



## MISSION

The mission of South Hills Church is to lead **unchurched** people into a **growing** relationship with Jesus Christ.

This should not only inform the **audience** we are speaking directly to (unchurched), but serve as a reminder of **how** we communicate and assert ourselves when hosting in service.

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## PURPOSE

The purpose of having a host (and a time of hosting) is two-fold.

**1)** Provide warmth and connectivity while **2)** giving people practical **next steps** and a compelling why and how they can engage with the life of the church.

This is not much different than a host having a dinner party in their own home. A great host gives their guests a genuine feeling of love, warmth, and hospitality while also providing some helpful information for the environment they're in.

The person hosting would ideally be a live person who is identifiable before and after service. They would be highly involved within the life of the church. This could range from somebody involved with next-steps, first impressions, or even a high level volunteer.

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## VALUES

**Sincere** - Always be genuine.

**Clear** - Always communicate clear know's and do's.

**Helpful** - Always assert yourself "for" the person.

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## WHAT TO KNOW

People can often forget what you said, but will always remember how you made them feel.

- Emotion moves people to action - not information.
- Emotion connected with knowledge creates an action.
- Believe-ability matters - people will sniff out inauthenticity very quickly.
- Fully own what you are communicating.

We do not announce. We lead people toward action.

Our job is to simply encourage people to take their next step. Whatever that may be! While we cannot force people in their growth journey or level of engagement with the church - the next step should always be well reasoned, clear, and logistically simple and easy.

Hosting is not church commercials - aka "announcements."



## WHO IS THIS FOR - REALLY?

We should be reminded that everything that is communicated is explicitly for the **person** - not the church. While there is nuance, this should be thoroughly considered in how we are communicating and host our congregation.

### EXAMPLE

For the Church: "If you're new, we'd love for you to fill out the connect card, because we'd love to get some of your information to get to know you."

For the person: "If you'd like, filling out a connect card is a way we can understand how to best serve you, pray for you, or answer any questions you may have."

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## THE BIG WHY

Weaving the "Why" behind key elements during your time on stage is of the utmost importance. This takes practice and intentionality.

People are compelled to respond when they see your heart. Communicating our "Why's" show people what is in our hearts. If we lead people with our heads, we are only presenting information. Show them your heart (why), and then present the information (what and how).

Lastly, the "Why" bridges the gap to the unchurched and immature Christian. It practically meets them where they're at and brings them along. Even if some people (cynical / jaded) aren't bought in to what is happening in church for their own selves - they will always at least respect another's beliefs if they've heard a why.

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## HARD PUSH & SOFT PUSH

Churches often get caught up in trying to communicate way too much information all at once. When this happens, all the information and communication gets lost. Consider the concept of a "hard push" versus a "soft push." Each weekend should only have one hard push.

A hard push puts all of your communication resources on deck for that particular weekend. When verbally announced from the stage, you will devote a good amount of time and energy unpacking the particular announcement. You may end up showing a video, or story to go along with the promotion. There should always be additional collateral such as cards, flyers, social media, church center, etc. when doing a hard push.

A soft push is when a particular event is being promoted or advertised, but is not getting a full rundown from the host. This could be a flyer on the seat or rotating slides. If it does get a verbal piece from the host, it is a quick mention or reminder (assuming the hard push has already happened at a prior week).

### Tips:

- Give your event 4 to 8 weeks promo from your event start or deadline signups. Promo timelines vary depending on your event.
- Determine how long you are promoting your event. Within that, know when your hard push (or pushes) will happen. Soft push strategy continues to live in-between.
- Hard pushes do not have to be the first week you begin promotion.
- Get creative with your soft push strategies. So many people get info so many ways.



## STAY AWAY FROM

The following are some landmines when hosting service.

- Feeling like you have to be funny or entertaining.
  - Insider language or jargon.
  - Small talk or disingenuous questions.
  - Too many event announcements. No more than two.
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## LEAN INTO

The following are things that will help you crush it.

- Use common ground language to help personalize. "As a dad..."
- Memorize the content and details if possible.
- Relax and smile. The best person you can be on stage is yourself.
- Keep a specific unchurch person in mind that you are talking to.



## OUTLINE

Below is a suggested outline to follow each week. While there is flexibility in how certain elements are communicated, elements highlighted in **red** should always be touched upon in some capacity.

\*Remember - you are communicating not just information - but belief and feel.

\*Work through where you weave your "why's."

\*Communicate to both the camera (as people are watching from different platforms) as well as to those in the room.

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### ALWAYS

#### Opening (1 minute)

Hey everyone my name is \_\_\_\_\_ and welcome to \_\_\_\_\_ service. We are so glad for you're joining us today.

#### SH Mission

No matter your background, our overall hope is that you would find a relationship with Jesus Christ and then grow in that relationship.

#### SH Vision

Our church exists for people like me that would say, "I don't have it all figured out and I am not at all perfect." If you resonate with that in anyway, you've come to the right place. In fact, you're probably sitting right by someone who thinks and feels the same. (BIG WHY WEAVE) The good news is that Jesus is in the business of meeting with imperfect people, and that's why we gather and do church together.

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#### Next Steps (1 minute)

So my job in the next two minutes or so is to let you know some practical resources on how to engage with our church and take your next step, should you feel ready.

#### People

Our best resource is always our people! Come say hi to us after service at the connect table. Anybody with an "I can help you" badge is glad to help you and answer any questions.

#### App

Another resource for you is the Church Center app. It's an easy and simple next step you can take right in this moment. This is our central HUB to get any information you may need or engage with us with us in any sort of way - catch up on past messages, see events, or even giving. Just type in "Church Center" on the app store, then follow the steps.



## Give

Speaking of giving. If you'd like to step into being a part of what God is doing at South Hills, and participate in giving or giving regularly - we have **three ways** to do that. Our Church Center App, Website, or old school by dropping your offering in the boxes toward the back. If you are new or visiting, there is no obligation or pressure to give whatsoever - but if you feel moved by what God is doing and want to joyfully participate in the work of the ministry, you are more than welcome to do so.

**(BIG WHY WEAVE)** As Christians we know this, though we maybe imperfect, God continues to be generous with us. So that's why we choose to be generous as well in many aspects, including our finances.

## Social & Digital

Before I highlight something specific coming up, one of the best ways to always stay in the know to to everything that is happening around here is follow us on our digital platforms - instagram etc.

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## EVENT

### The Marriage Course (1 minute)

**Mains:** The Marriage Course (Fall Session)

**Details:** Begins October 7th, 6p-8p

**Big Why:** Your marriage matters.

One thing I am constantly learning is that no matter how little or long my wife and I have been married - it takes intentionality and work. You may resonate with that at this very moment!

**(BIG WHY WEAVE)** Though we know it takes work - we also know that your marriage matters.

South Hills wants to be resource to you (no matter how long or short you've been married) and put on date night that is surrounded with intentional conversation.

So we are launching The Marriage Course, which is seven weeks of a date night starting on Oct 7, from 6p - 8p. Registration is \$150 which covers all of your food, curriculum, and get this... childcare! For all seven weeks.

Btw. All of your conversations will be kept private between you and your spouse. If you have anymore questions come talk to myself. Register on our Church Center app today, spots are limited!

## TRANSITION

### Senior Pastor Spotlight (2 Min)

Thats all we have for today. Before we jump in our series "I Need A Vocation", check out this video from our Senior Pastor Moses Camacho.

Depending on where you place it in the service, utilize the energy to help with transitions.