

# A Strategy Outline for Ministry at Ocean Beaches

Lynn Davis

*This outline provides an excellent tool for planning an effective ministry strategy at an beach resort leisure setting — whether on the ocean or a large inland lake.*

- I. Learning the personality of your beach
  - A. Area
    1. Population/seasonal changes
    2. Affluent/family areas
    3. Campgrounds
    4. Main attractions
    5. Churches/predominant religious thought
    6. Housing
  - B. Types of persons who frequent the beach
    1. Campers
    2. Tourists
    3. College/seasonal workers
    4. International students
    5. Locals
    6. Crisis transients — outcasts of society
    7. Coast Guard
  - C. Locations of ministry
    1. Boardwalk
    2. Beach
    3. Campgrounds
    4. Local businesses
    5. Fishermen
    6. Main attractions
  - D. Distinct culture with many subcultures
    1. Each area has specific needs, desires, and interest
    2. Cross-culture communication is a necessity
    3. Emphasis placed on the individual

## II. Vision of Ministry

### A. Creative forms of ministry evangelism

1. Recreation — volleyball, Frisbee, etc.
2. Entertainment — puppet shows, concerts
3. Theme park ministry — using its theme as a basis for sharing
4. Surf and Sand Clubs
5. Backyard Bible Clubs
6. Fishermen ministry
7. International student breakfast
8. College-age workers' Bible study
9. Crisis hunger closet
10. Movie ministry
11. Local church ministries — VBS, children's church, etc.
12. Campfires
13. Nature trail walks, vespers
14. Preaching points, campground services

### B. Continuity/stability is important

## III. Implementing/Multiplying the ministry

### A. Use of local congregations and laypersons/ministers

### B. Volunteers through NAMB

1. Student Missionaries
2. Church mission teams
3. Local volunteers
4. Length of stay to be effective (5-6 days)

### C. Establishing ties with locals

1. Meet them on their turf
2. Know legal restrictions

### D. Develop relationships with locals

1. Be someone they can trust
2. Ministries should be presented with written proposals
3. Be available
4. Communicate, listen to concerns
5. Work with community authorities
6. Avoid confrontations, power struggles

7. Make mission teams available to local congregations. They challenge and enlist other volunteers for year-round ministry.
  8. Realize that their living is made by tourists, hence no surprises, no threat
  9. Care for the local environment
  10. Gospel must come in a package of “what you can offer to the local businessman.”
- E. Beach evangelism
1. Centered on individual
  2. Must first find a common ground
- IV. Evaluating/Developing Ministries
- A. Possible problems
1. Unprepared mission teams
  2. Prejudice — race, religion
  3. Inner group problems
  4. Insistence on “their” way
  5. Refusal to obey city ordinances
  6. Childish behavior in public
  7. Dealing with the problems, confrontation
- B. Follow-up
1. Records/reporting
  2. Evaluation of volunteers
  3. Thank you’s
  3. Names of prospects, decisions sent on to churches in their home areas
  4. Letters to children about activities scheduled next summer
- C. Plans for off-season
- D. Restructuring for the next summer - priorities, failures, etc.

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