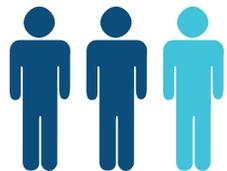


MULTI-HOUSING IN NORTH CAROLINA

North Carolina's multifamily housing community is both large and growing.



1 of every 3 people live in multifamily housing contexts (3+ million residents in North Carolina)

95% of these residents are unchurched in North America.



In Metro Charlotte, the Triad and the Triangle:



1,900 apartment communities



390,000 units



900,000+ residents

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**Multi-Housing
Ministry**



**Multi-Housing
Ministry**

**THIS IS BY FAR THE LARGEST DEMOGRAPHIC
OF LOSTNESS IN NORTH AMERICA.**

We as North Carolina Baptists must respond to this massive mission field of least-reached peoples right here in our own communities.

TYPES OF MULTI-HOUSING

Not all multifamily housing communities are the same. In fact, these communities span nearly the entire socioeconomic spectrum. Most often, multifamily housing communities are grouped into four categories:

A-TYPE COMMUNITIES are **expensive luxury** lofts, condos and townhomes that are gated or enclosed with an overabundance of amenities. Many residents of A-type communities are millennials and senior adults.

B-TYPE COMMUNITIES are **nice** apartments, condos and townhomes that are gated or enclosed. They too have many amenities, but would not classify at the luxury level.

C-TYPE COMMUNITIES are **conventional** apartments and townhomes that are not gated or enclosed. Residents in these communities expect certain inconveniences that aren't associated with A- or B-type housing.

D-TYPE COMMUNITIES are **lower-income** apartments, trailer park communities and government subsidized housing. Due to the subsidies, these communities are often governed by the housing authority.

THE PEOPLE PLAN Because of the large amount of unchurched people living in multifamily housing communities we must develop creative methods take the gospel and Christian community to them rather than expecting them to come to us. For this reason, we have adopted the **PEOPLE** plan as our primary strategy among multifamily housing communities.

Pray Fervently

Saturate a community with prayer by walking the streets and praying for the people we see.

Engage the People

Engage with people through some social, service, support, sports, seasonal or study event. The point at this stage is to build credibility in the community.

Open the Word

Don't wait long before sharing the gospel in relational and simple ways.

Prepare Key Leaders

Invest in these young leaders to equip them to minister to their own community.

Launch a Ministry

Begin a sustainable ministry alongside of those leaders (i.e., a kids club or an adult Bible study).

Exit with Care

Continue to invest in the leaders while passing the ministry along to them.

APPROACHES TO ENGAGE MULTI-HOUSING MINISTRY

While the **PEOPLE** plan involves a simple, reproducible, adaptable and affordable strategy, there are several models through which we have seen this plan work.

INTENTIONAL

A local church goes into a community to work.

INCARNATIONAL

A person or couple moves into a community to work.

INDIGENOUS

A 'missional community' is started on-site with leadership from within.

WHAT CAN YOU DO?

We are in desperate need for laborers to champion these least-reached communities across our state.

Will you and your church take responsibility for a multifamily housing community near you? Let our catalysts help you get started in developing and implementing an engagement strategy for the multifamily housing communities in your city.