How can you reach out to different cultures around you?
When reciprocal relationships are developed with the needy, physical and emotional needs can be met.

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CultureBound Can Help Your Community
CultureBound’s ChurchCourse is set up to help you reach out to cultures in your community.
When people are in need, the world’s governments and nonprofit organizations step in to meet those needs. What would happen if the government and not-for-profit agencies were not available to provide aid? What would the Christian church do? How can the church get ready to fill the gap when government exhausts their resources?

Historically, the church has been involved in helping those in need. Plagues ravaged the Roman Empire from the mid-200s to the 400s. The first century church provided for the needy through donations and supernatural healings. In 260 Emperor Dionysius wrote, “Heedless of danger, they took charge of the sick, attending to their every need and ministering to them in Christ, and with them departed this life serenely happy. Many, in nursing and curing others, transferred their death to themselves and died in their stead (Stark, 83).”

Dr. Terry Steele, Ph. D., Dr. of Missiology

How Churches Step In When Others Do Not
Churches demonstrated a willingness to risk contamination in order to care for the sick. Historian Peter Brown (Jenkins, 90) notes that, “During public emergencies, such as plague or rioting, the Christian clergy were shown to be the only united group in the town, able to look after the burial of the dead and to organize food supplies.” Even in 362 the pagan emperor, Julian the Apostate complained, “The Impious Galileans [worshipers of Jesus] support not only their poor, but ours as well, everyone can see that our people lack aid from us (Stark, 83-84).”

This pattern of benevolence can be currently observed in many church communities. After the 2004 Indonesian tsunami, New Orleans hurricane Katrina in 2005, and 2010 Haitian earthquake, church aid, through missionaries, food, resources and financial gifts, filled in gaps in government aid.

The Mennonite denomination of Canada is running food dryers, six stories high, twenty-four hours a day to provide food for 1 million needy around the world. Instead of distributing such a wealth of food through governments, they are passing these supplies from one Mennonite missionary to another in a personal network of provision rather than organized governmental means.

The most effective way for the church to provide help to the poor worldwide is through investing in relationships and partnerships. Developing relationships cross-culturally can be a challenge since the expectations of relationships often differ between cultures. The church culture needs to intentionally learn how needy culture makes relationships and adapt to their perspective. These relationships should also stay away from utilitarianism, that is building a relationship in order to gain trust so that aid can be given. Utilitarian relationships tend to be short-lived and always for a purpose other than the relationship. While utilitarian relationships might be somewhat normal in Western culture, they are offensive to many in the rest of the world. When reciprocal relationships are developed with the needy, physical and emotional needs can be met. The goal of such relationships is to move from being an aid giver to a partner and friend. In this way when aid is provided it can be given in a way that works to further the reciprocal relationships and maintain the dignity of the needy so that they can move out of poverty.

When governments and aid agencies do not or cannot step in to care for the needy, the church can step into the lives of the needy to give aid as well as friendships. In times of crisis, churches can think creatively about how to reach the needy in their neighborhoods and around the world.

In times of crisis, churches can think creatively about how to reach the needy in their neighborhoods...
How COVID-19 has Affected the Church

According to Barna.com, about half of practicing Christians were attending their regular church services online, as of early May 2020. About 35% of the group polled admitted to trying out another church virtually. A shocking 32% of respondents said that they have essentially stopped attending church altogether due to the pandemic.

The Coronavirus pandemic took the world by surprise in early 2020. Since its spread, global citizens have had to make significant changes in everyday life. These changes have transformed how people travel, gather socially, dine, shop, and more. Rarely mentioned is the effect that this disease has had on churches during this unprecedented time.
In an already tense time, these statistics highlight the difficulty facing the American church today. Ironically, the need for church and community is at an all-time high as people are being forced to stay home alone and forego social obligations.

How can the church best cater to their community? As time has passed, many churches have re-opened with precautions in place to ensure safety for its members. This is a huge step towards claiming back those who have strayed during the difficult times of the pandemic. Additionally, many churches have instituted “watch parties,” where friends and family get together in-person or online to watch the service together.

Ultimately, the church must increase its efforts to keep personal relationships alive with each and every one of its members. Whether following up through phone calls, emails, or socially distant gatherings, the church can get creative in order to prevent its body from slipping through the cracks.
Cultural Regions of the United States
Research and ideas by author Colin Woodard

The Left Coast
- Self-expression
- Exploration
- Blend of cultures

The Far West
- Environmental
- Dependent
- Hardworking

The Midlands
- Pluralistic
- Ordinary
- Middle class

Yankeedom
- Education
- Common Good
- Self-denial

New Netherland
- Conscience
- Diversity
- Inquiry

Tidewater
- Authority
- Tradition
- Coastal

First Nation
- Settlers
- Stick to roots
- Survival

El Norte
- Hispanic culture
- Independent
- Adaptable

New France
- Liberal
- Egalitarian
- Multicultural

Greater Appalachia
- Individualism
- Liberty
- Suspicious

Deep South
- Traditional
- Service
- Small government
A major goal of the local church is to go and make disciples. This can be done in a variety of ways, but the most basic group of people to be reached exist within a 50-mile radius of any church. If a church is not looking to build relationships with its own community, how can they expect to reach those around the world?

In 2020, the CultureBound team saw the need for culture training in church communities. In a diverse nation, every church has members of many different cultures. A question arose: How can church members best be equipped to build relationships with people who live in their community but are part of an unfamiliar culture?
The CultureBound ChurchCourse answers this question by training church leaders and members on culture, the CultureBound Culture Tree, God’s Culture Tree, and practical steps for inter-cultural communication. In order to best accommodate the schedules of many, this course is presented in two parts. Each part is a total of 6 hours over the course of two days.

The ChurchCourse can be taken in two formats - online via Zoom with other church members around the world or as an in-person experience where the CultureBound team comes to your area to present the training. The online format is available on pre-planned dates throughout the year. See below for 2021 dates. When the CultureBound team comes to you, it’s at your convenience! You will work with our team to set a schedule that is best for your church.

Because we feel this training is so valuable, we have set the costs low - only $75 per person, per part. That equates to $150 for 12 hours of training that will transform the members of your church into community coordinators. When we come to your location we ask that you pay travel costs, but we are willing to work with you to make this feasible. Ultimately, we know this training will serve as a catalyst for making disciples in your community. In the age of a global pandemic and travel restrictions, this is how we go.
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