



Saturating Arkansas with the Gospel Logistics & Process

Logistics

Because much of Arkansas is rural, homes are more spread out, there are less apartment complexes, it can take longer to saturate a zip code than in more urban areas. Also, there can be the challenge of wild dogs, no trespassing signs, etc. Plus, it is harder to find detailed maps for some rural areas. Then there are times of inclement weather. So, all of these things are challenges, but these challenges can be worked through with some creativity.

Because of the above factors it takes more time to saturate a more rural region, so your organization needs to make sure it allows adequate time to meet its deadline to saturate its zip code or assigned area.

To be effective you need to designate leaders for designated areas and create maps for each leader/team.

Saturate Packets

You need to plan ahead in regard to having marketing materials printed, attaching labels to Bible Tracts and DVDs, and filling the Door Hanger Plastic Bags with all the materials.

Once your personalized marketing materials are completed, it is time to insert all materials into the Door Hanger Plastic Bags.

Suggestion

The temptation is to wait until all the Saturate Packets are put together before sending out teams to distribute the packets. You can certainly do this but here is a suggestion.

A room full of Saturate Packets can be overwhelming. Instead here is a method that makes the task less overwhelming, generates enthusiasm and will help you to get more volunteers.

Create Saturate Teams. Each team is responsible for their packets and distribution. They could meet right after church, have a light quick meal/snack, then put together packets for the day and then go out to distribute the packets. After they distribute the packets for the day they meet up at church and share testimonies. (Or there could be packets already made up for them.)

The reason this works well is because it is more of a team effort which brings unity. The quicker the packets get out there is momentum. When people start hearing testimonies others will want to get involved and you end up having more church involvement. If you end up having new

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visitors as a result of the packets being distributed you will get even more involvement. Teams will start 'competing with each other' to get more packets handed out each week. All of this is much better than a room full of packets. (Sadly, some churches have put together hundreds of packets and have not reached one single household.)

Saturation Process

A. Leaders of teams should visit their designated areas beforehand and estimate how many Saturate Packets they will need for their group.

B. Every team should have at least two maps for their designated team if their team will be covering a large area. It helps to have a clipboard and the map and roads should be marked as each road is completed.

C. The goal is to get a packet to every household so look for mailboxes, electric meters, water meters to identify a home location.

D. It is important to make sure that the same homes do not receive multiple visits.

E. Team leaders need to adapt expectations according to each individual's limitations for walking, dealing with heat, etc.

F. Make sure everyone has the cell phone numbers of team leaders.

G. Carry extra tracts, gospel resources for people you may encounter on the road. For most zip codes/assigned areas there are some extra materials.

H. Each volunteer's comfort level will determine how packets are distributed. They can be hung on the door and leave, knock on the door and hand to the resident or leave on door if no answer. If you are concerned about going to the door packet can be left by the door or street mailbox. (It is illegal to put the packets inside of the mailbox.) The goal is to get a packet to every home so even if a homeowner greets you and says they do not want a packet, leave one on the property somewhere. Be led by the Spirit. Do not miss opportunities to verbally share your testimony and the Gospel.

I. Make sure volunteers understand that it is critical to be praying while walking. Even have some volunteers who are at home pray during outreach times

J. Children can be a great asset for the saturation process. They can create more receptivity from residents, create some excitement and energy. It is okay, it is great to have fun while ministering to your community.

Questions:

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