BACKYARD MISSIONARY: INCARNATIONAL V ATTRACTIONAL MINISTRY

Posted on January 31, 2006 by Eddie

Category: Mission

Andrew Hamilton has an excellent post on the difference between incarnational and attractional ministry. As readers of this blog know, I am increasingly interested in the relationship between the incarnation of Christ and the translation of the Bible. In the incarnation, God took the initiative to reveal himself to humanity; Bible translation is a reflection or a continuation of God's communication to his creation. Writing for an Autralian audience, Hamilton looks at how the church should be incarnational; actively taking God into the community rather than attractional; sitting back and waiting for people to come to it.

> *If Jesus were alive today and his mission was still to â€˜seek out and save the lostâ€™ what might he do?â€¦ Would he hire a building, set up a sound system, develop a music team, drama team, and then do local letterbox drops advising people that they could come and be part of his church on Sunday? Frankly I donâ€™t believe this approach to mission would rate a blip on his strategic radar. The so called â€˜attractionalâ€™ mode of mission centres its focus on the church service and is dedicated to producing an event that pagans will want to come to. The theory goes that the more professional the service is, the funkier the music, the better the coffee, and so onâ€¦ the more likely the punters will come, hence the term â€˜attractionalâ€™. As such the success of mission in this mode is almost always measured by the number who attend on Sunday...*
>
> *I would argue that this â€˜attractional missionâ€™, while effective for a few, is actually a case of putting the cart before the horse. Deciding on a form of church and then trying to make it so that people want to come is mission in reverse. There is a growing awareness that pagan Aussies do not want to come to church and simply making the Sunday event more attractive is not the answer to this problem...*
>
> *Read the whole post.*