



STARTING PRIME TIME MINISTRIES

In today's developed nations, people aged 65 and over represent 12-14 percent of the population. By the year 2030, 25-30 percent of the population will be over the age of 65. Translate that percentage to your pews, and you will see that in a few decades, 1 of 4 people in our churches will be over the age of 65.*

The truth is that in most congregations, the focus of ministry programming centers on youth, children, and young adult families. These ministries are vital to a local body of believers, but the cutting edge church cannot ignore the tremendous opportunity before them to develop Prime Time Ministries for mature adults.

Consider these points when starting Prime Time Ministries:

- *Consult with your church leadership.* Current leadership needs to be consulted in the determination of launching this ministry. Full consent and cooperation must be met by pastor, Adult Ministries director, Sunday School superintendent, and the Sunday School board before a program is begun in the local church. Leadership will give input, direction, prayer, credibility, visibility, and support in starting this new ministry.
- *Develop a goal/purpose statement.* Write out the goal/purpose of your Prime Time Ministries. Remember that the over arching purpose of Prime Time Ministries is the salvation, spiritual nurture, growth, and continued service of maturing adults. This purpose is further defined through a variety of goals and strategies that affect the life of the mature adult from many different perspectives.
- *Prepare a survey.* Investigate the demographics, needs, interests, concerns, passions, and values of your local target audience. Take a survey of your mature adults to get an understanding of their wants and needs. Examine this information in light of the purposes and goals set for your Prime Time Ministries group.
- *Select a steering committee.* A steering committee can help to brainstorm possibilities for your church. Each Prime Time Ministries organization has it's own unique needs. Your group needs to fit your church and community. Select a chairperson for the steering committee who is dedicated to making this ministry a success!
- *Get the message out.* Make Prime Time Ministries visible to the people in the local church. Make phone calls, create posters, use the mail (snail and E-mail), announce it in Sunday School classes, put it in the bulletin and church newsletter. (If your local group will have an outreach component, contact other churches in your community, publicize in the local paper,

and on local radio and television stations.)

Mature adults are the greatest untapped resource reservoir in the church. Growing and healthy churches will find ways to encourage and enable mature adults to remain vital components of their ministry network.

*Win and Charles Arn, *Catch the Age Wave* (Kansas City: Beacon Hill Press of Kansas City, 1999).

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