

Let Us Adopt a “Blessing Strategy”

By Bob Young

At the beginning of 2010, I suggested to the local church that we should adopt a different strategy for the New Year—a blessing strategy. The response was encouraging. Let me share some background.

We are so attractional, so much desiring to invite people to church so they can get fixed, that we have overlooked and often missed entirely God’s desire to bless. We must become kingdom agents (ambassadors) where we work, live, play and eat. People are not desperate for church. I believe they are desperate for God—even if they do not recognize it and cannot describe the empty place they feel. We must understand the nature of the kingdom afresh—apart from the baggage of the contemporary church, because Jesus did not say we should pray, “thy church come,” or “I come to give you church....”

So my suggestion is that we forget an evangelism strategy, which has not been all that effective of late anyway. When we evangelize, we often think of inviting a bunch of people to get converted and become part of a church culture, to become like us, and some days that does not look all that pretty or inviting to me.

Thus my suggestion is that we adopt a blessing strategy. Let a blessing strategy permeate our benevolence. Let us seek to bless others. Let me tell you why this church is here and what church/kingdom is all about: covenant with God and one another, blessing and being blessed, changed lives.

If we are part of a cause, the most important question we can ask is, “What are we causing?”

Kingdom living and leadership is not based on self-perceptions and success in building churches or church buildings. When we begin to ask what others think of us, we become community engaged. To lead or share a cause or movement is much different than being satisfied with managing or belonging to an institution. The idea of a blessing strategy challenges us to think of ourselves as a “give away” place. This moves the focus from internal to external, from maintaining programs to helping people.

What would happen if you and I, and our churches, adopted a blessing strategy?