

## **NAR Brainstorming Sessions – June, 25, 2018**

### **PART I - DURING SMALL GROUP BREAK-OUT SESSION:**

- A. Please review the challenges below and add any additional Pre-Encounter challenges you believe are significantly affecting attendance on our Encounters.
- B. Brainstorm ways we might overcome these challenges. You may wish to review the 2015 04 NAR Meeting Brainstorming Results document (which was sent to you as a Pre-Read) for ideas that still may be applicable today.

### **Pre-Encounter Challenges Facing the Ministry** (in no particular order)

- 1. Lack of personal inviting
- 2. Lack of church support
- 3. Lower church attendance
- 4. Lack of widespread recognition
- 5. Misconception that we are a ministry for marriages in trouble (vs being marital enrichment for all marriages)
- 6. Rising facilities costs increasing the 'quote'
- 7. Cultural attitudes that marriage is: a) disposable, b) unnecessary, and c) that we should be serving gay couples
- 8. Married couples are maxed out and are reticent to add yet another commitment to their overloaded schedules
- 9. Increasingly people are not joiners of live groups and spend much more time on depersonalized social media
- 10. In its earlier days, Marriage Encounter was the only (or one of very few) marriage enrichment opportunities offered; now there many, often done with high professionalism, sophisticated marketing, and often combined with entertainment. We have a lot of competition.
- 11. Others you think are significant:

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### **PART II - DURING ACTION STEPS SESSION:**

Choose two or more of the ideas from your group's list above and make an action plan of positive steps forward in overcoming those challenges during the next 6 months (and beyond).

### **PART III – SMALL GROUP IDEAS/REPORTING**

- A. Share with the large group your group's top 5 overall ideas for overcoming the attendance challenges.
  
- B. Report to the large group the challenges you have chosen to focus on and the action steps you are taking to implement positive steps forward in overcoming those challenges during the next 6 months (and beyond).