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| **Outreach Focus Worksheet** | |
| **Input Your Church's Mission Statement** |  |
| **Is Your Church a Mirror of Its Community?** |  |
| **Is Your Church Ready to Meet Community Needs?** |  |
| **Is Your Church Ready to Make Ministry Adjustments?** |  |
| **What Is Your Community's Approximate Total Population?** |  |
| **LIST TOP 5 SEGMENTS -**  **Segment #1 & 1-Word Descriptor** |  |
| **Segment #2 & 1-Word Descriptor** |  |
| **Segment #3 & 1-Word Descriptor** |  |
| **Segment #4 & 1-Word Descriptor** |  |
| **Segment #5 & 1-Word Descriptor** |  |
| **Give Approximate % That Falls in the Top 3-5 Segments** |  |
| **Quantify the Number of People This % Represents** |  |

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| **What Segments Is Your Church Positioned to Reach NOW?**  **(All 5 Segments, 3-4 Segments, 1-2 Segments, None)** |  |
| **Name the Segments You Are Ready to Reach NOW** |  |
| **Name the Segments You Could Reach with Minimal Changes** |  |
| **What Ideas Might Work for These Segments?** |  |
| **What Do You Do NOW That Will Reach Them?** |  |
| **What Do You Need to START Doing to Reach Them?** |  |
| **What Do You Need to STOP Doing to Reach Them?** |  |