

10 Ideas to Get Your Congregation **Excited and Engaged** with Your Church Construction Project!



At Horst Construction, we understand that unity and enthusiasm from your congregation are critical pieces of the puzzle when it comes to a church construction project. After working with hundreds of churches to develop plans that meet their building needs over the past 125+ years, we have a few ideas to share with you that might help.

The most important thing is authenticity and what feels right for your congregation. These are merely ideas to get your creativity flowing.

1. Involve Your Congregation Through Focus Teams Early in the Planning Process.

By getting input from various people who are involved with the different ministry programs, you will get a clear picture of the congregation's vision and goals of what you want to accomplish through a building project. It will ensure you are looking at the needs of the congregation and begin to create a sense of ownership for the project's outcome. This helps to develop a wonderful spirit of unity.

2. Incorporate the project and goals into messaging and sermons.

This is a good way to ensure your entire congregation hears about the project and the vision for the future. Speak from the heart about what this means to you and how it affects them. Be sure to include scriptural insights, how they can help and get involved, as well as the timeline for the project. Keep your emphasis on the end goals and the journey of unity.

3. Hold an informational seminar.

Provide information in an easy to understand format and include the opportunity to ask questions or voice concerns. Open and honest communication will help your congregation feel like they are part of the process, and lead to more enthusiasm and engagement.



4. Have a walk-through video created to share with the congregation.

While many people struggle to envision construction projects, providing a visual will make it easier for your congregation to picture the end result. Walk-through videos can also be successfully used during a project's construction. Showing the project in process will build excitement and keep people engaged. Horst Construction can help you create a video that meets your needs and garners excitement.

5. Create a Website or Social Media Page Focused on Your Project's Goals and Progress.

As another tool of open communication, this is a simple way to update your congregation regularly on the project. Three important things to keep in front of your congregation: Fundraising goals and progress; Calendar of important events such as any ceremonies, prayers, milestones, or celebrations related to the project; and stories from all the different ministries of how this project will impact the church and help growth.

6. Schedule a Prayer Walk of the Site or Location for Your New Building or Expansion / Renovation.

This can be a very useful visualization tool, as well as providing a community uplifting of your project in prayer. The outline of the project parameters can be staked out or spray painted onto the ground - it doesn't matter how, as long as it is a to-scale representation. Some of our clients have reported that this united experience is a significant factor in people's recognition of the importance and scope of the project.



7. Hold a Groundbreaking Ceremony or Celebration.

It is extremely important to celebrate together as a congregation when you reach this monumental milestone! Some churches incorporate the groundbreaking into their regular services, while others have enjoyed having an entire special event dedicated to the occasion!

8. Use Video to Get People Excited and Develop Connections to the Project.

Video is an increasingly popular tool to engage people, because it is easy and personable. It does not have to be expensive or professionally done - you can even shoot good video with a cell phone! Videos can be utilized to provide individual ministry perspectives about the project in the early stages, and updates throughout the process. Bonus: Videos are often shared on social media, generating even more buzz!

9. Invite Your Congregation to Leave Their Mark at a Beam Signing Event.

These events have become popular for good reason - they allow your congregation to physically write their name and a message or scripture on a main beam for the building, forever leaving their mark as part of the project. Much like the groundbreaking ceremony, each church does it a little differently. It is a good way to renew interest and excitement as the project progresses, and celebrate the milestones of the project journey.

10. Consider Involving the Children and Youth of Your Congregation Through an Art Installation.



Not only will it make your children and youth feel like an important part of the project, the installation will be a constant reminder of what you are working to accomplish. Ideas that are popular include a painted rock garden, a coloring contest, or a wisdom wall to write and draw on. Use your imagination!

What all this boils down to is communication, communication, communication! The most important way that you can gain congregational support is through communicating the messages about your project, loud and clear!

Whether you implement any of these ideas or create your own, we hope this list has given you some inspiration!

If you are not sure where to begin, we would love to help! Feel free to give us a call at 1-866-467-7847 or check out our website at www.horstconstruction.com!