

# OUTREACH IDEA



## INDOOR ARCHERY LEAGUE

### KNOW YOUR COMMUNITY

Our community is rural agrarian. The Quincy area employs a majority of people in manufacturing, healthcare, and education. For recreation, residents are heavily involved in outdoor activities, including wild game hunting and team sports. We used these factors to develop an outreach that would draw people in at a time when their usual outdoor activities were limited.



### IDENTIFY YOUR TARGET

The Indoor Archery League was designed to reach outdoorsmen and women in the community. Our team selected this outreach based on the interests identified above, and our ability to minister in that context. We were looking for ways to bridge into the lives of our fellow outdoorsmen, friends, and co-workers. The archery league was very much a service outreach. Those who participated considered themselves fortunate to have a league during the off-season in order to keep up their skills. Our league was what we considered to be recreational, yet moderately competitive.

### OVERCOME THE OBSTACLES

One obstacle in beginning an archery league that was new to our community was gaining the confidence of those in the outdoor world that we could offer a valid, viable league. We established our credibility by employing our own experts in the archery arena. We also used a commercially available scoring software to keep accurate scores and rankings. In addition to using outdoorsmen from our own congregation, we consulted a local pro shop when we needed additional information.

### SECURE THE NECESSARY EQUIPMENT

We were incredibly blessed with resources for the start-up of the league. We needed targets, stands, and racks. Buying the targets would have cost about \$1,000, but we received donations of materials which were used to build the targets. The printed paper targets were donated by our local GameMasters sporting goods store. GameMasters partnered with us in return for some name exposure.

### COVER THE DETAILS

Ten lanes with targets were used. The furthest target was twenty-five yards. Each shooter had two shots at each target. The league met on Thursday and Friday nights for ten weeks, giving the archers 200 total shots. Teams of four competed against each other for prizes. Archers could register their own teams or be placed on a team when they arrived.

### REMEMBER WHY YOU DO IT

The final awards banquet was an opportunity to recognize winning teams and individuals, and to present the gospel of Jesus Christ. After the wild game dinner, Mike Roux, who is a professional game caller and guide, as well as a committed follower of Christ, spoke. He gave hunting tips and told stories from his adventures, and most importantly, told those in attendance about his greatest passion, Jesus Christ. This outreach was also great for making participants feel comfortable and welcome on the church campus, and for distributing materials and information about programming to them.

