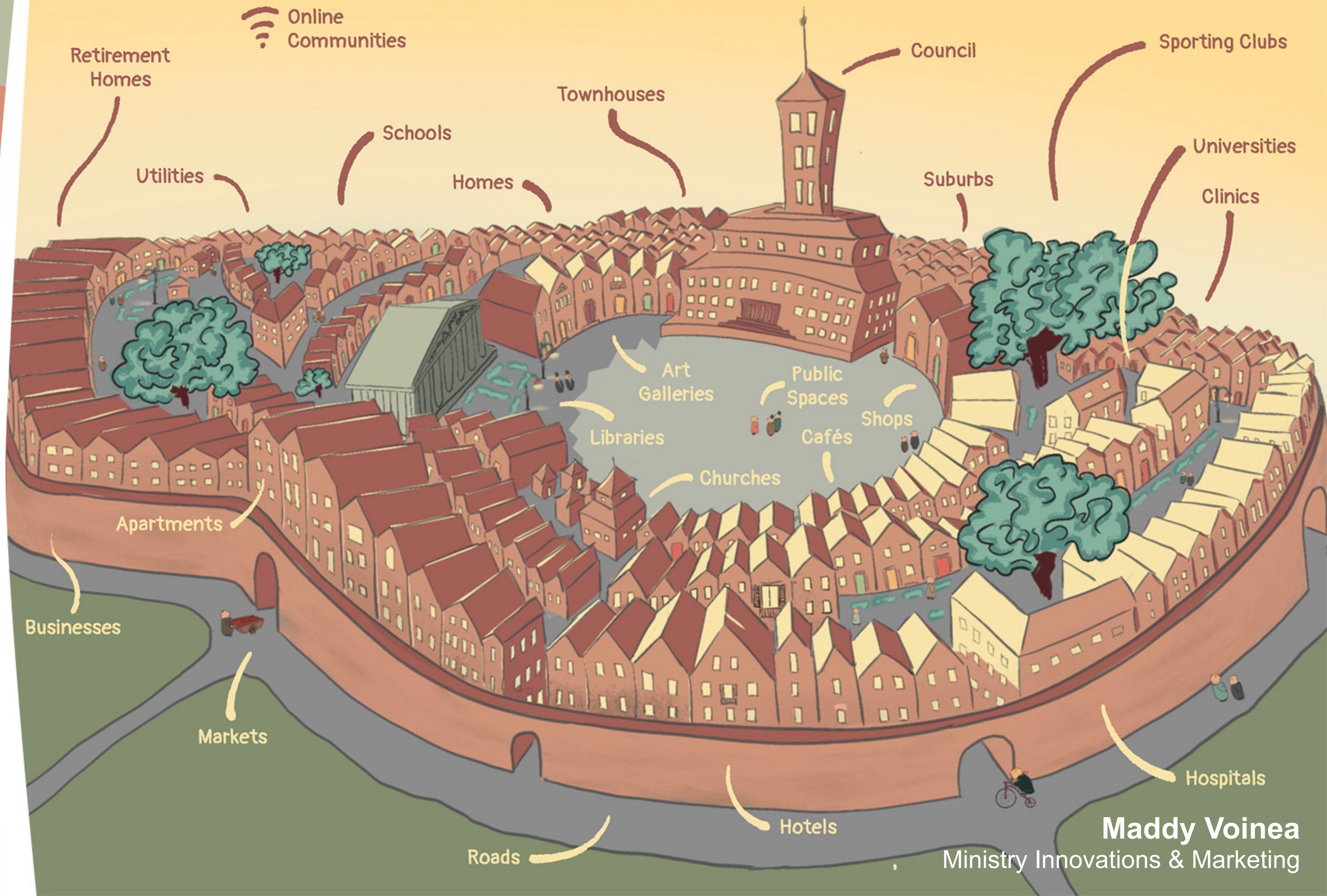
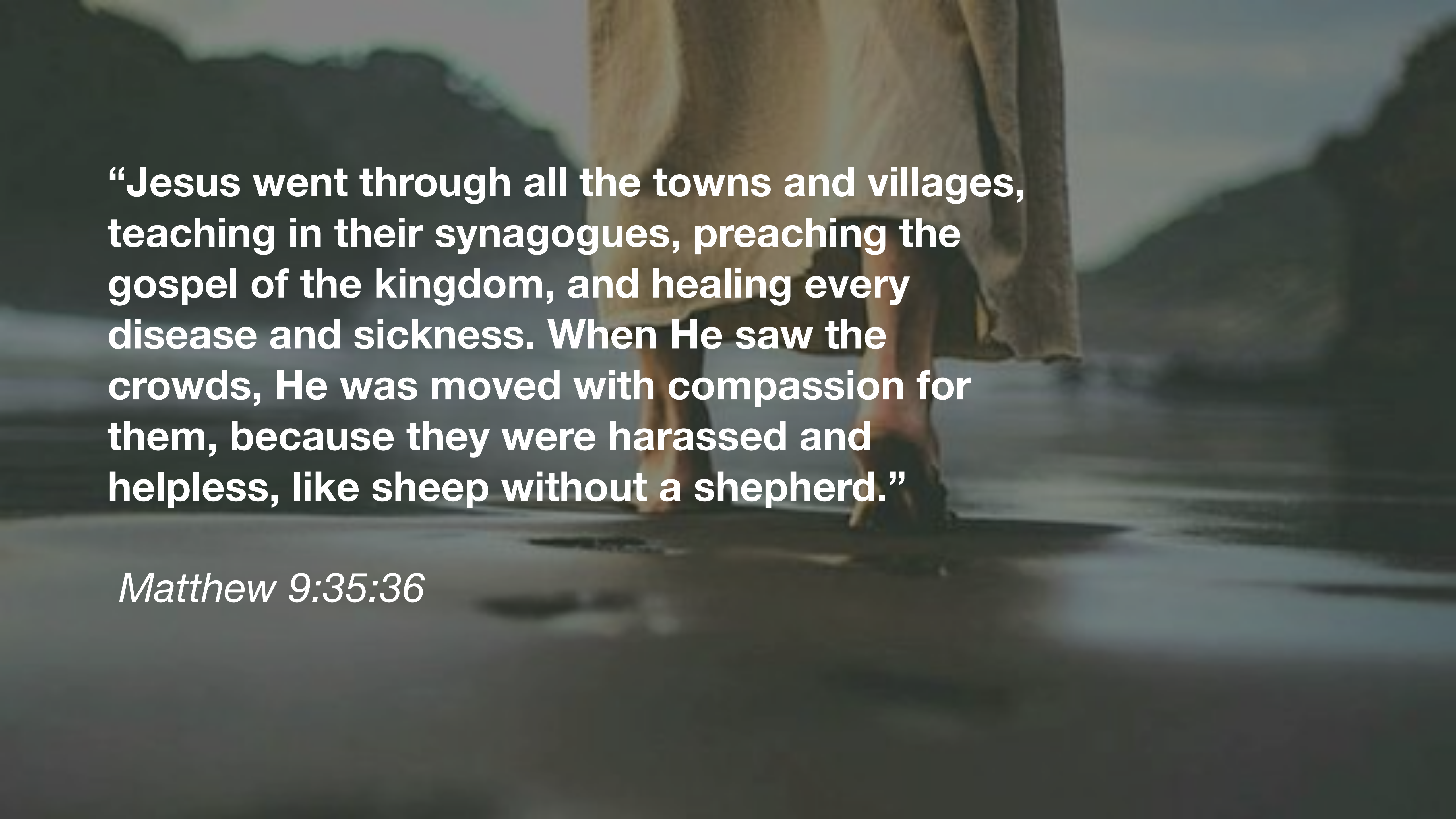


THE ART OF KNOWING YOUR

COMMUNITY

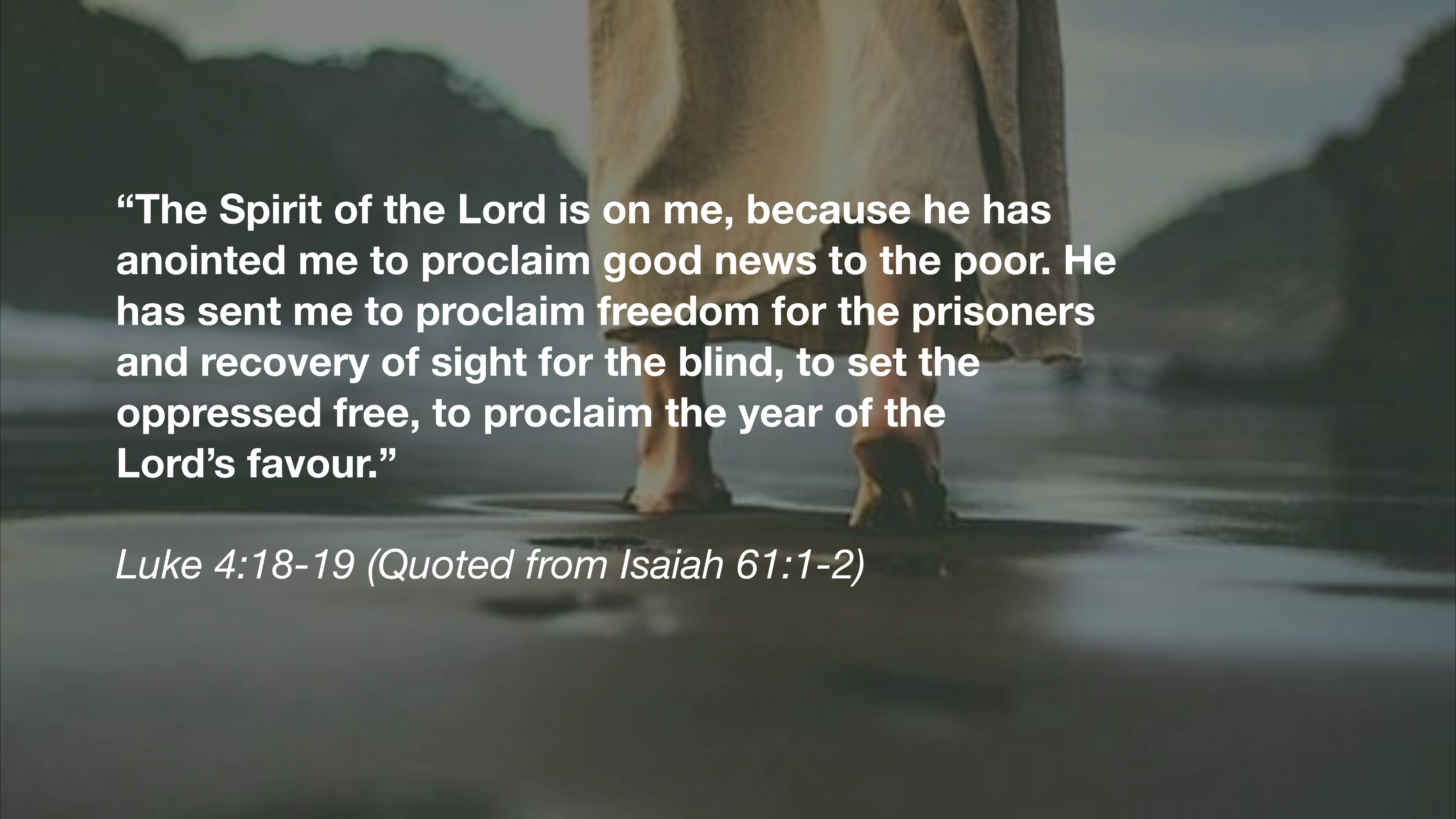


Maddy Voinea
Ministry Innovations & Marketing

A person wearing a long, light-colored robe is walking away from the camera on a sandy beach. The background features a calm sea and dark, silhouetted mountains under a soft, hazy sky, suggesting a sunset or sunrise. The overall mood is peaceful and contemplative.

“Jesus went through all the towns and villages, teaching in their synagogues, preaching the gospel of the kingdom, and healing every disease and sickness. When He saw the crowds, He was moved with compassion for them, because they were harassed and helpless, like sheep without a shepherd.”

Matthew 9:35:36

A person wearing a long, flowing white robe is walking away from the camera on a sandy beach. The person's feet are visible, and they appear to be wearing sandals. The background shows a calm sea and a hazy, sunset-colored sky. The overall mood is serene and contemplative.

**“The Spirit of the Lord is on me, because he has
anoointed me to proclaim good news to the poor. He
has sent me to proclaim freedom for the prisoners
and recovery of sight for the blind, to set the
oppressed free, to proclaim the year of the
Lord’s favour.”**

Luke 4:18-19 (Quoted from Isaiah 61:1-2)

A photograph of a city street, likely in Vancouver, showing a mix of modern and older architecture. Tall buildings line both sides of the street, with some featuring glass facades. Bare trees are visible on the left side. In the foreground, a black rectangular box contains white text. The street itself has a crosswalk with white lines and a green-painted area with the word 'ONLY' written on it. A green bus is visible in the distance. Pedestrians are walking on the sidewalks, and a traffic light on the right is showing a red light. A street sign for 'GREY ST' is visible on the right side of the street.

**So what should our motivation for
community engagement be?**

A wide-angle photograph of a city street, likely in Vancouver, Canada, as indicated by the 'VANCE' street sign. The street is lined with tall, modern buildings. On the left, there are trees and a 'SUBWAY' sign. Pedestrians are walking on the sidewalks, and a green bus is visible in the distance. A traffic light on the right is showing a red light. The overall atmosphere is urban and active.

**So what should our motivation for
community engagement be?**

To be part of the community?

A photograph of a city street, likely in Vancouver, showing a crosswalk with a green bus and pedestrians. The street is lined with tall buildings and trees. A black text box is overlaid on the image.

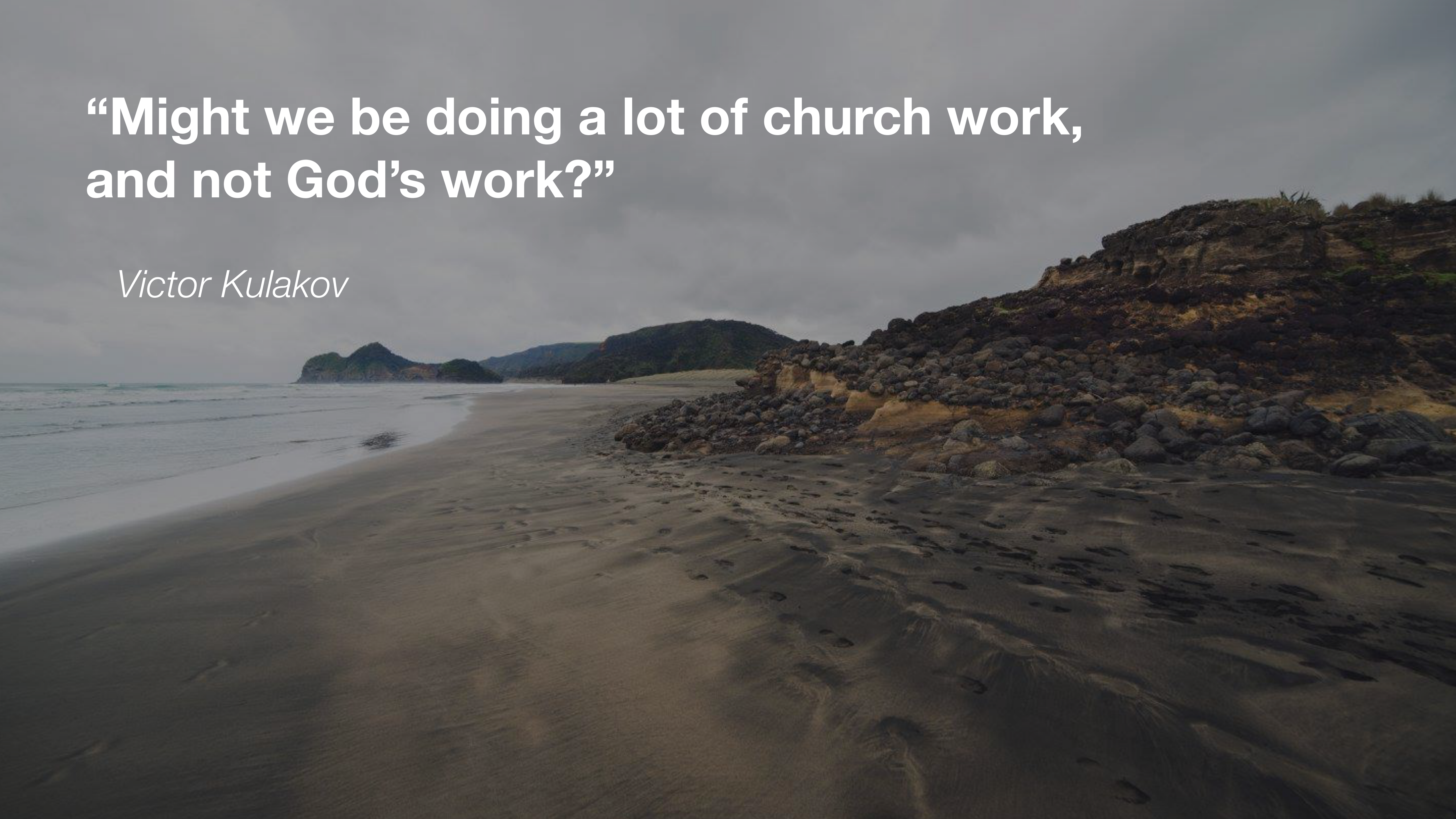
**So what should our motivation for
community engagement be?**

To be part of the community?

To bless the community?

**“Might we be doing a lot of church work,
and not God’s work?”**

Victor Kulakov



We are not called to bless the community so that we can make disciples.

We are called to make disciples so that together we can bless the community.



A dark red, irregular, rounded shape with a slightly textured appearance, resembling a hand-drawn or watercolor-style blob. It is positioned on the left side of the image.

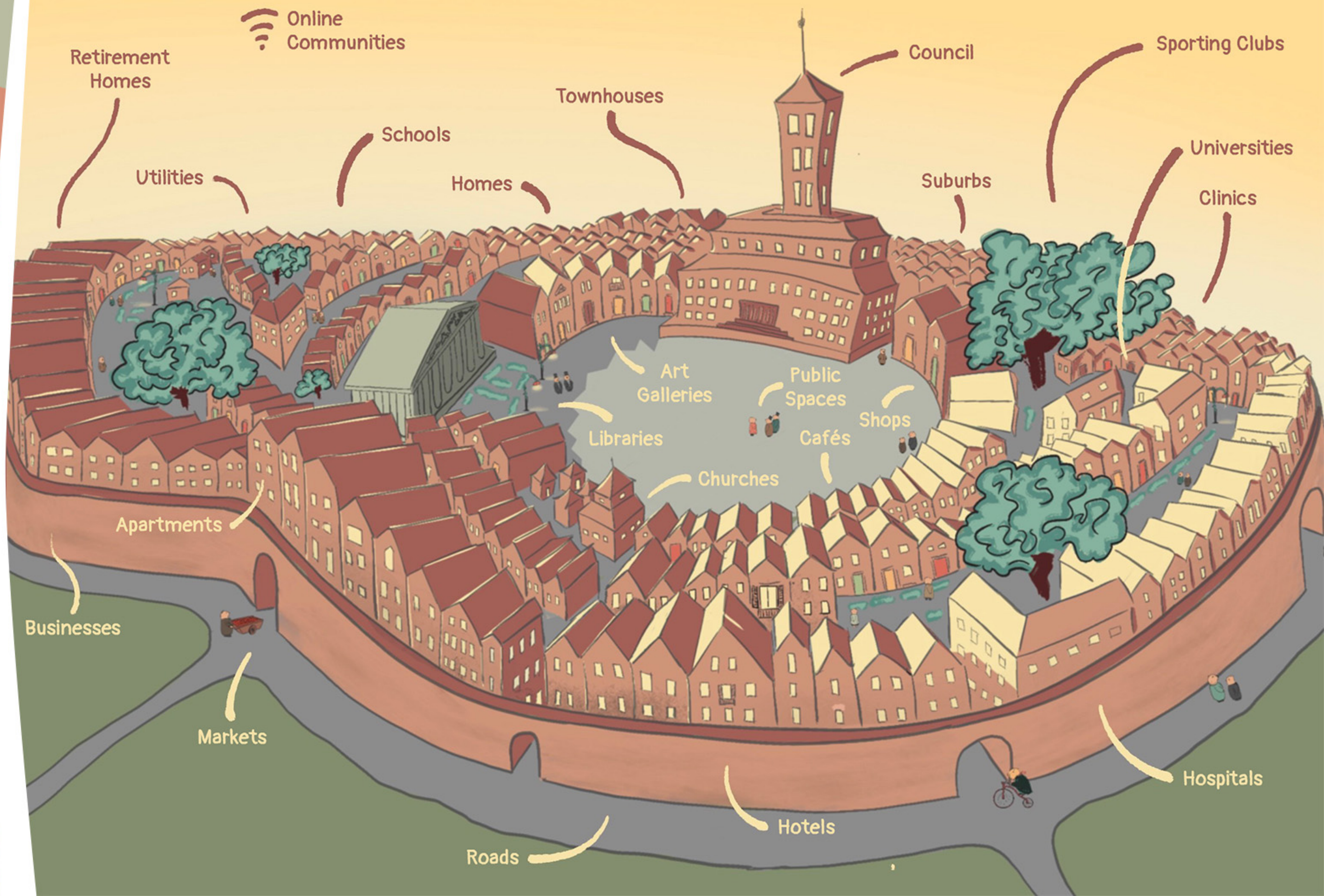
Countercultural

A light orange, irregular, rounded shape with a smooth appearance, resembling a hand-drawn or watercolor-style blob. It is positioned on the right side of the image.

Incarnational

THE ART OF KNOWING YOUR

COMMUNITY



So as an individual, how do I get to really know my community?



Step 1: Put down roots.

Move into the community. Start a business, get a job...

Intentionally engage with your community in a way that feels natural to you.

Meet with someone from the community for a coffee **at least once a week.**

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Step 2: Listen & Learn

Get out and about. As you're working around your neighbourhood, let your mind absorb all the sights and sounds. Get curious. You might notice things.

Listen to people's stories. Ask them to tell you their story: "Have you lived here for long? What's it like...?" Read up on the key stories and history of the community.

Follow. Sign up local to council news. Go to the Mayors Prayer Breakfast. Follow local influencers on social media (the one's you are interested in), attend events, read local magazines, identify key local celebrities and follow them.

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Step 3: Contribute

Identify what gets your passionate. Find a way to bless your community with that. Add value!

Use your work to engage. Your employment may offer you many local connections. Nurture them.

Be generous. With your time, knowledge, skills, smile...

The Tools?



THE PROCESS OF INNOVATION



START

START WITH A
NEED
OR PROBLEM
THAT YOU WANT
TO ADDRESS.

ALREADY
HAVE AN
IDEA?
THE INNOVATION
PROCESS WILL HELP
YOU VALIDATE
YOUR IDEA.

DEFINE

FOCUS IN ON THE PROBLEM YOU WANT TO SOLVE. ARTICULATE YOUR PROBLEM OR NEED AS A "HOW MIGHT WE" STATEMENT.

HOW
MIGHT
WE...?

EMPATHY

LISTENING

CONSULT RELEVANT PUBLICATIONS
CONDUCT A NEEDS ASSESSMENT
REVIEW EXISTING RESEARCH
INTERVIEW ARENA EXPERTS
REVIEW HISTORICAL CASE STUDIES



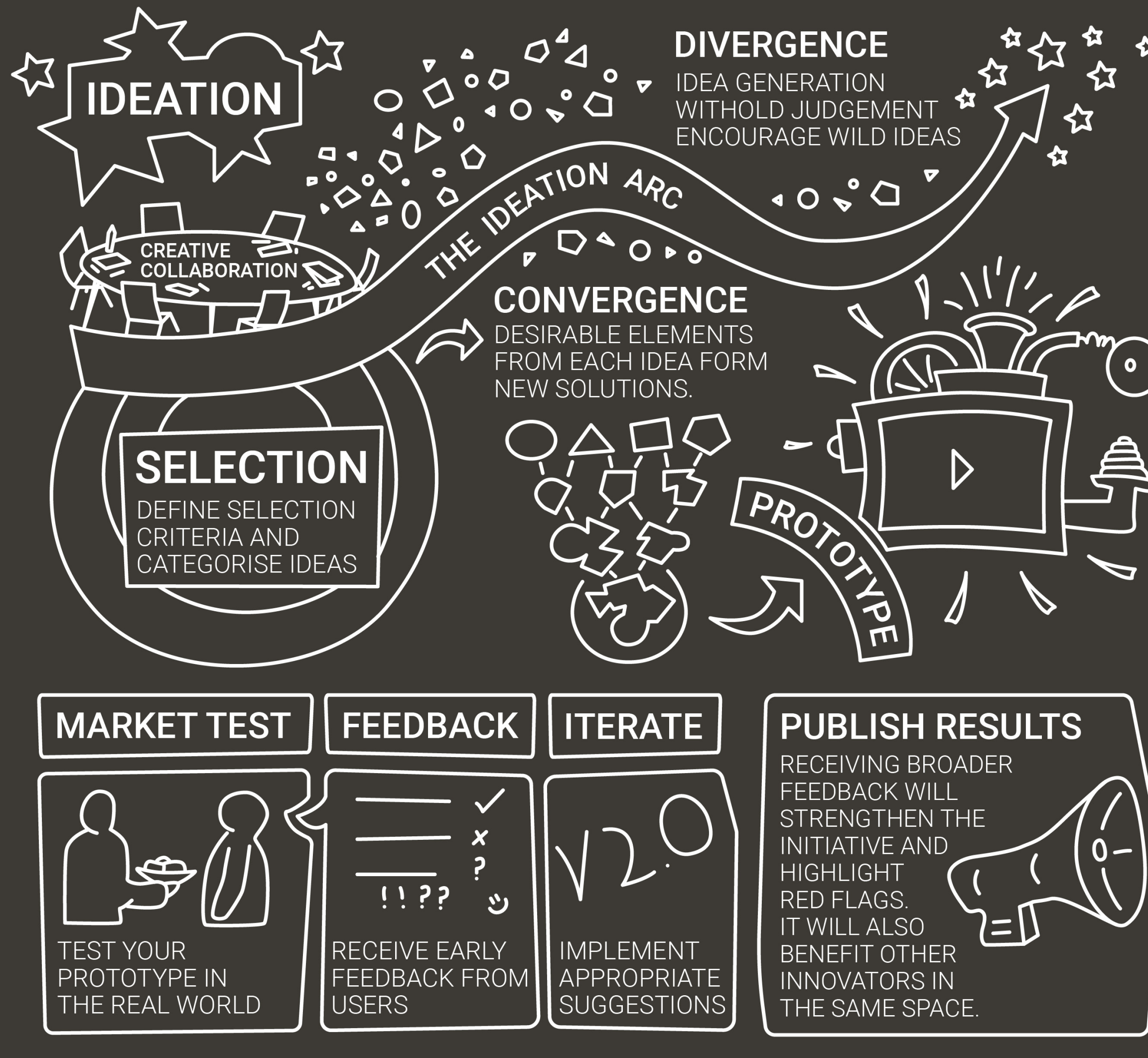
RESEARCH

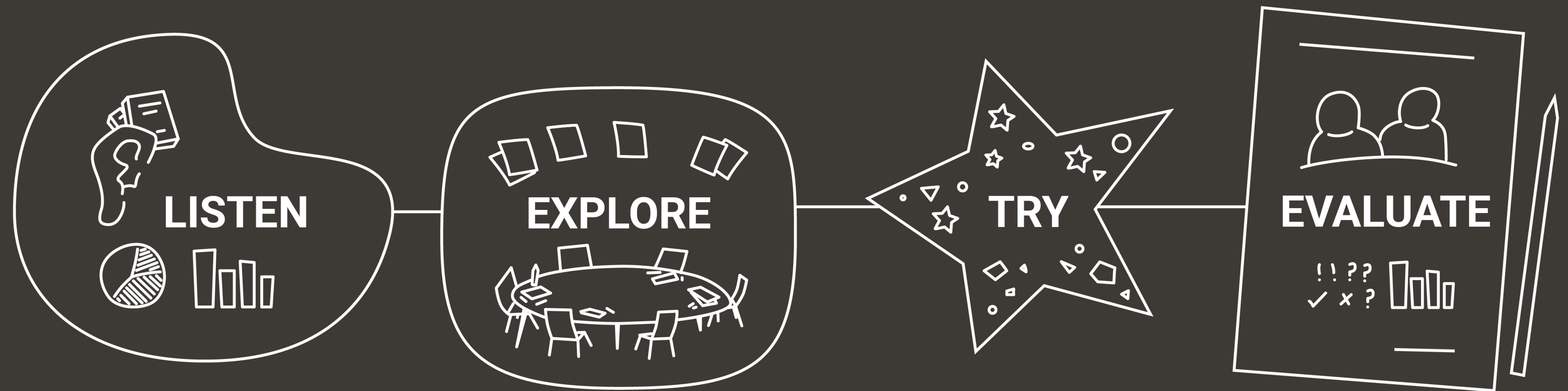


QUALITATIVE
IN-DEPTH INTERVIEWS
FOCUS GROUPS
PARTICIPANT OBSERVATION



QUANTITATIVE
SURVEYS
GOVERNMENT RESOURCES
INTERNET DATA/ANALYTICS





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RESEARCH



QUALITATIVE
IN-DEPTH INTERVIEWS
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Empathy Map

Say

What are some quotes and defining words your user said?

Think

What might your user be thinking? What does this tell you about his or her beliefs?



Do

What actions and behaviours did you notice?

Feel

What emotions might your subject be feeling?



What Next?



“We believe that people want to do good, you just have to give them an easy way to do so.”

Jessica Jackley



A person wearing a long, flowing white robe is walking away from the camera on a sandy beach. The person's legs and feet are visible, and they are wearing dark sandals. The background shows a calm sea and a hazy, sunset-colored sky. The overall mood is serene and contemplative.

“You are the salt of the earth...You are the light of the world.”

Matthew 5:14

Salt heals, preserves, fertilises, enriches and restores...

Light reveals, removes darkness, enables, provides direction...

THE ART OF KNOWING YOUR

COMMUNITY

