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## **Business as a Ministry Ideas**



Jesus was singular in purpose yet incredibly varied in method. Even in trademark activities, like healing and miracles, He employed surprising variation. We don't see Jesus getting caught doing the same thing just because it worked well. He didn't feed 5,000 people every day or routinely walk on water. He adapted the way He taught to His context: where He was, who His audience was, and the priority of His day.

Our mission field consists of the people who interact with us and our business, and it can be surprisingly larger than we think. These are the people who work from us, buy from us, sell to us, deliver to us, and compete with us.

We regularly assess the relevance of our businesses, products, strategies, and programs. But how often do we optimize our ministry efforts for effectiveness? How have shifted priorities and revised rituals affected our workplace ministries? Like everything else, ministry initiatives can lose their luster, suffer from neglect, or experience deceleration. Financial or operational storms might develop and compete for our attention, and navigating those storms can present ministry opportunities in themselves.



There are many ways to cultivate a Business as a Ministry (BaaM) culture. Whether you are in the early stages of integrating your faith and work or further along in the journey, here are more than 100 ideas to inspire your BaaM to new heights based on 30 years of working with faithful stewards. Adapt the ideas however best suits your organization, and remember to keep everything optional.

## Employees

1. Establish and write a biblically-based mission, vision, and core values.
2. Provide professional, third-party chaplain care (e.g., Corporate Chaplains of America and Marketplace Chaplains).
3. Establish a daily or weekly time for group prayer.
4. Offer a Bible study during lunch.
5. Create an internal, shareable document for company prayer requests.
6. Host gatherings on faith topics (e.g., stewardship, unity, forgiveness).
7. Build a library for Christian books and biblical resources.
8. Provide access to a platform of resources (e.g., RightNow Media or Readitfor.me).
9. Develop a web-based document that allows employees to collaborate on needs they have and ways they can care for each other (e.g., meal trains for upcoming births or surgeries).
10. Provide protection software for parents who wish to safeguard their personal computers and phones.
11. Empower good stewardship of resources through financial management guidance (e.g., Financial Peace University or Crown Financial Ministries).
12. Enable philanthropy through automatic payroll contributions.
13. Sponsor or subsidize children of employees to attend Christian camps.
14. Assemble support groups around specific needs (e.g., parenting, addiction recovery, or loss).
15. Offer childcare during development events that occur outside of business hours.
16. Sponsor access to marriage support (e.g., FamilyLife seminars or Weekend to Remember).
17. Give children's devotionals or Christian storybooks.
18. Coordinate a group Bible or Christian book study.
19. Mentor a small discipleship group.
20. Organize company mission trips.
21. Share openly about how biblical principles inform business decisions.
22. Hand-write notes of appreciation or encouragement to each team member.
23. Sponsor a block of tickets for employees to attend a worship event.
24. Instill a culture of healthy and biblical conflict resolution (e.g., Peacemakers Ministries training).



25. Provide pre-retirement counseling and planning seminars.
26. Celebrate employee birthdays and work anniversaries in a monthly gathering.
27. Establish an emergency assistance fund.
28. Allow employees to support the needs of teammates with a benevolence fund.
29. Offer a home- or car-repair fund.
30. Invite team members to critique business operations against biblical principles.
31. Enlist local pastors or ministry leaders to equip staff evangelism and discipleship.
32. Invite team members to lead caring initiatives or build a caring team.
33. Invite employees to lead lunch-and-learns on relevant/meaningful topics of choice.
34. Give contact-free gifts at a corporate drive-thru event.
35. Wash cars of single parents.
36. Give blessing boxes to employees who experience a major life event.
37. Give backpacks and school supplies at the beginning of the school year.
38. Provide legal access to create wills.
39. Host a family gathering (e.g., game night, picnic, sporting event).
40. Serve employees who work overtime with gift cards for family time.
41. Help employees purchase their first home.
42. Send meals when someone is sick.
43. Invite employees to nominate others for living out corporate values.
44. Partner with local mental health professionals to counsel employees in need.
45. Establish regular one-on-one meetings between managers and direct reports to promote awareness of mental health and support needs.
46. Invite family members to participate in employee awards ceremonies.

## Customers & Vendors

47. Host an open house and share about the company's greater purpose.
48. Host annual appreciation events.
49. Send holiday cards with gospel-centered messages.
50. Invite them to join Bible studies (virtually, if needed).
51. Host a family movie event.
52. Get to know people beyond the primary points of contact.
53. Share faith testimonies from within the company.
54. Ask for their prayer requests.
55. Send chaplains when crises arise.
56. Gift Bibles or branded Gospels of John in product or service delivery.
57. Recognize vendors for exceptional service.
58. Optimize operations where business negatively impacts vendors.
59. Host an Easter egg hunt and give an Easter message.

## Workplace

60. Play Christian music or video content in the lobby and common areas.
61. Create a room designated for prayer and private counseling sessions, resourced with support materials.
62. Keep a photo book with testimonies of the company's mission in the guest reception area.
63. Open and/or close company meetings with prayer and thanksgiving.
64. Create a visual display of ways the company lives out its mission.
65. Display Scriptures on the walls that encourage, inspire, and express love.
66. Offer a box where people can express concerns, prayer requests, and cultural improvement ideas.
67. Host virtual social gatherings for remote employees to connect with the team.
68. Take communion together.
69. Stream or attend conferences as a team (e.g., C12 CURRENT or Global Leadership Summit).
70. Set up ministry, mission, mercy, or compassion committees comprising diverse employees to evaluate, select, and monitor ministry projects inside and outside the company.
71. Build ramps and ensure accessibility to all visitors.



# Community

72. Organize a committee to assess and coordinate opportunities to serve needs in the community.
73. Host a luncheon with organizations that share your office building.
74. Order extra meals for a local food pantry when catering work events.
75. Build relationships with the people who serve your team regularly (e.g., baristas).
76. Hire from often overlooked people groups (e.g., disadvantaged, formerly incarcerated).
77. Open office space for traveling missionaries.
78. Share resources or infrastructure with local churches (e.g., studios).
79. Offer paid volunteer time off (VTO).
80. Host a Boss's Day event and share part of your testimony.
81. Host an end-of-year event to celebrate the annual ministry impact.
82. Allow employees to choose which ministries to support through corporate giving.
83. Conduct a donation drive for local organizations (e.g., a baby drive for a local pregnancy center).
84. Share relevant C12 content with other business leaders.
85. Join forces with other local businesses to host an appreciation banquet for local ministries.
86. Donate computers or equipment to local after-school programs.
87. Offer meaningful internships and development opportunities to college students.
88. Sponsor a missionary, either domestically or overseas.
89. Sponsor underprivileged children for every customer or contract won (e.g., Compassion or World Vision).
90. Sponsor youth athletic teams with uniforms and coaching that promote Christian values.
91. Give baskets/gift cards to families in need at Thanksgiving or Christmas.
92. Allow organizations or charities to use the business as a collection point.
93. Make donations to a nonprofit on behalf of an employee for his/her birthday.
94. Sponsor an appreciation gift to a local first responder, accepting nominations from the community and allowing employees to select the recipient.
95. Host an onsite pet adoption event/pet food collection in partnership with a local animal shelter.
96. Donate comfort bags to local EMTs or fire rescue for children involved in accidents.
97. Serve at a prison fellowship event.
98. Convey values in marketing collateral (e.g., company website or social media).
99. Identify God as the Owner of the business and yourself as a steward in your e-mail signature or LinkedIn profile.
100. Share Business as a Ministry content on LinkedIn.
101. Share about opportunities to support ministry initiatives on social media.
102. Produce an inspirational video that illustrates how your team is impacting the community.
103. Task functional leaders to create strategic plans with their teams to embody the company's core values.
104. Prepare a winsome evangelical way to answer the question, "What do you do for a living?"
105. Clarify the company's mission, vision, and values in its recruitment materials.



# Great Businesses. Greater Purpose.

For more resources on implementing  
Business as a Ministry, visit [joinC12.com](https://www.joinC12.com)