



The Pondering Pub

Expansion and Outreach Program - Physical Locations

4 steps:

1. Determine a Need
2. Decide scope, breadth, and range
3. Divvy up the outreach
4. Do the work

1. Determine a Need

When is intentionally inviting new people to your Pub appropriate?

- If Pub leadership does not believe there will be enough attendees at launch.
- If your Pub has been feeling stale for 3 months, and there's a desire for new ideas.
- If your Pub needs more assistance in its Pondering Plus objectives.

A. How will your Pub benefit from inviting more people? _____

B. How will inviting new people affect your current community's dynamics? Both good and bad? _____

2. Decide Scope, Breadth, and Range

Scope - The size of the increase. (Do you want 3-4 new attendees, or 5-10?)

Breadth - The type of invitees that'll be targeted. (Do you want more attendees of the same denomination as your Pub? Or more that's the same age group?)

Range - The distance and network channels you'll use to connect with invitees. (Will it be confined to churches within your denomination? Will you be reaching out to local cafes?)

C. What is Pub Leadership's desired Scope? _____

D. What is Pub Leadership's desired Breadth? _____

E. Now that you know what demographics you'll be inviting, reflect: How will this type of invite affect the current group dynamic? Both good and bad? _____

F. What is Pub Leadership's proposed Range? _____



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3. Divvy up the Outreach

Determine how Pub Leadership will engage in outreach.

In your breadth, who will you be needing permission from to advertise? Most invite campaigns have been through churches, where Pub Leaders will connect with the leadership of other churches and invite parishioners via a narthex or announcement board. However, think about local Christian cafes, libraries, or other places that would be friendly to Christian artists.

The larger your scope, the more invitations you should send out.

The Pondering Pub provides sample flyers and scripts that can be found under “Scripts” in the Founder’s Toolbox or here. For the flyers, please make a duplicate before editing, as we share that format with all other Pub Founders.

Connect with your fellow Pub Leader to create a plan of action. Then on your own time, enact it.

Sample: Daniel and Holly want to connect with 5 churches in the Canonsburg Area to get 3 young adults to attend their Pondering.

Community to be contacted: St John’s Lutheran Church

Point of Contact: Rev. Charles Bailey.

Who will be reaching out: Holly

Medium: Email. The email is found on the church’s website.

Community to be contacted: _____

Point of Contact: _____

Who will be reaching out: _____

Medium: _____

Community to be contacted: _____

Point of Contact: _____

Who will be reaching out: _____

Medium: _____

Community to be contacted: _____

Point of Contact: _____

Who will be reaching out: _____

Medium: _____

Community to be contacted: _____

Point of Contact: _____

Who will be reaching out: _____

Medium: _____



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4. Do the Work

This is THE most important step. Nothing gets done if you don't reach out. Set a realistic "launch" date so your efforts can be co-ordinated.

Remember to set expectations. If you are inviting a few people that can be grafted into the existing culture, then host them as you would any other invite of a Ponderer. However, if you are launching a whole campaign, where many people are being invited, it might be best to treat the "launch date" similar to how a "First Meeting" is held. The First Meeting agenda can be found in the Founder's Toolbox under Misc or [here](#).

Proposed Launch Date: _____

Best of Luck, and Glory to God for all things!