

Policy. The Council and Congregation of BLC actively reach out to people of all backgrounds and ethnicities and, regardless of where they are in their faith journeys, invites them to be friends and participants in BLC activities and ministries. We value and express a loving and inclusive embrace of other people, representative of the diversity of our neighborhoods and community. We welcome visitors to our worship or other activities, encourage seekers to try us out, and offer opportunities for joining in worship, Christian education, fellowship, and service.

Guidelines and Procedures.

- The Pastor and key Council leaders will assure that both the BLC signage and the BLC website encourage people of all backgrounds to visit and “try out” Bethlehem activities and ministries.
- Programs will be identified, tested, and promoted to “advertise” BLC and its activities to prospective families in the neighborhoods surrounding our church.
- The BLC Council will arrange to organize and promote each year at least two BLC activities that are designed to attract attendees from the neighboring communities (e.g. a musical event; a “winter festival”; an educational opportunity; etc.).
- The appearance of our BLC facilities impacts on the impressions formed by visitors and prospective visitors. Aware of that, BLC Council and other leaders will work to improve and maintain the appearance and the functionality of BLC facilities.
- Similarly, the use of our facilities by other congregations and organizations for various worthy purposes both impacts on the reputation of BLC in our broader communities and brings various occasional visitors into our facilities (where they can both see the facilities, reflect on their uses, and hopefully be encouraged to return).
- A most promising source of visitors to BLC is the invitation to a friend, colleague, or neighbor from a BLC member or friend.
- People who are eager to invite colleagues to come to Bethlehem do so because they are enthusiastic about BLC ministries and about the opportunities BLC offers to help people grow and to better serve their communities. We need to share our enthusiasms.
- Our intent is to make visitors to BLC feel welcome, comfortable, and invited to participate.