



Catholic Christian
O U T R E A C H



Momentum:

**Reaching the World one Person at a Time
The 2nd M of Successful Movements**

Momentum is an important element to the success of a multiplying movement. As a movement our desire is to spread ideas and to advance the cause forward. Momentum describes the amount of moving your group is doing towards the mission of evangelization.

Momentum is characterized by the contagious excitement and enthusiasm surrounding our desire to see others come to know Christ. That excitement and enthusiasm encourages everyone to keep going, to keep moving.

When momentum is high leaders are excited, new members are attracted, ownership is widespread and leadership opportunities abound. If momentum is low people become disinterested, new people fail to return, ownership is limited, and leadership opportunities are rare.

It takes a lot of effort to get a group going that isn't moving at all. But, once the group is moving we only need to apply enough effort to keep it moving. Creating momentum takes a lot of work. Maintaining momentum, isn't all that difficult, but it does need intentional effort.

In the life of a parish there are going to be natural dips in momentum throughout the calendar year. Summer is coming and for many parishes June- August are low times. There is not a lot happening and we can risk losing momentum. September as the new school year gets started as busy as it might be is a key time to build momentum. The liturgical seasons of Advent and Lent in the parish often bring momentum. In these seasons we see an increase in confessions and often more times for retreats or parish missions. Easter leading to Pentecost is another season where we can build momentum.

Our greatest tool in building momentum is the large group. Even if our ministry small group based, bringing the groups together on occasion can be a momentum enhancer. Larger group allows you to reach more people with the message. The large group is an opportunity for people to feel a part of something bigger than themselves. These gatherings often encourages continued growth in holiness and mission.

As we seek to establish momentum in our parish life we need to be aware of man-made momentum. Man-made momentum is having attractive events for their own sake. And being so concerned for the new person's comfort that we forget we are trying to lead them somewhere. This type of momentum may be attractive but it can result in a loss of focus for the movement. A movement with man-made momentum is characterized by:

- Many long-term members not experiencing conversion
- Leaders focusing only on appearances
- Lack of missionary zeal
- Lack of clarity on the mission
- Striving to produce real fruit

We want to seek a Spirit-filled momentum, which is founded in prayer and the power of the Holy Spirit. Events are discerned. Organizers pray together for their success: the conversion of the participants. Events must move towards the greater purpose of reaching souls for Christ.

A movement with Holy Spirit infused momentum is characterized by:

- conversions
- ownership and excitement
- faith, hope, and love
- peace, joy, patience
- right judgment, wisdom
- enthusiasm
- prayerful leadership
- expanding membership
- signs and wonders

Learn more about how CCO can help you launch an effective movement in your parish! Visit their website:

cco.ca/parish



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