
 - "Cancer Conquerors" group
 - "Stroke Recovery" group
 - "Coping With Retirement" group

How to Successfully Begin a New Senior Adult Group

1. Who is the intended target audience? - the more specific, the better (i.e. age, marital status, special concerns, lifestyle, etc.)
2. What kind of group would best meet their needs? - interview members of your target group and let them tell you
3. Where are prospective members found? - are they inside the church or outside...are there other people/organizations that can help you contact them...
4. Will this group contribute to the purpose of the church? How? - don't begin a group just for entertainment...it should support the priority of the church to make disciples (although you can certainly have fun in the process!)
5. Who will lead the group? - some leaders will simply be "facilitators", others will be "teachers" - pre-produced curriculum material, videos, books make leading easier (see below)
6. How will we publicize the group and attract new members?
- people are always asking, "what's the benefit... and what's the price?"
7. When and where will the group meet? - keep the target group in mind; don't assume every meeting should be at the church - consider best time of day, length of meeting, frequency of meetings
8. What are the specific goals of the group, and when will they be accomplished?- group members should also know the goals of the group, perhaps help formulate them
9. Will training be necessary for the leader? - it's often easier (and more effective) to recruit two leaders, rather than one
10. What support will the leader and group need to lead a successful group? - regular meetings with pastor and staff are important for confidence and continuity

Nurturing Ideas

Adult Day Services: Develop a one-day or several-days a week Adult Day Care at your church for older adults who need specialized care for working caregivers.

Advertise in Local Theatre & Senior Citizen Center: Advertise your older adult ministry in the local theatre, Senior Citizen Center, local restaurants, and other places older adults congregate.

Annual Older Adult Picnic: Invite older adults from your church and community to participate in a summer picnic. Provide entertainment and games.

Caregiving: Older adults provide direct care for people having difficulty with activities of daily living (ADLs): walking, dressing, getting to/from bed, going shopping, and preparing meals.

C.O.A.P - Children of Aging Parents: Provide support, networking opportunities, and resource information for adult children of aging parents.

Companion Services: Older adults escort other older adults for visits to the doctor, dentist, pharmacy, grocery store, etc., helping them along the way.

Exercise and Fitness Classes: Older adults participate in "low impact" aerobics class, "Body Recall", or some other form of exercise designed for older adults.

Field Trips: Older adults take educational and informational, recreational, mission study, or work mission trips.

Flowers for Homebound and Nursing Home Residents: Following worship services, altar flowers are taken to homebound and nursing home residents.

Foster Grandparents: Older adults share their lives with children and youth who have few or no extended family members living in the community.

Game Day: Once a week or monthly, hold a game day for older adults (include games that involve mental stimulation).

Grandparents Day: Grandparents' Day is the first Sunday after Labor day. This is the day to celebrate the lives and faith of the generation that continues to lead the church and our country. Many of our churches are discovering this day to be a great outreach day to the families of their church and communities.

Helping Hands: Older adults maintain a church food and clothing pantry.

Home Maintenance and Minor Repair: Older adults with skills help others by painting, changing light bulbs, mowing lawns, home chores, carpentry, etc.

Homebound Sunday School Class: Homebound class members participate in Sunday school by use of a speaker phone.

Homebound Worship Participation: Homebound members read scripture, offer Morning Prayer, or participate in other liturgy acts by telephone hooked up to church sound system.

House Sharing: Older adults share housing with college students in exchange for chore service, minor home repair, cooking, and laundry, etc.

Intergenerational Retreat: Invite older adults and youth to participate in a retreat together. Plan for games, meals, Bible study, and sharing.

Kitchen Band: Invite older adults to make musical instruments from household and other common materials. Play at nursing homes (and other long-term health care settings), retirement communities, church functions, etc.

“Latch Key Kid” Ministry: Older adults provide after school program, including tutoring and mentoring opportunities for children.

Library: Resources on Aging Issues: Place in your church library older adult reading material, including audio and large print books.

Life Review: Older adults participate in life review and reminiscence classes.

Living History: Older adults share their life journey and faith story on tape (video and/or audio); in writing, and orally in worship and Sunday school class.

Lunch Partners: Invite older adults to eat a meal once a week with a homebound member in his/her home.

Marriage Enrichment: Older married couples lead and participate in marriage enrichment programs (both intragenerational and intergenerational).

Meals: Older adults provide meals for homebound, following hospitalization, participate in Meals-on-Wheels, group meal programs, etc.

26. **Mentoring:** Invite older adults to serve as mentors for children, youth, and other adults (e.g., youth during confirmation and for new church members).

Multigenerational Study Groups: Invite children, youth, and adults to study and learn together. This might include Bible topics and/or current events.

Mutt Ministry: Many older adults love dogs, cats, and other small animals yet are unable to care for them. This ministry shares the love of gentle animals.

Nursing Home Sunday School Class: Invite older adults to participate in a Sunday School class in nursing homes and Assisted Living settings.

Nursing Home VBS: Invite older adults to lead Vacation Bible School for residents in nursing homes and in Assisted Living settings.

Older Adult Choir: Invite older adults to form a choir. Sing at church, nursing homes, retirement communities, and for homebound. Plan special events such as Christmas caroling throughout the community.

Older Adult Newsletter: Create a newsletter especially for the older adults in your congregation. Invite older adults to submit articles and include announcements about meetings and events.

Parish Nurse Ministry: Provide a health care ministry for older adults.

Primetimers: Older adults participate in an “Elderhostel-type”, volunteer in mission program, including faith development and faith sharing (a program of the General Board of Global Ministries).

Recognition Service and Dinner: The congregation sponsors a special dinner, worship service, or other celebration to honor the faith, wisdom,

ministry, and service of older adults. The United Methodist Church designates the month of May as a special time to recognize older adults.

Ritual for Older Adults Moving from their Homes: Older adults visit with others moving from their home to long-term health care facilities. Share in prayer, scripture, song, Holy Communion, and words of remembrance and thanksgiving for the years spent in the home. Follow up in new home.

SENIORS Ministry: Congregations involve older adults in spirituality, education, nutrition/fitness, intergenerational, outreach/mission, recreation, and service opportunities.

Senior Bulletin Board: Place a large bulletin board in a strategic location where older adults congregate in the church. Post announcements about events, job opportunities, and photos of recent activities and events on the bulletin board.

Senior Devotional Booklet: Invite older adults to compile a devotional book of scripture readings, meditations, and prayers for congregational use.

Senior Sunday: It is one day a year when the church focuses its ministry on the Fifty Plus!

Senior Yearbook: Invite older adults to create an annual yearbook, include photos and pictures of activities throughout the year.

Shepherd's Center: Older adults participate in ecumenical ministry meeting needs: life maintenance, life enrichment, life reorganization, life transcendence.

Short Term Mission Service: Older adults participate in short-term mission projects (e.g., Habitat for Humanity and VIM).

Social Networking with Seniors: Start a blog, Facebook page, or other social networking activity with older adults.

Stephen Ministry: A specialized visitation program whereby older adults visit people who are ill, homebound, and institutionalized or have other needs.

Sunday Afternoon Worship for Homebound: Monthly, quarterly, or twice a year, conduct a special Sunday afternoon worship service (include Holy Communion), for homebound members in the church sanctuary.

Telephone Reassurance: Older adults make daily telephone calls to others.

Visitation Ministry: Older adults visit other older adults who are homebound, lonely, hospitalized, institutionalized, and dying.

Weekday Bible Study: Invite older adults in your church and from your community to participate in a weekday Bible Study (include refreshments, joys and concerns, singing and prayers).

Writing Letters and Sending Cards: Older adults write personal letters and send birthday, anniversary, and special remembrance cards to others.

Adapted from **The Graying of the Church** (2004) by Richard H Gentzler, Jr
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Resource Directory



This directory is a short list of available resources:

Books List

- A Shepherd Looks At Psalm 23 (2007), W Philip Keller
- Aging and Ministry in the 21st Century (2008), Richard H Gentzler, Jr
- Amazing Grays (1999), Leona and Richard Bergstrom
- Baby Boomers and Beyond (2010), Amy Hanson
- Building Below the Waterline (2011), Gordon MacDonald
- Catch The Age Wave (1999), Win and Charles Arn
- Celebrating Disciple (1988), Richard Foster
- Changing Course (2007), William A Sadler
- Concise Theology (2001), J I Packer
- Four Seasons of Leadership (2008), David Neidert
- Faith is a Verb (2008/1987), John Aukerman & David Neidert/
Kenneth Stokes
- Faith is a Verb: A Workbook (2008), John Aukerman
- Finishing Life Strong (2011), John Heide
- Encountering the New Testament (2005), Walter A Elwell and
Robert W Yarbrough
- Encountering the Old Testament (2008), Bill T. Arnold and Bryan E. Beyer
- Encore (2007), Michael Kinsman
- Four Seasons of Leadership, (2008), David Neidert
- Financial Peace Revisited (2003), Dave Ramsey
- Finishing Life Strong, (2011) John Heide
- Finishing Well (2011), John Dunlop, MD
- Generous Living (1997), Ron Blue
- God's Plan of Significance (2007), Jerry and Shirley Rose
- Graying of the Church (2004) Richard H Gentzer, Jr
- Heartbeat! (2011), Charles Arn
- How to Minister Among Older Adults (2005), Charles T Knippel
- How to Retire (2011), Ernie J Zelinski

Irresistible Evangelism (2003), Steve Sjogren/Dave Ping/Doug Pollock
Living by the Book (2007), Howard Hendricks and William Hendricks
Management Essentials for Christian Ministries (2003), Michael Anthony
Master Your Money (2004), Ron Blue
Maximize (2010), Nelson Searcy
My Next Phase (2007), Eric Sunstrom
New Bible Dictionary (1996), I Howard Marshall, A R Millard, J I Packer and D J Wiseman
Older Americans, Vital Communities 2007), W Andrew Achenbaum
One Church Four Generations (2002), Gary L McIntosh
Senior Adult Ministry in the 21st Century (2002), David P Gallagher
Significance (2010), R Jack Hansen
Simply Strategic Volunteers: Empowering People for Ministry (2005), Tony Morgan, and Tim Stevens
Super-Charged (2009), Mary Lloyd
The Gift of Significance (2000), Doug Manning
The Intergenerational Church (2008), Peter Menconi
The New Breed: Understanding and Equipping the 21st Century Volunteer (2007), Jonathan and Thomas W. McKee
The Purpose Driven Church (1995), Rick Warren
The Purpose Driven Life (2003), Rick Warren
The Third Age (2000), William A Sadler
The Treasure Principle (2001), Randy Alcorn
The Strongest NIV Exhaustive Concordance
White Unto Harvest (2003), Charles Arn
Working the Gray Zone (2000), Charles G Oakes
Your Money Ratio\$ (2010), Charles Farrell

Individuals & Organizations List

2nd ½ for Him ministries of Converge Worldwide exists to equip and encourage leaders who can develop powerful and effective ministries that address the needs and opportunities of an increasingly diverse group of age 50+ adults.

American Health Rankings/Individual Role provides information for the individual about the factors that affect health and tools to improve habits that can make a difference in individual longevity.

Amy Hanson is a speaker, author, and consultant with a passion to help older adults discover a life of Christ-centered meaning and purpose

Charles Arn is a speaker, author, and President of Church Growth, Inc, which attempts to enhance the efforts of local churches, regional judicatories, and denominations in the task of disciple making through seminars, study kits, books, video, and other ways and resources that facilitate worldwide the Great Commission and the Great Commandment so that churches may better achieve their full potential in making disciples.

CASA (Christian Association Serving Adult) CASA Network exists to prepare (equip, heal, mend) God's people for works of service so that the body of Christ may be built up ... Ephesians 4:12 NIV

Calvary Assembly Church (www.calvaryorlando.org) 1199 Clay Street, Winter Park, FL 32789 (407) 644-1199 Mike Martin, A.R.K. (Acts of Random Kindness), Sonlighters Ministries mikemartin@calvaryorlando.org

Center on Aging and Older Adult Ministries of the United Methodist Church provides quality resources and valuable training support to help equip leaders (both clergy and laity) in their ministry of faith development with midlife and older adults.

Central Baptist Church (www.cbccrossville.org) 1346 South Main Street, Crossville, TN 38555 931-484-8426 Billy Kemp, 50+ Adult Pastor billy@cbccrossville.org

Christian Grandparenting Network A Christian organization devoted to challenging those in midlife and beyond to finish the race well by living for future generations, helping individuals and churches cultivate “intentionality” in inter-generational ministry by strengthening the grandparent-grandchild relationship.

Christ Together Helping the Church bring Gospel to the Community.

Church Volunteer Central A better way to lead volunteers, recruit volunteers, train volunteers, keep volunteers, and protect your church.

Encore Generation Ministries Beaverton Foursquare Church

(www.beavertonfoursquare.org) 13565 SW Walker Rd, Beaverton, OR 97005 (503) 644-9104 Mike Kinsman. Pastoral Services: Encore! (The Bridge & Prime Timers) (503) 644-9104 x133 Mgkinsman@beavertonfoursquare.org

Evangelical Churches of America exists to glorify God by multiplying healthy churches among all people. EFCA Encore Ministries involves: Reaching, equipping, and unleashing 50+ adults for the cause of Christ during their “encore” years of life.

Finishers Project provides Christian adults with information, challenge, and pathways for discovering and processing opportunities in missions — short-term or as a next career.

First Free in Rockford (www.firstfreerockford.org) 2223 N Mulford Road, Rockford, IL 61107 (815) 877-7046 Chuck Rife, Pastor of Senior Adults & Caring Ministries chuckr@firstfreerockford.org, [Tom Mathisen](mailto:Tom.Mathisen@maxlife.org) Director of MAXlife maxlife@firstfreerockford.org

First Evangelical Free Church (www.evfreefullerton.com) 2801 Brea Blvd, Fullerton, CA 91835 714-529-5544 John Coulombe, Pastor, ‘Experienced

New Covenant Bible Church (www.newcovenantbible.org) 1800 46th St. NE, Cedar Rapids, IA 52402 (319) 393-3522 James Wartian, Mature Adults/Missions Pastor james.wartian@newcovenantbible.org, Tye Male, Middle Adult Pastor tye.male@newcovenantbible.org

Park Cities Baptist Church (www.pcbc.org) 3933 Northwest Parkway, Dallas, TX 75225 214.860.1500 Dorothy Wilkinson, Prime Time Ministry 214.860.1535 dmwilkinson@pcbc.org Dr Brian Newman, Minister of Married Adults 214-860-1536 bknewman@pcbc.org

Prime on Line Senior Adult Ministries of the Assemblies of God USA is a website reference source for those in the second half of life.

The Center for Christian Leadership of Anderson University School of Theology (Church of God/Anderson) provides an online Aging

Ministries certificate (50 CEU) program.

YES! (Young Enough to Serve) is a new movement promoting exceptional stewardship of better health, extended longevity, gifts, and life experience of adults in life's second half.

Whittier Area Community Church (www.wacc.net) 8175 Villa Verde Drive, Whittier, CA 90605 (562) 945-4500 Hal Lentz, Lead Pastor of Development and New Horizons, (562) 945-4500x157 HAL@WACC.net

Show List

"Decide to Abandon Retirement as Reward for Your Life" by John Piper (www.youtube.com/watch?v=60_TmQdxkcl&feature=player_embedded)

"TED" by YES! (You Enough to Serve)

(www.youtube.com/watch?v=c57OlxE9GpE&feature=player_embedded)



Epilogue



Help Bridge the Generation Gap

An old man, going a lone highway,
Came at the evening cold and gray,
To a chasm, vast and deep and wide,
Through which was flowing a sullen tide.

The old man crossed in the twilight dim-
That sullen stream had no fears for him;
But he turned, when he reached the other side,
And built a bridge to span the tide.

"Old man," said a fellow pilgrim near,
"You are wasting strength in building here.
Your journey will end with the ending day;
You never again must pass this way."

You have crossed the chasm, deep and wide,
Why build you the bridge at the eventide?"
The builder lifted his old gray head.

"Good friend, in the path I have come," he said,
"There followeth after me today
A youth whose feet must pass this way.
This chasm that has been naught to me
To that fair-haired youth may a pitfall be.
He, too, must cross in the twilight dim;
Good friend, I am building the bridge for *him*."

Will Allen Dromgoole

There is a distinction between the words multi generational and inter generational. Multi reflects multiple parts and inter reflects the parts connected. The Body of Christ is an interdependent body. The family of God is an intergenerational family. And our God is an intergenerational God. Today, most Churches are multigenerational.

Each week four generations do worship:

Period	Generation
Before 1946	Builder (includes the G I and Silent)
1946-64	Boomers
1965-1981	Busters or X
1982-2000	Bridger, Millennial or Y
After 2000	Z

We live in an age segregated society. Mobility has separated many families. The programming in many Churches is age specific.

One approach to breaking down age silos is to educate the body on each generation by class or small groups reviewing one or more of the following books:

- Building Below the Waterline (2011), Gordon MacDonald
- Heartbeat! (2011), Charles Arn
- Baby Boomers and Beyond (2010), Dr Amy Hanson
- The Intergenerational Church (2008), Peter Menconi
- One Church Four Generations (2003), Gary L McIntosh

Understanding all generations is an effective way to break down barriers, create unity, share faith, and demonstrate the value of each generation.

Radical Encore Generation Declaration

Today I am stepping across the line. I'm tired of waffling and I'm finished with wavering. I've made my choice; the verdict is in and my decision is irrevocable. I'm going God's way. There is no turning back. I will live the rest of my life serving God's purposes, with God's people, on God's planet, for God's glory. I will use my life to celebrate his presence, cultivate his character, participate in his family, demonstrate his love, and communicate his Word.

Since my past has been forgiven, and I have a purpose for living and a home waiting in heaven, I refuse to waste any more time or energy on shallow living, petty thinking, trivial talking, thoughtless doing, useless regretting, hurtful resenting, or faithless worrying. Instead I will magnify God, grow to maturity, serve in ministry, and fulfill my mission in the membership of his family.

Because this life is preparation for the next, I will value worship over wealth, “we” over “me”, character over comfort, service over status and people over possessions, position, and pleasure. I know what matters most and I will give it all I’ve got. I will do the best I can with what I have for Jesus Christ today. I won’t be captivated by culture, manipulated by critics, motivated by praise, frustrated by problems, debilitated by temptation, or intimidated by the devil. I’ll keep running my race with my eyes on the goal; not on the sidelines or on those running by me. When times get tough and I get tired, I won’t back up, back off, back down, back out, or backslide. I’ll just keep moving forward by God’s grace. I’m spirit-led, purpose-driven, and mission-focused so I can’t be bought. I will not be compromised, and I shall not quit until I finish the race.

I’m a trophy of God’s amazing grace so I will be gracious to everyone, grateful for every day, and generous with everything that God entrusts to me. I am a radical in the original sense of the word: rooted in Christ, rooted in love, and rooted in his Word.

I hereby declare my supreme allegiance to my Lord and Savior Jesus Christ. I say this: However, whenever, wherever, and whatever you ask me to do, my answer is yes! I’m ready. Anytime. Anyway. Whatever it takes Lord; whatever it takes! I want to be used by you in such a way that on that final day I’ll hear you say, “Well done, good and faithful one. Come on in and let the eternal party begin!”

Signature_____ Date_____

(This is only between you and your Lord)

Further areas of potential personal older adult services include:

- **Intentional Older Adult Evangelism**
- **Stewardship Instruction**
 - **Finances God’s Way**
 - **Estate Planning**
 - **Finishing Extremely Well**
- **How to Grow Older Instruction**
 - **Pre-Retirement**
 - **Reorientation after Retirement**
- **Personal Coaching Website**
- **Volunteer Coordination**
 - **Estate Planning & Gift Design Service**
 - **Generosity Development**
 - **Foundation**

Now is your opportunity to make a difference!

Appendix



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VCG Adult Ministry Strategy Overview.....53



Mark Lindstrom, Chairman
Village Church of Gurnee (VCG) Elder Board
January 20, 2011 Meeting

Long-Term Ministry Plan

Research by
Robert W Chism, Chairman
Forerunners of Faith (F of F)

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Long-Term Ministry Plan

Normal Staff Attrition Utilization

Baby Boomers & Beyond Alert,
American Church Trends, Gurnee Demographics
& VCG Family Zip Analysis Fit

Benevolence/Generosity
Debt & Facilities Fiscal Management

Catalytic Leader & Voluntary Administration
Management Recruitment & Development

Intentional Older Adult Evangelism

Responsive Lean Staff &
Accountable Structure

Elder Board Requests The Elder Board is requested:

- (1) To create & fund a village of leaders to evaluate a long-term ministry plan;
- (2) To charge the village of leaders to make recommendations in the 2011 ministry year. While meeting regularly the village of leaders shall systematically process the noted materials & any further information deemed pertinent during the course of their investigation as basis for recommendations.

Review all ministry position descriptions & interview the employee, if available, Read this report & Baby Boomers & Beyond by Dr Amy Hanson; Review findings from three encore generation focus groups, yet to be conducted; & Review findings of reported 2009 giving by member and attendees for 2010 as an indicator of the relationship of membership & stewardship.

- (3) To seek member approval at the August, 2012 annual business meeting for Elder Board approved recommendations; and
- (4) To fully implement the recommendations no later than ministry year 2014.

Village of Leaders Member Selection It is recommended that a letter be sent to each member announcing a long-term ministry plan investigation team, request prayer for the plan, explain the process and time commitment, ask interested members to apply and allow for questions, suggestions or concerns. Based on feedback evaluate the need for a dinner and/or a meeting to assure member outset understanding, input, and buy-in before announcing team members.

Based upon continuing economic circumstances facing our nation since late 2008, the continuing need for clarity and effective of communication, and the composition of the adult voting members, it is appropriate for the EB to adopt a more bottom-up approach involvement to this and most membership matters. Given the “Living the Vision” yellow cards of slightly more than two years, it is clear the economy, debt, prioritization, extravagance, and stewardship are the concerns of active, involved, and motivated members, 60% encore generation!.

Historical Prospective Village Church of Gurnee is a member of the Missionary Church, an evangelical denomination committed to church planting and world missions. In 1983 VCG was planted. It started with Senior Pastor Todd. Since then additional staff hires have tended to be for particular population segments (youth, children, singles, men, marriage, family, women, single moms).

In 2006 the Elder Board established a second half adult ministry steering committee. Its charter was to function within the established church ministries, to plan "solid ground" older adult areas of spiritual growth, evangelism, service, fellowship and identify areas requiring further investigation with a "plan for a plan".

Since inception, F of F has been Builder generation focused. Since 2007 a number of changes have evolved due to Intergenerational Partnering with VCG Ministries. Fellowship activity has returned to primarily a function of ABF-Sheppard's Path with the exception First Thursday Dinner facilitated by Al Deacon. Evangelism activity has been primarily a function of globe missions, has included weekly Sunrise Elder Care devotions facilitated by Dave Hoke and intentional second half adult in reach facilitated by Bob Chism. Spiritual growth activity is primarily a function of ABF-Sheppard's Path with the exception of Men's Wednesday Breakfast, a men's small group ministry, facilitated by Wally Jurvic. Service activity has been assumed by Congregational Care and Community Service Ministries.

The Events of August and Beyond Thanks to an anonymous donor, in 2010 the steering committee produced The Events of August and Beyond which included (1) gifting the book Baby Boomers & Beyond to VCG Leaders, (2) having Dr Amy Hanson, the book's author, make four on site presentations, (3) working with CASA Network for Church Membership with benefits for four staff scholarship and a November Atlanta, GA Leadership Conference Scholarship and (4) contributing to YES US Missions.

These activities were preparatory for a motion at the August, 2010 business meeting for a New-Old Ministry Plan. Based upon an email from Mark Lindstrom, it was made clear a business meeting motion and vote was not necessary for the 2011 Elder Board to hear from F of F's, as part of the Elder Boards continuing adult ministry review.

Elder Board Presentation Pastor Jim Young was asked to oversee various Adult Ministry leadership teams, become the new liaison for F of F and address the Elder Board on January 20, 2011. At the meeting the Adult Ministry focus is to be on

1. Team formation and development progress,
2. Plans for any areas deemed as "solid ground",
3. A "plan for a plan" for areas deemed as "soft ground", and
4. Other elements

The retirement of Pastor Stan and the expected resignation of another pastor by mid-2011, accelerate the heretofore continuing long-term ministry needs discussion into an immediate needs evaluation and resolution.

The long-term ministry plan along with gathered information deemed pertinent by F of F follows.

Long-Term Ministry Plan Synopsis A proactive intention long-term ministry plan is indentified, documented, lists authorities' with whom to counsel further, requests focus groups be completed to confirm reality and lists a complete resource reference library based on five years of research.

Based on local demographics, VCG family analysis, and American

church trends, VCG ministry, financial and trustee leaders have an opportunity as part of their long-term ministry review to revisit attitudes; strategies; structure; staffing; as well as ministry design among (by, with, and for) older adult in order to better tap into encore generations' gifts, unleash their life step service sweet spots, and harvest their unsaved numbers.

1. The first step is to replace the executive pastor position with a church business manager position via budget reallocation.

NOTE: It is believed a suitable candidate exists among the membership to fill this position.

2. The second step is to create a new position (See page 53 & 70) reporting directly to Pastor Todd to be funded by a \$625,000 congregation pledge program to underwrite five years of new –old adult ministry operation without further debt.

NOTE: The pledge campaign will assure the congregation of no increase in staff or debt and a proportional decrease in operating expenses, while allowing the congregation to designate their financial underwriting for the operating expenses of the new position until it is reasonably established.

The position overview follows:

Encore Generations: implement and direct a full scale ministry for active adults by providing leadership, training, and mobilizing them in life step opportunities.

Development: Identify, cultivate, and challenge partners; increase the level of generosity participation and ownership, through direct involvement and consistent financial giving.

NOTE: It is believed a suitable candidate exists on staff or among the membership to fill the new position.

3. The third step is to redesign pastoral care, globe missions, community, and small groups under current staff positions via staff attrition anticipated no later than mid-2011 with budget allocation.

4. Other conceptual areas of possible redesign include:

- Older adult and youth ministry staff budget parity;
- Establishment of a foundation for better debt & facilities management
- Annual goal development, measurement, and reporting

Renewed Church leadership commitment to fiscal responsibility, transparency, accountability, lean paid staff, lack of debt, use of information technology, recruitment & development of catalytic leaders & volunteer administration management staffing

Note: 300 of 500 members are the New-Old!

American Church Trends Senior adult ministries in churches will experience steep declines. As the large Baby Boomer generation moves into their older years, they will resist any suggestion that they are senior adults, no matter how senior they may be.

Unfortunately, many churches are slow to adapt to new realities. If they do senior adult ministry the way they've always done it, it will be headed for failure.

The large Boomer generation will become more receptive to the gospel. Our data is anecdotal for now, but we are seeing indications that the Boomers may actually become more interested in spiritual matters in general and Christianity specifically. If so, this trend will be counter to other trends, where adults tend to become less receptive to the gospel as they age. The Baby Boomers have tried it all and found no joy. They may likely turn to the hope of the gospel.

Family will be a key value for both of the large generations. For the Millennial, family is their most important value. Nearly 8 out of 10 Millennial ranked family as the important issue in their lives. They told us that they had healthy relationships with their parents who, for the most part, are Baby Boomers.

Some churches say they are family friendly, but few actually demonstrate that value. Churches that reach both of these generations will make significant changes to become the type of churches that foster healthy family relationships.

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Gurnee (60031) Demographic Highlights

Indicates Consistent Upward Trend

Population

Density Households

Persons per Household

Average & Median Age

Average, Median and per Capita Income

Age 50plus: **36% vs. 40% US Average (4% below US)**

Age 65plus: **13% vs. 18% US Average (5% below US)**

Population by Race/Ethnicity

Gurnee (60031) vs. US Average

White	83%	69%	(14% above US)
African American	3	12	(9% below US)
Hispanic/Latino	5	12	(7% below US)
Asian	7	4	(3% above US)

Extremely Traditional Family Structure

Very High Education Level

Located in Lake County (31st Wealthiest County in US)

Above US Average Concerns:

Time for Recreation/ Leisure (Stress Management);

Parenting and Grand parenting Skills;

Satisfying Job/Career;

Retirement Opportunities;
 Achieving a Fulfilling Marriage;
 Aging Parental Care

Source: Percept ministry area profile, May 21, 2007, 2000 Census Projection

VCG Family by Zip Code Analysis

City	Zip	Members	Attendees	Total
Antioch	60002	12	46	58
Grayslake	60030	100	227	327
Gurnee	60031	152 (31%)	563	715
LV/Lindenhurst	60046	86	218	30
Libertyville	60048	15	42	57
RL Beach	60073	21	68	89
Wadsworth	60083	34	80	114
Waukegan	60085/7	27	121	148
Zion	60099	14	32	46
Other		31	20	51
Total VCG (100%)		492	1517	2009

Source: VCG Church Data Base (September, 2008)

Unlike national statistics of 40%-45%, projections indicate that 60% of the VCG members and attendees which total 2,000 belong to the Encore Generation. This is 300 members (60% of 500) and 900 attendees (60% of 1,500) or a total of 1200. 190 members and 110 attendees or 300 have been identified.

Generation	Builders	Baby Boomers	Baby Busters	Bridger
Technology	Movies	TV	Computer	Digital
Year Period	1925-1945	1946-64	1965-1981	1982-2000
Population	50 Million	78 Million	56 Million	80 Million
VCG Projected Member #	100	200	100	100
Member %	20%	40%	20%	20%

The table indicates that VCG members are predominately Baby Boomers. This may explain why VCG membership, attendance, and discretionary giving have leveled off the past decade and sponsored events do not have higher attendance.

Boomers are not joiners, extremely busy, do not see themselves as growing older, and are different than the generations on either side of them as confirmed in Baby Boomers & Beyond (2010) by Dr Amy Hanson, The Intergenerational Church (2008) by Peter Menconi, “EFCA Encore Final Report” by Rev Chris Holck, and “What this ‘Baby Boomer’ Senior Pastor learned at a CASA Network

Leadership Conference” by Joe Boerman.

Goal Development, Measurement, and Reporting Accountability

Based on years of strategic planning experience, Key Result Area (KRA) are essential for accountability measurement. “What gets measured gets done.” Possible areas for goal setting with subsequent evaluation, measurement and reporting as to the expected results include:

- Growth (baptism, membership, attendance)
- Christ centered maturity, ministry, missions, and catalytic leader development
- \$ 3.5 million debt reduction

(Creative thinking on ministry growth & financial peace Delphi think tank)

Second Half Adult Ministry Research Reference Library

Amazing Grays (2000), Leona, and Richard Bergstrom

Baby Boomers and Beyond (2010) Amy Hanson

Encore (2007), Michael Kinsman

How to Minister Among Older Adults 2005), Charles T Knipper

Older Americans, Vital Communities (2007), W Andrew Achenbaum

Senior Adult Ministry in the 21st Century (2002), David P Gallagher

The Intergenerational Church 2008), Peter Menconi

The Purpose Driven Church (1999), Rick Warren

White Unto Harvest (2003), Charles Arn

Encore Ministry Theology by Chris Holck

What does age have to do with it? According to Chris Holck, absolutely nothing. “The more common denominator in people’s minds to qualify for passage are that they have **more discretionary time**. Other signals of ‘**middlescence**’ include a nest that is empty, a sense of creeping (maybe charging) obsolescence in their career, a lack of stamina, and more thoughts about how they want to finish their life. Just the fact that they are thinking about the finish line (or death to be blunter) would indicate that they have crossed over a mid-point in their life. Thus older adult ministry is more accurately defined by the “more discretionary time” entry-level criteria than by age entry points.” There are many older adults (frail elderly, seniors, and new-old) with productive years, exceptional wealth, and there numbers are a potential evangelism field and volunteer force in the first half of the 21st Century. Unleashing encore generation power in wisdom, experience, time, and financial resources requires the creation of awareness, understanding and effective communication toward leadership in order to shift current attitudes, strategies, organizational structure, staffing, roles, and fiscal management to challenge midlife and beyond talents and passions.

EFCA Encore Final Report by Chris Holck

Baby Boomers Continue to Dictate Ministry Strategy by Amy Hanson

According to youth ministry expert Mark Senter, “The post-war baby boomers caught the church without a strategy for dealing with the sudden influx of people whom the media began to call ‘teenagers.’ ” According to older adult ministry specialist Dr Amy Hansen“, Today, most churches have a youth minister as a part of their staff, and often it is the second or third position they add after the senior pastor. Youth ministry has become a popular degree of study in most Bible colleges and seminaries across the country. It is an expected element of our current church culture. These baby boomers that revolutionized youth ministries are now entering their fifth and sixth decades of life. The New Old are marching into their later years at an unprecedented rate. And the urgency of ministry with them is just as great as when they were young—perhaps even greater.

This is not an exhaustive list of where to discover a great older adult minister. Ministries can thrive under the leadership of a boomer from his business world (catalytic leaders). I've also seen a number of dynamic and innovative ministries across the country being led by women as well as former worship pastors and even children's pastors.

The key is to find someone who is passionate about reaching this generation, has a teachable spirit, and can train others to lead and serve in the ministry.

Not every church has the capacity to pay for a staff member to specifically lead this group. If that's the case, you should be praying for God to bring a key lay leader and subsequent team to champion this ministry. However, if you are a church that tends to hire staff for particular population segments (women, men, single adults, young adults, and so on), hiring someone for this age group communicates volumes as to the value and importance you place on the ministry. Neglecting to hire someone for this age group when you have ministry staff for nearly every other group immediately communicates what ministries are of higher value.

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www.amyhanson.org

Job Description about Older Adults” by Amy Hanson

An Unquenchable Passion is by far the most important quality; it will make the difference between a mediocre and a dynamic ministry to older adults.

Sometimes when churches decide they want to have a senior's ministry, they look for a retired pastor who maybe wants to slow down and work part-time. At times I worry about this decision, because for a ministry to be effective, the leader must be completely sold-out and passionate about senior adults.

Passion enhances an older adult ministry for three reasons. First, passion keeps the leader focused. It is the thing that drives people through the challenging times of ministry and keeps them on course. Second, a passionate leader serves as a model to the seniors he or she serves. If the goal is for older adults to have a vibrant relationship with Christ and discover a ministry that they can pour themselves into, then the leader needs to set the example. Finally, passion helps the leader be the best advocate for senior adults. When I used to sit in church staff meetings and a new program was being discussed, I would always suggest how we could involve the older adults or what we could do to reach out to them. Senior adults deserve such an advocate.

A Teachable Spirit Because older adult ministry is such a new field, it is important that a leader have a desire to learn. There are a number of avenues in which to gather information. First, it is helpful to have some formal training. Perhaps the community college offers an introduction to gerontology course, or better yet, maybe they have a certificate in studies in aging. Second, it is important to attend conferences and talk to others in the senior adult field. Christian Association of Senior Adult Ministries is a national organization that holds a yearly leadership conference, as well as sending out audiotapes and newsletters on senior adult ministry. You can find out more at their Web site, www.gocasa.org. Other organizations, such as Christian Association of PrimeTimers and Christian Seniors Fellowship, provide helpful resources. In addition, there are numerous books on aging and senior adult ministry. Leaders are readers, and it is important to seek out books and articles on this subject. Finally, perhaps the most important method of learning is to talk to the seniors themselves. Perhaps it would be beneficial to conduct a survey of the senior adults in your community or establish focus groups to find out the main issues in their lives.

A Heartbeat for Lost People Too often older adult ministries are built on a social model where the goal is simply to pacify the seniors and keep them happy. The foundation of an older adult ministry must be built on evangelism, and the only way this will happen is if the leader sees it as a top priority. It is easy for a long list of activities on pastoral work to fill up a schedule, leaving no time for strategic and targeted evangelism efforts.

Older adults often are very open to the gospel. They are experiencing many life changes such as dealing with health issues, relating to adult children, losing friends and family members, and being forced into retirement. In such stressful situations, people often are receptive to spiritual matters. Older adults also are prime targets for evangelism because they are looking for purpose. When I am leading a workshop on aging, I often ask the audience, "What is your greatest fear about aging?" A person most often fears he will not matter any more and that his life will not have any purpose. As Christians, we have the answer to this because we know that true purpose only comes from a relationship with Jesus Christ.

Ability to Equip Leaders As a senior adult minister, this might be my most difficult responsibility, but also the most rewarding. It is easy to fall into the trap of visiting the homebound, planning the funeral dinner, teaching the Bible study, organizing the trip, leading the grief support group, and writing the newsletter. There are so many things that can be a part of an older adult ministry, but it is impossible for one leader to do all those things and do them effectively. Remember Jethro's advice to Moses in Exodus 18:18 and 21, "What you are doing is not good. . . . The work is too heavy for you, you cannot handle it alone . . . select capable men from all the people . . . and appoint them as officials." Because senior adults are such a diverse group, it is important when creating ministries to cast many different hooks in the water in order to catch lots of different fish. The senior adult leader should focus on casting vision and involving others in ministry.

The leader needs to help senior adults discover their own spiritual gifts and passions and then help them find places to serve and succeed in ministry.

If someone has mercy gifts, then encourage him to visit the homebound. Older adult ministry is the most exciting ministry to be involved in at this time in history. The aging population is on the cusp of exploding, and I believe God has huge plans for this age group. So as you begin to develop ministries and establish leaders, don't settle for status quo. Reach for the sky and see what God will do!

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“Who Will Shape Our Future?” by Richard H Gentzler, Jr

The Reverend Dr. Richard H. Gentzler, Jr is the Director of the Center on Aging & Older Adult Ministries at the General Board of Discipleship in Nashville, Tennessee. He is author of numerous books on midlife and older adult ministries. His most recent book is titled **Aging & Ministry in the 21st Century: An Inquiry Approach** (2008).

There are many forces involved in shaping the future of the United Methodist Church, not the least of which is the power of the Holy Spirit and the power of prayer. As Christians, we believe that God transforms people's lives and shapes our very institutions. In addition, changing technology, demographics, economics, politics, globalization, and myriad other concerns play important roles in shaping our future.

But who will shape our future? Of course, the obvious answer is God. God working in the lives of people both inside and outside the church will shape the future of our denomination. Besides the vision and energy of young people helping to bring about new and revitalized congregations, there is another group of people who play a significant role in helping to shape the future of the church: older adults.

Older adults? That's right, older adults can play an important role in helping to shape the future of the United Methodist Church. They do so by their presence, prayers, leadership, gifts, service, and witness. Here's how: According to 2008's U.S. Religious Landscape Study by the Pew Forum on Religion and Public Life, 55 percent of our church membership is fifty years of age or older (and nearly one-third are sixty-five years of age or older). Our denomination is blessed by having many members who are fifty years of age or older. It is a positive quality that so many people in the second half of life find meaning and purpose in and through their Christian faith and as members of the United Methodist Church. To quote my colleague and friend the Reverend Paul R. Graves, "To focus only on young families at the expense of older adults is to create imbalanced institutional expectations; and it also denies younger persons the wisdom and perspective inherent in elder hood".

With the many changes in aging and with the increasing numbers of older adults living healthier and longer lives, more people in the second half of life are engaged in ministry and service. Such service by so many mid-life and older adults has a tremendous impact on helping to build the kingdom of God. At mid-life and beyond, many adults are engaged in acts of "generativists" and altruistic endeavors, including mentoring young people; learning new ideas; and helping to convey tradition, values, and experience. Older adults are in positions of influence: serving as leaders, teachers, and mentors. They are engaged in outreach, service, and missions. And, if given a chance, they are able to share their faith stories and life journeys with others.

As many church treasurers already know, research from the U.S. Census

Bureau also indicates that people in the second half of life give more financially to the church than do other age groups. With growing numbers of members in the later years and with proportional giving, older adults can make a tremendous impact on helping eliminate poverty, engaging in ministry with the poor, and the revitalizing congregations.

The church needs the wisdom, experience, and faith that often abounds in older adults. Caring churches do not need reminding that, as people age, their faith is tested and refined through the frequent experience of loss. Such loss may be a result of illness and disability or death of loved ones, and changes in social position and economic conditions. However, If congregations direct little attention to the faith needs of adults in their later years, older adults will gradually lose a sense of value and worth, which will in time dampen and diminish their faith development.

Should this happen, many gifted and talented older adults will leave the church. When they need the church most, it may not be there for them. And, as a result, some will gradually depart from the scene, not because of physical death, but because of spiritual death. Many will slip quietly out the back door, never to return again.

As I travel the country leading workshops and seminars, I hear calls to:

- recognize the place of older adults as active and engaged members in congregations
- help older adults continue to learn and grow in Christian faith
- value and respect the wisdom and faith experience of older members
- recognize that older adults represent an opportunity for the church, not a problem.

"Healthy" churches treat older adults with dignity and love, and provide support for their life-long faith development and spiritual well-being. Such congregations respect the purpose, faith, and contributions of all their members, including their older members.

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What is Midlife and Beyond or Second Half Ministry? by Richard H Gentzler, Jr

Growing old is no longer synonymous with death. As a result of better health care, nutrition, job safety, physical fitness, and medical technology more people are living longer than ever before. For many older adults, old age is not a time of disability or disease; instead it is a time of generally good health. As people live longer and retire earlier, the post-retirement period can last 20 to 30 years or more. As a result, many churches are enjoying the blessing of increasing numbers of older adults.

There is no single older adult population. Rather, there are multiple older adult populations. And each one is very different. No one ministry type reaches all the older adults in a congregation or community. Not only are there many different age-cohorts, from say 50 to 100, but there are married couples, widows, divorced, never married, healthy-active, frail-elderly, homebound, and residents of continuing care retirement communities, just to name a few. As people grow older, they become less alike, not more. Therefore, their needs and talents and their likes and dislikes are all often vastly different.

Older adult is considered to be the politically correct designation for those in the second half or midlife and beyond since it now includes three categories: Middle Adults (50-69); Seniors (70-79); and Elderly (80+).

There is a “myth-conception” that if you engage in older adult ministry, you will soon have no congregation left. However, a congregation filled with older adults does not necessarily mean that it is dead or dying. If such thoughts are part of your congregation, help your church rethink, and refocus its priority for ministry. And, in doing so, your congregation will come to understand that the older adult population provides tremendous potential for vital ministry.

Older adults want to continue contributing to future generations and desire to feel valued because of their contributions. By engaging in older adult ministries, you will come to realize that the wealth of experience, wisdom, and faith that often abounds in older persons should not be lost or underutilized. The church which does not see the challenges and opportunities for intentional older adult ministry will be seen by older adults as nothing more than a place for life-cycle ceremonies (i.e., baptisms and funerals) and not as a sacred community of meaning.

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Intentional Older Adult Evangelism by Derl Keefer summarizes thoughts in a recent article from a conference taught by Dr Amy Hanson, Director of Church, and Community Relations at Risen Son Christian Village in Council Bluffs, IA.

As the U.S. older adult population increases, churches must begin to consider their ministry efforts among this group of significant persons. In addition to providing fellowship opportunities, spiritual growth, and service to and through older adults, churches need to evaluate their outreach to those who are 50plus years old. Important questions that each local church must consider:

1: Why evangelize mature adults? Basic as it may sound, Dr Hansen's answer should hit us squarely; "Not all mature adults are Christian!" Every seven seconds someone in this country turns 50 and for a large majority they have never experienced the saving grace of Jesus Christ. Many of them have attended church, but never have made a commitment to him. Others have never attended church or been approached about a decision for Jesus. Christ himself commanded us to make disciples of all people and that included older adults!

2: Are older adults really open to the gospel? Because of the uncertainties of today's society—from job changes to retirement and from health issues to multiple losses of friends, spouse, and independence—the answer is YES! In life's uncertain tomorrows, God brings a stabilizing anchor into existence. Older adults, like everyone else, want to know about the great stabilizer—Jesus.

3: How do we connect the disconnected to Jesus? We must define who we are attempting to reach. Knowing who they are helps us get connected. What needs exist? Each church must decide that it wants to reach out to this age group. Churches must become intentional in their outreach ministry to older adults. That occurs as we:

- Build relationships with the unchurched of the community.
- Organize outreach events.
- Create a climate of evangelism.
- Move from an elementary to a discipline stage for the newly converted.
- Become available in times of need and crisis.

EFCA Encore Final Report by Reverend Chris Holck Sabbatical Study (May, 2008) for Reach National and the EFCA

- The entry-level age for older adulthood is officially **age 50** because AARP said so.
- Age 50 is in the ballpark because the most common denominator in people's minds to qualify for passage into older adult status is that they have "**more discretionary time**". They may be just as busy, but they choose to fill their discretionary time with things of their choice. Other signals of "middlescence" include bodies that are malfunctioning more often, a nest that is empty, a sense of creeping (maybe charging) obsolescence in their career, a lack of stamina, and more thoughts about how they want to finish their life. Just the fact that they are thinking about the finish line (or death to be more blunt) would indicate that they have crossed over a mid-point in their life. Thus older adult ministry is more accurately defined by the "more discretionary time" entry-level criteria than by numerical entry points. Not every 50 year old has changed their status but many have, like my wife and I who are 52. We are still actively employed and still have a child in college, but we do have more available time that used to be spent on our at-home children. To summarize, you don't start participating in your church's Encore ministry when you turn 50 even 62; you start when you have more discretionary time for it.
- The **demographic realities** predict an age wave that is more of a tsunami.
- The first Boomers turn 65 in 2011 and the number of 65 and over will increase dramatically during the 2010 – 2030 period with TWICE as many 65 and over in 2030 than there were in 2000, growing from 35 million to 71.5 million and representing nearly 20% of the US population. If gray hair is the dominant color in worship services now, just wait! Unless of course the Boomers all color their hair. The age tsunami is inevitable and this paper is the early warning to help the church avert a surprise of tsunami proportions. The power of the age wave can be harnessed for good if we plan ahead.
- Another demographic reality that is obvious is the **number of spiritually lost** Boomers. The mission field is vast and they are best reached by their peers so the Encore ministry must have a strong evangelistic component which recognizes not only how many lost Boomers there are but the fact that they are confronted like never before with the reality of their mortality and their desire to do something significant before they go to the grave. Good timing for them to hear the Good News.
- The whole concept of **retirement** has changed; in fact that word is being used less often because Boomers view their future differently than Builders did. My father for example worked HARD until the day he retired and then he flipped a switch and moved to the rocking chair, or more accurately to a little park-home in Mesa, AZ. I don't expect to go from work to retirement in one fell swoop.

I, like other Boomers, expect to throttle back and begin to work less and at my own discretion, but keep working nevertheless. A Boomer I was with recently summed it up when he said, “Retirement, whatever that means?!” This open attitude about the second half of life is an OPPORTUNITY for the Kingdom of God when compared against the stereotypical Christian “Builder” who retired from church when they retired from their job, saying that it was time for the younger ones to take over. Boomers are living longer and healthier lives so they don’t want to hang it up. They want to keep contributing at some level, but on their terms! They may or may not need to be reimbursed but they would like to focus their gifts, talents, and passions toward something significant in their second half of life. Boomers have always wanted to change the world and make a difference. They’re not done yet and before they die, they want their life to count for something. Life isn’t over or necessarily even winding down, perhaps the best is yet to come. Encore!

- The older adults of typical growing EFCA churches have felt **devalued**. It wasn’t intentional; they have just been overlooked as the attention turned to the newer and the younger. They feel in many ways that their church has been stolen from them because of all the change ushered in that is motivated by trying to reach more people and the younger generation. Too many churches have done too little in the way of prioritizing the folks that have been there the longest. Sadly, they feel that they just don’t matter in their church any more.
- **Encore encompasses both the Builder and the Boomer generations.** Age definitions should not create barriers or divisions. A menu of activities and opportunities should be offered and the older adults will choose where they fit. For example, a 74 year old may play in the tennis outing or go on the mission trip while a 57 year old may make quilts or hold intensive care babies in the hospital.
- An older adult is the **preferred term** over senior adults, seniors, or elderly. It would be safe to refer to 80 and over as seniors but why not just erase the word from your vocabulary and stick with the more inclusive and friendly term of older adults. The young old will stay away from anything “senior” but you have an increased chance if the label is “older adults” or better yet, Encore. By our definition, Encore Generation or Encore works great because it includes both Boomers and Builders.
- A paradigm shift is necessary in older adult ministry. Generally speaking, the traditional senior adult program’s primary agenda was fellowship with a secondary goal of Bible training. The new wineskin has a primary agenda of service, with secondary goals of fellowship, outreach, and then Bible training. Encore is less a “program” and more of a lifestyle. It isn’t something that older adults belong to; it is something they participate in.

- Emphasizing older adult ministry and unleashing more of the 50+ group into active Kingdom work leads to **increased intergenerational health**. Rather than walls of difference dividing the ages or different approaches to ministry polarizing groups within the church into age rated camps, cross pollination of the generations builds relationships and thus raises the trust and respect that they have for one another. A healthy church metric is when four or five generations are worshiping and working together in harmony.
- Along with the traditional senior adult fellowship priority became a strong component of pastoral care. Traditional senior adult pastors were often viewed
- as caregivers that visited the sick, the homebound and dying and they were responsible for the majority of the memorial and funeral services. They also planned some fellowship gatherings and some occasional “field trips”. The new model of older adult pastor is more consumed with missions and ministry engagement, seeking to deploy older adults into ministry opportunities those are matches for their gifts or “sweet spot”. There is also a pastoral care piece as well as fellowship and teaching but generally speaking, they are **more of a placement director than they are a chaplain, more of a catalyst than a caregiver**. There are different models to choose from when it comes to developing an Encore ministry in a local church. They can be fellowship centered, service centered, Bible study centered etc., but it will be important for a church to determine their primary purpose so they can measure if they are effective in reaching their goals.
- There is an obvious link between hiring an Encore pastor (and at least empowering someone in the church to prioritize older adults) **and** increasing church resources. Is there any other staff position that has such an upside? The Encore segment has the years of experience that provide wisdom and maturity. They have the extra time that the rest of the church people just dream of. They love the Lord and want to make a difference for His Kingdom – they are motivated. To varying degrees they have financial resources, but the big picture is that they are the wealthiest generation in history and the amount of money that they stand to inherit is measured in trillions. A case can be made for placing an **Encore pastor that pays for himself** quickly. He or she will value this age segment and unleash them to finish strong. If a church had 75, 100 or 500 teenagers, would the church hire a youth pastor? We know the answer to that, but very few with those numbers of 50+ adults will consider hiring an older adult's pastor, even though the return on investment is **much more obvious with an older adult pastor than with a youth pastor**.

CN Building Adult Ministries Resource Center

What this “Baby Boomer” Senior Pastor learned at a CASA Network Leadership Conference by Joe Boerman

I am a “Baby Boomer”. This means that I was born between 1946 and 1964. I care about my generation, many of whom are still hoping to have lived a life of significance before they die.

As my generation transitions into our senior adult years, I have a lot of questions (and fewer answers) about what it will take to reach them for Christ. So it was in an effort to get some answers that I recently attended the annual gathering of CASA, an organization that researches and strategizes ministry for senior adults. What I have learned is impacting the way our church thinks about senior adult ministry in the near future

Our church, like many others, has an active senior adult ministry that features a weekly Bible study, regularly scheduled outings, and a system of caring for the needs of the group. Those who are currently 65 years old or better have enjoyed being part of the group. In recent years, however, our senior adult pastor has bemoaned the fact that he can't get any of the “younger seniors”, ages 55-65, to participate. I went to CASA hoping to learn some new methods for getting younger boomers to join this senior adult group.

What I learned is that we need to quit trying. Boomers have never been joiners, and they aren't about to start now. The next generation of senior adult ministry will look different than it has in the past few decades. The Baby Boomer generation does not want to be singled out or given a special based-on-age category. It's likely they never will. Because of what we believe to be true about Boomers, this is how our church plans to reach them:

- We will plan special felt-need training opportunities (groups/forums) for this age group, but let them self-select in participating. We will not market these opportunities as geared for a specific age group.
- Our current senior adult pastor will continue to focus attention on his group of 65+ year-olds, and no longer be concerned with getting younger Boomers to join them.
- A new staff person will be recruited to focus on reaching the Boomer generation, but his/her primary role will be one-on-one relationships rather than group oriented. Baby Boomers have
- much to offer the kingdom, including knowledge, leadership, experience, and inherited wealth. They want to be particularized and given specific roles that fit their gifting and position in life.
- They still believe they can change the world and will keep trying to do it. They need BIG challenges. Don't even think about giving them small, insignificant roles. They can smell condescension a mile away.

- We will work with Boomers one-on-one, recruiting them to significant ministry opportunities.
- We will raise the bar high in what we expect of them, making sure to paint the picture of how their ministry will change lives.
- We will train our staff and lay leaders in how to particularize for Boomers.
- We will encourage our paid ministry staff to read a current book on how best to empower Boomers.
- We will recruit a core of “volunteer staff” positions from this age group, with office space and opportunities for enrichment given to them.
- In 2010 we will create a “Boomer Think Tank” made up of eight to ten Boomers to cast vision and strategize how best to do ministry with their own age group.
- We will use this age group to help us bridge the gap between the Gen X and older Sages in our church, hopefully minimizing the harmful affect the “generation gap” had on ministry a few decades ago.

We have much to learn, and we know we need to learn it quickly. The opportunity has already arrived. Few churches are addressing it. It is my belief that for many churches to be able to thrive in the next 20 years, they will need to become excellent in reaching Boomers for Christ. To do so will take some collaborative and creative thinking. The reward for those who do it well will be enormous.

Provided by CN Building Adult Ministries Resource Center

Keys Points for Church Leadership about Adults over 50

Bob Chism

Unleashing older adults' power in wisdom, experience, time, and financial resources requires church leadership to rethink attitudes, strategies, organizational structure, staffing, and roles. The new paradigm sees older adults as active, healthy, and capable of making significant contributions, as after WWII, six decades ago, before societal aging saw youth ministry. Consider the following issues which were identified by research, and how older adults can be called upon to respond to these needs.

Research Findings indicate church leadership needs to rethink strategies and roles in response to newly discovered potential of older adults.

Healthful Longevity indicates church leadership needs to promote respect and fully utilize the gift of added years that is consistent with the Scriptures. Prayer and faith in promoting healthful longevity is beginning to be taken seriously by both the scientific community and congregations.

(Achenbaum, 2005, Chapter 5)

Jeffrey Levin postulated on the bases of his research that religion affiliations benefits health by promoting healthy behavior and lifestyles; buffering the effects of stress and isolation; strengthening the physiological effects of positive emotions; reinforcing health promoting personality styles; nurturing hope, optimism and positive expectations; activating an altered state of consciousness; and invoking paranormal means of healing others. (Levin, 2001, 13-14)

Chronological age is an empty variable which church leadership needs to recognize as not considering gender, race, education, religion, health, physical fitness. Life course is the entire cycle from birth to death. Life course structure brings the generations together, while life stages (education of youth; work and family of middle life; and retirement and leisure of older adulthood) create separation which church leadership needs to change.

Ministering across the Life Course indicates church leadership needs to design new approaches to Christian education and ministry for aging generations.

- It is essential to revisit current attitudes regarding the interaction of people of all ages in the congregation.
- The scriptures tell us that God has a plan for each of us and it is a plan of hope and meaning. There is no age limit on that promise.
- Sometimes people are limited by the attitudes of congregations as to how they can serve. Attitudinal adjustment is essential regarding aging in following God's Word.
- If there is an emphasis on cross-generational fellowship and service there is spiritual health in that congregation.

Demographic trend planning is essential by church leadership.

- A youth oriented society no longer exists. Instead we are now an aging society.
- No historical models exist for aging nations or churches.
- Ethnic-minority older adult population growing faster than major ethnic population.
- Older adults are the fastest growing part of the population, especially in churches.
- A reassessment of society requires a new definition of youth, middle adults, and older-adults to recognize that older-age: Have experienced more change than all other generations combined; Have more abilities and personal resources than any other group; and Combining generations the church can experience spiritual synergy.
- Older adults are different.

There are **Go-Go** older adults.

- The largest portion in or out of the church.
- They'll either be going in Kingdom work or in secular work or personal goals.
- They can be challenged to pursue Kingdom goals and objectives.

There are **Slow-Go** older adults.

- They can do anything younger groups can, slower.
- Health, economics, family commitments may slow them down.
- Kingdom work through the church's ministry can be adjusted to allow participation.

There are **Can't-Go** older adults.

- Physical, economic, or family may prevent active engagement in Kingdom work.
- They want to be a part of the church's ministry.
- Creative planning can enable them to make contributions according to their available physical, emotional, and relational resources.

There are **Won't-Go** older adults.

- Many can, but choose not to be involved.
- The task is to discover their motivational blockage.

Postmodernism Biblical Principles which church leadership needs to adopt include Intergenerational Service; Life Course Evangelism; Positive Longevity Attitudes; Christ Characteristic Modeling; Church Website and Email Marketing.

(The above are takeaway points from Instructors Dickerson and Watkins CLA 101 "Changing Images of Aging and Generations", CASA Academy)

Life Course Evangelism which church leadership needs to pursue as not all mature adults are Christian, because of the uncertainties of today's society, older

adults, like everyone else, want to know about the great stabilizer—Jesus and the way to connect with older adults is to decide you want to reach out to this age group.

(Takeaway points from Dr Amy Hanson's workshop on Evangelism)

Generosity and Wellness Ministry takes on new meaning for church leadership. Since approximately 88 percent of wealth is tied up in non-cash assets, it's essential for church leadership to understand this dimension of potential stewardship and to provide proper education as to available tax sheltered giving opportunities.

The major contributors to shorter life are obesity, alcohol consumption, smoking, lack of spiritual health. Knowledge about proper nutrition, exercise, disease and illness (heart, cancer, stroke, and mental health), long-term care centers, end of life treatment and religious beliefs, as well as the choices one makes effects the potential length and quality of life enjoyed by the individual.

(Achenbaum, 2005, Chapter 4).

Pastor of Global Missions, Pastoral Care, and Older Adult Ministry as well as Pastor of Encore Generation and Development are new staff positions which church leadership needs to create. The first and more traditional position some church leadership already has in place. The second position is more revolutionary.

The position overview follows:

Encore Generation: implement and direct a full scale ministry for active adults by providing leadership, training, and mobilizing them in life step opportunities:

Development: Identify, cultivate, and challenge partners; increase the level of generosity participation and ownership, through direct involvement and consistent financial giving.

(Takeaway points from environmental scanning)

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section of the Senior Evangelism site www.seniorEvangelism.org**

New Infusion of Enthusiasm for Midlife and Beyond Ministry **Bob Chism**

Finishing Well

Once on Sunday TV, I watched a church in Atlanta honoring one of its senior pastors who had been retired many years. He was 92 at that time and I wondered why the church had asked the older adult gentleman to preach at his age. After a warm welcome, introduction of the elderly senior pastor, and as the applause quieted down, he rose from his high back chair and walked slowly, with great effort and a sliding gait to the podium. Without a note or written paper of any kind, he placed both hands on the pulpit to steady himself and then quietly and slowly he began. "When I was asked to come here today and talk to you, your pastor asked me to tell you what was the greatest lesson ever learned in my 50-odd years of preaching. I thought about it for a few days and boiled it down to just one thing that made the most difference in my life and sustained me through all my trials. The one thing that I could always rely on when tears and heartbreak and pain and fear and sorrow paralyzed me... the only thing that would comfort was this verse "Jesus loves me this I know. For the Bible tells me so. Little ones to Him belong, we are weak, but He is strong. Yes, Jesus loves me. The Bible tells me so." When he finished, the church was quiet. You actually could hear his foot steps as he shuffled back to his chair. I don't believe I will ever forget it.

"God's plan is ageless and unbiased" Society along with the Church is obsessed with youth, even with societal aging. It is generally accepted that age is an empty variable. It does not consider gender, race, disability, health, fitness, education, longevity, or the choices one has made concerning nutrition, smoking, drinking alcohol, exercise, and religious conviction which impacts one's health, vitality, well being, and ultimate mortality. Fortunately, greater awareness, understanding, sensitivity, positive attitudes between the generations, and share of mind is evolving through cutting edge research, education, conferences, and publications by the Institute for American Church Growth, MacArthur Foundation Study of Aging, CASA Academy, CASA Network, and Dr Amy Hanson. The Boomers are fast becoming "older adults", though they shun and detest the label. Yet "older adult" is considered to be the politically correct designation for them, since it now includes three categories: Middle Adults (50-69); Seniors (70-79); and Elderly (80+). Based on a new type of older adult, one that is active, healthy, and capable of making significant contributions, as well as a bold new strategy that values each generation, there is great potential for new approaches to intergenerational ministry and to enlist the talents and passions of those in the second half of life.

Research confirms the benefit of older adult members:

Giving: contribute 70% of the average church budget

Stability: change their address 50% as often as the national average

Volunteer: spend 2 to 3 times as many hours than any other groups

Kingdom Building: is the fastest growing population segment through 2040

Dr. Herb Shore of the Jewish Retirement Center in Dallas, Texas developed categories to differentiate appropriate leadership focus for each group by the church:

- Go-Go:** They need to be “challenged” to pursue Kingdom goals.
- Slow-Go:** They require ministry “adjustments” to allow participation.
- Can’t-Go:** “Planning” will enable them to make contributions.
- Won’t Go:** “Focus groups, training, and relationship building” can evangelize this group.

Each group speaks volumes for the need to redesign programs or create new positions.

The need for new older adult wellness ministry creation seems obvious. Based on the uncertainties of today's society, older adult population explosion over the next 30 years, and given that over half (58%) in this group have no religious affiliation or won't go, the need for older adult evangelize (in and outreach) program redesign or new position creation is apparent. During the 20th century, longevity has increased by 30 years. How or even if, an individual benefits from these added years depend on the result of personal lifestyle choices. Inactivity, nutrition, smoking, drinking alcohol, religious conviction, impacts one's health, well being, and ultimate mortality.

Older adults have more personal inherited wealth than any other group. Since approximately 88 percent of their wealth is tied up in non-cash assets, the need for stewardship redesign or new position creation of generosity and benevolence development should be clear.

Older adult research reveals a bottom up leadership preference, upfront full disclosure, disdain for menial tasks or roles, and an impatience tendency. Church leaders may need to be more open, receptive to new ideas, willing to let go more, share responsibility, and involve members more in the decision making.

Areas of redesign may include: Demographic research and planning; Intentional older adult evangelism; Generational connectivity; Older adult and youth ministry staff budget parity; Annual goal development, measurement, and reporting; Accountability of both church leadership and membership; Annual business meeting marketing and Digital communication.

Some churches have developed older adult ministry positions that are serving senior and frail elderly well, but are not attractive to the New-Old. New positions need to be designed to foster wellness, evangelize adults in midlife intentionally; and cultivate generosity/benevolence in this group. Whether your church is small or large, the question is not is a second half ministry position affordable; it is rather, can church leaders afford not to consider multiple new ministries positions given societal aging, healthy longevity, and middle adult faith formation?

In conclusion, what can you exemplify for the Lord? Life Course Ministry;

Ageless Evangelism; Successful-Biblical Aging; Positive Longevity Attitude; Intergenerational Sensitivity; Generosity and Benevolent Life Style.

For a copy of a sample position description, e-mail [chism.w.robert
@comcast.net](mailto:chism.w.robert@comcast.net).

Provided by CN Building Adult Ministries Resource Center

Sample Position Description for Encore Generation and Development

Encore Generation: implement and direct a full scale ministry for active adults by providing leadership, training, and mobilizing them in life step opportunities:

- For initial guidance, create two to three “Focus Groups” made up of eight to ten Boomers to cast vision and strategize how best to do ministry with their own age group and help bridge the “generation gap”.
- Facilitate the involvement of adults into volunteer ministry with office space and opportunities for service across the spectrum of ministries at this church.
- Provide and coordinate a wide variety of ministry opportunities and activities to encourage meaningful involvement, spiritual growth and facilitate the nurturing of relationships with others who are in similar stages of life.
- Foster intergenerational health by integrating active adults with other life stage ministries.
- Provide life stage support for issues significant to this segment of the congregation such as financial planning, health issues, aging with grace, care for aging parents, grand parenting, et al.
- Develop, implement and oversee coordinated in and outreach assimilation strategies for active adults.
- Provide training that will unleash/mobilize active adults to discover and use their gifts.
- Create partnerships with agencies/organizations outside the church that dovetail with the encore ministry focus.
- Develop budgets for the ministry consistent with current youth ministry investment.

Development: Identify, cultivate, and challenge partners; increase the level of generosity participation and ownership, through direct involvement and consistent financial giving.

- Provide necessary leadership to initiate and implement a development plan, to identify, cultivate, and challenge givers who have potential to support the ongoing mission.
- Work closely with high capacity givers to complete major gifts and major gift plans.
- Assure that gift arrangements are properly completed, and maintain ongoing commitment to givers, building generosity into their life.
- Plan and carry out special dinners, events, and stewardship training that will maximize partnership with and raise financial resources for its ministries.

- Maintain regular communication with the Pastor Team to assure effective administration and prompt response to each givers questions, concerns, and interests.
- Take executive leadership to further resource the organization's development plan; educate and support each leader with respect to their development ministry roles. Review research and develop strategies used in matching high capacity givers.
- Give overall leadership in close consultation with the Senior Pastor to all current, deferred, and capital campaign activities.
- Provide supervision, training, and resources to the Senior Pastor, aiding in Moves Management integration of identified and assigned givers and/or major givers.
- Oversee the Foundation, work with the Foundation Board to raise support for, and help provide leadership to the Foundation.
- Provide leadership to Planned Giving efforts which would include education marketing, presentations, proposals, gift arrangements, and gift closure.

Qualifications: Strong personal relationship with Jesus Christ as evidenced by spiritual maturity, a close daily walk with Him, a consistent vision with area of ministry and our mission statement.

Be committed to the theological stance of the Church.

- Understanding of the ministries of the Church.
- Proven knowledge, experience and success in not for profit development.
- College degree in business, communications, marketing or related disciplines.
- Highly desirable: advanced development training or experience, older adult training, research or experience, catalytic leadership style, church member.

Working With Church Staff and Volunteer Relationships:

- Report directly to the Senior Pastor.
- Develop and be responsible for departmental meetings staff and/or volunteers, as needed.
- Be informed of and function within the guidelines.

(“Job Description about Older Adults” by Amy Hanson; “What this “Baby Boomer” Senior Pastor learned at a CASA” by Joe Boerman, Senior Pastor, Immanuel Church, Gurnee, IL; EFCA Encore Sample Job Description Resources; networking with Hal Lentz, Lead Pastor of Development and New Horizons, Whittier Area Community Church, Whittier, CA and Dr Charles Arn, Institute for American Church Growth, Monrovia, CA)

Village Church of Gurnee (VCG) Adult Ministry Strategy Overview

The vision or mission statement follows:

**"With God's empowering... lives will be transformed into Christ's likeness
as we are inspiring and resourcing the adults of
Village Church to bring them hope, help and confidence
at every stage of life."**

Adult Ministry Team

- Jim Young, Senior Associate Pastor-Men, Marriage, Family
- Jeff Van Etten, Pastor of Community Life
- Traci Crowley, Director of Women's Ministries
- Ellen Krause, Director of M O M S

Key Areas of Life Cycle Focus

- Singles
- Engaged
- Newly-Wed
- Full Nest 1: Pre-School
- Full Nest 2: Grade School
- Full Nest 3: Middle & High School
- Empty Nest 1: 1 Retired
- Empty Nest 2: 2 Retired
- Frail Elderly

Areas of Ministry- Each area facilitated by a team

- Faith Foundation/Formations
- Man/Women-hood
- Marriage
- Family
- Work
- Community & World
- Sexual Integrity
- Stewardship
- Leadership

Level of Care

- Self Study
- Studies
- Mentors
- Pastoral
- Counselor
- Intensives

Recruiting/Training/Placement Schedule

Year (September-August)	Objective
2012	Test & Evaluate Need for Role of Placement Coordinator
2013	Finalize

Source: July 14, 2011 Adult Ministry meeting notes (Robert W Chism)