

FIRST BAPTIST CHURCH
OF SHALLOTTE

LOVE GOD. LOVE ONE ANOTHER. LOVE THE WORLD.

Non-Profit Organization
U.S. Postage Paid
Permit No 318
Shallotte, NC

4486 Main Street
Shallotte, NC 28470
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thefbcs.com

Office Hours:
M-Th 9am-3pm
Closed Monday

Sunday School-9:45am
Worship-11am



Or Current Resident

AUGUSTSCHEDULE

3 rd - 7 th	NC Serve Week	19 th	No Activities or Services
5 th	Serve Week Meal & Service 6-7:30PM	20 th	Bags of Hope Packing 10:30 AM
8 th	Youth & Fusion Carowinds Trip Cars & Coffee 8-10AM	22 nd	Bags of Hope Distribution 2 PM
12 th	Back to School Bash & Family Movie Night 5:30-9:30 PM	23 rd	Called Conference to vote on Deacons and Nom Com Report Following 11 AM Worship Blessing for the School Year 6pm
16 th	Gideon Sunday: Speaker will be Brad Barth	26 th	FBCS Kids Open House 5:30-7:15 PM
19 th	Fort Caswell \$94.50 Deposit (nonrefundable) Due		

the
Vision

Monthly Newsletter of First Baptist Church of Shallotte | Auigust 2026

Behold

I AM DOING A NEW THING!
NOW IT SPRINGS UP;
DO YOU NOT PERCEIVE IT?
I AM MAKING A WAY
IN THE WILDERNESS AND
STREAMS IN THE WASTELAND.
ISAIAH 43:19

GET READY TO HEAR FROM THE STRATEGY 2030 TEAM

Five months ago, Burger King invited their customers to “share honest feedback” about their experience and what would improve it. The request generated thousands of customer phone calls and text messages.

You probably would expect customers to focus on the quality of the burgers or the thickness of the shakes. Not so.

According to one representative, most of the input had nothing to do with the food. Instead, feedback focused on customer service. "One of the biggest takeaways was that our guests want to feel welcomed when they walk in, know their order will be made the way they asked and have confidence that if something isn't right, we'll make it right."

As a result, BK launched an initiative to create a more customer-friendly culture. BK is calling it the “Have It Your Way” plan. Now their store managers will be “Have It Your Way Champions” who will prioritize hospitality.

Notice: BK refined their perspective to be customer-oriented, then they crafted values to show it, and now their culture will demonstrate those values.

Which would you choose?
How much do values matter?

Think about this. Suppose that two Chick-fil-A’s popped up near one another in the same town. Every day each store offered the same menu with the same excellent food, cooked the same way, but one of them had a manager who scoffed at the corporation’s core values. He ignored the concept of culture, could not articulate any vision or values, and just churned out the food.

But the other manager, right across town, focused on achieving those values and making the experience great for customers. He produced the same great food, but the culture of the store reflected those values. That store had a clear purpose that went beyond producing a product. They knew who they were, and that shaped what they did and how they did it.

Which Chick-fil-A, do you suppose, would have customers lined up, and which one would be replaced by a Jiffy Lube in about a year?



Beliefs dictate action

I am not advocating that we, as a church, take our cues and practices from restaurants. We are not in the “customer service” business, and it is not our job to please people. But we would be wise to pay attention to the principles that overlap.

Who we are and what we believe matters more than what we do because, remember, what we believe always dictates what we do. And if we believe that what we do is eternally significant and we can impact every single person in Brunswick County with the gospel, it will show in our values, our church culture, and our practices.

Our values should be biblically based and aligned with God’s clear will. And then, those values should motivate our mission and inform our practices. Our values should show in every aspect of our ministries, including our budget, our decisions, and our plans for the future.

The problems and the potential

As of this summer, Brunswick County is the fastest growing county in North Carolina, and it is the ninth fastest growing county in the nation. Yes, this growth brings problems. More housing means less space for wildlife and recreation, more pressure on our infrastructure, and, yep, more traffic, just to name a few. In addition, the shifting ideologies in our culture are impacting our community, which we see, for instance, in our schools and in our politics.

But if we perceive that population growth as only a problem, then our actions will follow those beliefs. In effect, we will do nothing different, spend most of our time griping, and fail to serve the burgeoning population as God has called us to do.

But growth also brings potential. With growth comes renewed resources, economic potential, and, most important for us, ministry opportunities. We are entering an unprecedented time of ministry in the life of Brunswick County.

Make no mistake, God is bringing to us a mission field of people who need the gospel, and who need hope, help, and restoration. On other words, people who need Jesus.



DEACON

OF THE WEEK

8/2-8/8

BOBBY DAVIS

910-540-2686

GRITSTER2016@OUTLOOK.COM



8/9-8/15

JACE MYERS

910-398-1962

NHUGH@VILLAGEBHI.ORG





8/16-8/22

FORREST TAYLOR

910-443-1054

FISHINBUILDER@YAHOO.COM



8/23-8/29

JEFF HOPKINS

828-964-3904

MRHOPJ88@GMAIL.COM



8/30-9/5

DREW SELLERS

910-619-1819

NDSELLERS@GMAIL.COM

It’s time to shop for Operation Christmas Child Shoeboxes!

There will be a plastic bin in the foyer beginning August 17th to collect item for OCC Shoeboxes. Let’s take advantage of the back to school sales, end of summer sales and grab the savings for these kids! We will need socks, underwear, t-shirts, gloves, scarves and warm hats. Small toys too for boys and girls. Remember, we are more focused on the older children, because every year the older kids get the fewest boxes donated. So shop for 10 to 14 year olds, please.

Amy Schuler

...CONTINUED GET READY TO HEAR FROM THE STRATEGY 2030 TEAM

To assume we can continue to do ministry the way we have always done it and still be the church God wants us to be is naïve, short sighted, and disobedient. Instead, we need to roll up our sleeves and get busy.

And the first question we need to answer is, Who does God want us to be?

Enter Strategy 2030
Answering that question starts with our biblical calling, which will never change, and then our rich history, which is always relevant. But, from there, we need to refine our practices for a new season of ministry.

In April 2025, we created the Strategy 2030 Team for that reason. Comprised of nine FBCS members with vast experience in serving the church and varied roles in the community, these dedicated volunteers signed on for a lengthy process of preparing our church for the future.

Since 2025 they have focused on the first stage of our process. Most of their work has taken place quietly, behind the scenes, in monthly meetings and in Saturday workshops with a consultant from the NC Baptist State Convention. It is impossible to overstate the importance of this Team’s work for our church.

In the first few months, they studied our community and the past and present of our church. They celebrated our church’s best attributes, humbly acknowledged hindrances to growth, and charted the best course forward.

The end result is a compelling picture of a culture of ministry that will excite, inspire, and motivate our service to the Lord for years to come!

And now it’s time for you to celebrate their hard work

Rolling Out the Vision
On Saturday, August 29, at our annual LEAD Time Leadership Training, the Team will present to our incoming ministry and committee leaders the results of their work. Then, Sunday night, September 13, the Team will present their work to the church.

They will walk you through a carefully crafted vision, a mission statement, and a set of values that will define who we are. And you will see for the first time a new logo inspired by our new vision.

In these statements you will recognize much of who we are now. Some things will not change but they will be refined and sharpened. And, most of all, you will catch the excitement of a clear image of our future, an image with that will motivate us to refresh existing ministries, shape new ministries, and plan projects to accommodate future growth.

Be there! This will be one of those defining moments as a Christian and a church member, one of those moments you will tell your children and grandchildren about!

In His love,
Pastor Bob