

On Mission 2020

Topic Focus: Mobilization

Rodney Pennington - OMF International

Keys for Effective Mobilization

Hi, everybody! My name is Rodney Pennington and I serve with OMF International as the Vice President for Mobilization.

Today I've been asked to share with you some of the keys for effective mobilization that we've discovered over the years. Now, I'm not going to give a really long and exhaustive list of some of those keys because there's a lot. But I do want to share with you, or some of the ones that I really believe are some of the most important that we have discovered over the past several years.

So Key Number One is to begin all things with prayer. I think that Jesus really gave us a beautiful model of this in His own life and in His ministry because He was a prayer warrior. This didn't only include private times of prayer, but include open times of prayer, where he was inviting His disciples and others to join Him in moments of prayer throughout His ministry. He even called His disciples to pray to the Lord of the harvest because the harvest is ripe and we need more workers to go out and so He kept modeling this example of what it means to begin things in prayer. And we want to continue that on in our own lives and in our own ministry. So I think it's important to have a strategy for prayer. A strategy where you're thinking through how are we praying for conferences, how are we praying for events and things that were going to, how are we pray for the people that we meet at these places, how are we praying for staff or volunteers; for the different partnerships that were building; for the churches that we're connecting with, and on and on and on and on. And so, what's the strategy you have for prayer? Because, really the road for effective mobilization, it surely does begin with prayer.

Key Number Two is to define your reality. Max de Pree once said, "Of the first responsibility of a leader is to define reality." What does he mean by that? Well, let's say that you want to climb a mountain. Now the problem is there's a lot of mountains out there. And some people are climbing one mountain. Others are climbing another and some may not even be climbing some mountains that are out there. You got to decide which mountain you're supposed to be climbing. And that can take awhile but it's good to sort of pause and take those moments you need to define the reality of the situation that you're in so you know what mountain you should be climbing. When you do that, then you can start looking at all the resources and tools that God has already given you in order to reach the top of the mountain that's before you. Thinking through everything that you have, everything that God has blessed you with, and starting to put a list of those things together so that you know what's at your disposal. And you can take that and you begin to create a list of the things that you don't have. What's missing, what tools and

resources are missing that you need their essential to help you to get the top of the mountain that you're supposed to be climbing. You see, a lot of people will just start out they'll see a mountain and then just start running and they want to try to reach the summit and they do that often at the detriment of their own teams or even the organization itself because they just started running when they saw the mountain or they jumped on in because other people were climbing that mountain. That's not a good thing. You need to know the mountain you're supposed to be climbing.

So the third key is to set real goals. What do I mean by setting real goals? Well, here's an example, say in 2019, you sent five new long-term workers to the field. Praise God if that happened. Five new long-term workers. That's huge. It's an incredible blessing and we should celebrate that. So if you sent five new long-term workers in the field in 2019 and now you're starting to think about 2020 and the goals for this year, a goal for 2020, probably shouldn't be something like, well, this year, we're going to see fifty new long-term workers going to the field. That might be a little bit out of the realm of reality. A real goal for this year, maybe something more along the lines of okay, we sent five in 2019, so let's aim for seven in 2020. Maybe eight, maybe nine, maybe ten. I don't know. You'll have to determine what that real goal should be. But the beauty of having all the information in the second key to affect mobilization, which is defining your reality, you have the understanding of the tools and resources that are currently available to you. So, hopefully part of those tools and resources are information of past years. What happened in 2019, what happened in 2018, what happened in 2017, you collect this information so this will help you to be able to look at trends over the past years to be able to set more realistic goals for the future.

Now as you've entered into 2020, you may realize that one of your missing tools is that you don't have that information. You don't have the information, you need to be able to track what's happening and set a better form of accountability for the future. So one of your realistic goals for 2020, if you don't have that, might be to develop a system or structure of keeping things accountable. So that you know what's happening. And by having this information into the future, you will be able to set more realistic goals. Now some of you might be thinking, Oh well, you know, there you went. You took out the whole God factor in all this and you're not able to shoot for the moon. That's fine, but for me, I think to be a good steward of what we've been given, we can use these resources and tools to be able to see where God has taken us because it defines the reality of the situation where God has us and places us in a better position to put more realistic goals for pressing into the current situation, which we are in as well as into the future. So at the end of this year, hopefully, the realistic goals you set forth are met and then you can increase in and expand upon them into the future.

So the fourth key that we found for effective mobilization is to set goals for reaching goals. Now, that might sound a bit crazy, but I promise you this is where I see most teams fail. They'll have a main goal as something like maybe in 2020 we want to send a hundred short-term workers to the field. That's a great goal but that's often where it ends and people are kind of sitting around wondering what do we have to do next to be able to reach that goal? Well, this is where we use goals for reaching goals. Let me give you some examples of this. So let's say we're looking forward into the future. So this goal is set for 2021. Let's say we have a golden lead, a joint short-

term mission trip with our ministry partners in the spring of 2021. How do we achieve that? What are the next steps? This is where we use goals to reach goals. So on our teams, we would do something similar to this: Number one - we need to begin coordinating with the field. The field team on possibilities by January 2020. Number two, decide on the Spring 2021 trip and begin working on details by March 2020. Those details are going to be extensive. You're going to be looking into things like days, location, cost, travel, housing, service projects, how many people going, who's going to lead the team, etc, etc. There's a lot of stuff that goes on behind the scenes to be able to reach that goal that reaches the goal. This is just an example of how we use goals to reach goals. Now, some of you may be familiar with this style of a goal. It's often referred to as a smart goal. But we use just a bit of a twist as we use smart goals because we use smart goals to reach goals and if you're not really familiar with what smart goals are, you can do a simple Google search. It will be able to find all kinds of information. We just twisted by saying okay, we have a main goal, now we're going to use smart goals in order to reach that main goal.

Now you will also want to note that as you think through this and you think, wow, that seems like a daunting task. Well, what we've learned over the years is that as you get into a rhythm with this, it begins to become a lot easier as your teams formulate their own pattern and how to do this. The first couple years, it's hard to do because it is a lot of information, but as they get into this rhythm, it begins to be easier and easier and easier. Now, my teams, they can just put things together and they just they run with it. They do a really good job at that.

Another thing you might be thinking, well, it seems like there's going to be a lot of details in that. And there are going to be a lot of details in it. You may have noticed that when I put together one of these smart goals for reason them angles that we never list all the details that are going to go on, go into it to be able to reach that goal for reaching the goal. It just be extensive and we don't need all the details that go behind the scenes of a goal to reach the goal. We just want the main thing that's needed or the main thing that you have to put in place so that we know that we're walking in the right direction to be able to achieve the main goal in the future.

The fifth key is to remember that we're building relationships. We're not only building relationships with the individuals that come across our path and God maybe writing a new chapter in their lives. And that's a beautiful thing, we need to be a part of that. But we're also building relationships with each other - people that are in similar ministries as you and I. And we come together, and we network, we share resources, maybe even we come across some individuals at a conference or an event and we realize that they're probably not the right fit for our organization but we know that they would be a really good fit for another organization, so we take them and introduce some of those organizations. That's the beautiful thing about all this, about building these relationships because it's not all about us as individuals. It's about us as the body of Christ throughout the world and as He advances His Kingdom, we're going to be a part of that.

And this brings us to the sixth and the final key for effective mobilization, and that is, that it ends in prayer. For all the same reasons why I have the first key for effective mobilization being that it begins in prayer, we also end in prayer.

So let me give just the real quick recap: Key for effective mobilization number one is that we begin in prayer. The second key is that we define our reality. The third key is that we set real goals. The fourth key is that we set goals for reaching those goals. The fifth key is that we remember that this is about building relationships. And the sixth key is that it ends in prayer.