

15 Church Growth Factors

Phase 1 Year 1	Phase 2 Year 2	Phase 3 Year 3
1. Vision	6. Leadership	11. Parking
2. Worship	7. Programs	12. Visibility
3. Assimilation	8. Nursery	13. Accessibility
4. Outreach	9. Youth and Children	14. Space
5. Missions	10. Finances	15. Church Planting

The Importance of Outreach

NOTES

But you will receive power when the Holy Spirit comes on you; and you will be My witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth.

Acts 1:8

The Great Commission

GO...pursue the lost

EVANGELIZE...the lost

EDIFY...the saved

Outreach is...

Evangelism

10% of budget set aside to reach the lost

Foreign Missions

Make special drive to create burden

Meeting needs in the local community

Relative Importance of Outreach

NOTES

Factors that influence a person to visit a church once are very different from those that influence them to visit again.

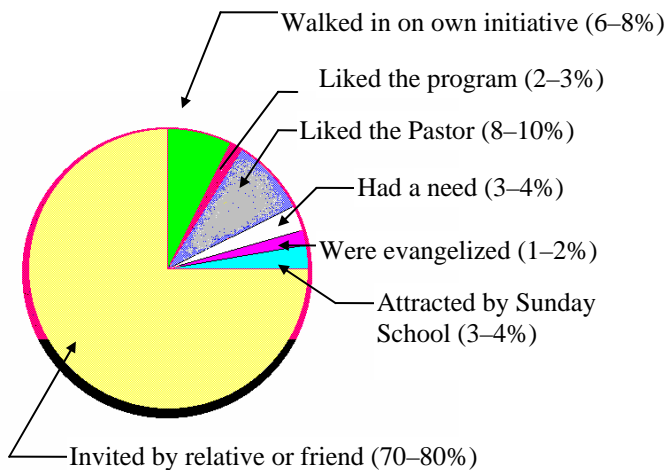
Getting them there...**Outreach**

Keeping them...**Assimilation**

Invite

The difference between a growing and a dying church is the word — **invite!**

Why Did You Join The Church That You Did?



Outreach vs. Ingrown

NOTES

Application base	vs.	Sermon based
Mission focus	vs.	Nurture focus
Community force	vs.	Community fortress
Monday–Monday	vs.	Sunday based
Facilitating staff	vs.	Ministering staff

NOTE: Sunday based churches are dying churches. Most of your labor should be focused on what's happening throughout the week.

Outreach Facts

83% of persons active in church come by a friend or relative.

Outreach = Help reach church friends and relatives e.g. birthdays, anniversaries, talents, etc.

Average church members can identify 7 unchurched friends.

Outreach = Get these names and addresses
e.g. prayer list, newsletter list.

34% of those non- active would come if invited by
a friend.

Outreach = Help church invite e.g. friend
day, etc.

NOTES

What Do People Outside Think About Us?

Positively or negatively

If it is negative...it needs to be changed

Worst case...if they don't think of it at all

Jesus' vision and outreach strategy

NOTES

Luke 4:18- 19

"The Spirit of the Lord is upon Me, because He anointed me to preach the gospel to the poor. He has sent me to proclaim release to the captives, and recovery of sight to the blind, to set free those who are downtrodden, to proclaim the favorable year of the Lord."

(NAS)

Jesus had a target group

- "To the poor"

Jesus had a strategy - an outreach program

- "To proclaim release to the captives"
- To proclaim "recovery of sight to the blind"
- "To set free those who are downtrodden"
- "To proclaim the favorable year of the Lord"

What is your vision statement for your church? e.g. "To reach this generation through the next generation using bus ministry and drama."

What OUTREACH steps need to be taken to fulfill this vision? e.g. If you use the above vision example you would need to start bus ministry, children's drama, etc. to get children from the city into the church. Next you will need to have events that include these children so that they will invite their family and friends to come and watch.

Remember in growing churches, 10% of last year's annual income is set aside for this year's outreach to the lost. E.g. if your church took in \$100,000 last year, then \$10,000 will need to be spent on outreach this year.

NOTES

How much did your church raise last year?

What is 10% of last year's income?

Is this allocated for outreach to the lost?

NOTE: If a church does not put money aside to reach the lost it normally will not reach the lost.

If 80% of those who come to church come because a friend in the church invited them, then what can we do to encourage more invitations to happen? How can you get the people in your church inviting their family and friends?

Church Advertising

NOTES

Newspapers (not on the church page)

Direct mailing

Radio (most effective)

Yellow pages (a must for new people)

 Pentecostal section

 Charismatic section

 Interdenominational section

Church sign

Billboards

Transit advertising

Additional Staff

NOTES

The first person hired after the pastor should be:
The Minister of Outreach

Outreach...

Then	vs	Now
Confrontational Evangelism	vs.	Relational Evangelism
Hard sell	vs.	Soft sell
Guilt- driver	vs.	Love driver
Door- to- door	vs.	Friend- to- friend
Event- oriented	vs.	Process- oriented
Yearly revival	vs.	Ongoing lifestyle
Tracts	vs.	Multi- media
Evangelistic Bible studies	vs.	12- step groups

In Small Churches, targeting an individual prospect or family one at a time is most effective. Here is an idea:

Families in the church submit prospective names

The church prays for them

The hottest prospects are contacted by their friends/family in the church

Inviting this prospect to an activity they will most likely attend and through which the church family can befriend this new prospect

In Larger Churches, targeting a person or family to be reached by the church can be done. However, another method seems more successful.

NOTES

The church needs to come up with activities that give it members reason to invite their unchurched friends back to church.

I recommend three main church events each year

- Easter
- Fourth
- July
- Christmas



- Get as many people involved as possible, especially those from your target audience.
- Make sure much excitement is generated through announcements for this event
- Do not make the mistake of having the event in the evening rather than as part of your Sunday morning service.

NOTES

I also recommend a significant activity each month. It should not be as large as these three big events; yet, it should be exciting enough to get your members to invite their friends and relatives to try your church again and again.

Remember children are still the easiest way of reaching families and winning lost souls.

Barna's study shows that women are still more likely to come to church and support your ministry. Therefore target women and children.

The church will need to have volunteers to oversee these important outreach activities:

NOTES

Advertisement

Who _____ By When ___/___/___

Big Events

Who _____ By When ___/___/___

Monthly Events

Who _____ By When ___/___/___

Target Audience

Who _____ By When ___/___/___

Outreach Activities

Who _____ By When ___/___/___

The outreach of each small group

Who _____ By When ___/___/___

Seeker safe events outside of the church facility

Who _____ By When ___/___/___

Volunteers with the gift of mercy or evangelism and who are willing to receive training on soul winning (These are also the people I use to work at the altar.

Who _____ By When ___/___/___

Eventually (the sooner, the better) the church will need to hire someone to handle this most important area.

NOTES

Remember Donald McGuire says a growing church will need to have as many people involved in outreach as are involved in all other activities inside the church.

Jesus did outreach first and disciplined along the way.

Natural Styles of Evangelism

Confrontational (Peter)

Intellectual (Paul)

Testimonial (Blind beggar)

Relational (Demoniac)

Invitational (Samaritan woman)

Serving (Dorcas)

Evangelism to the Lost

NOTES

Style

Confrontational vs. Relational

Motive

Guilt vs. Gratitude

Methods

Limited vs. Numerous

Missions

Giving vs. Going

Expectations

Unrealistic vs. Realistic

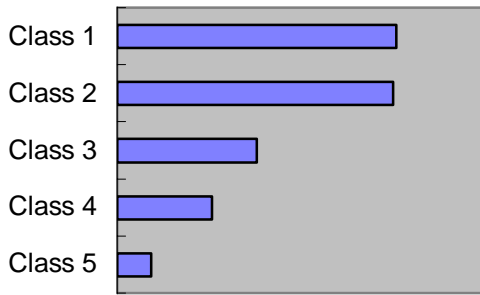
Finances

Non-budgeted vs. Budgeted

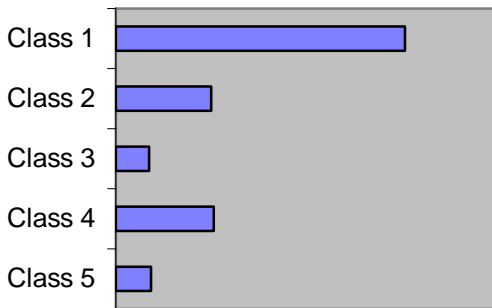
Classes of Leaders

NOTES

Profile of a Growing Church



Profile of a Non-Growing Church



Class One = Focused inward

Class Two = Focused outward

Class Three = Unpaid staff

Class Four = Paid staff

Class Five = Universal church leaders

Maximum Receptivity to the Gospel

NOTES

People who have visited your churches for the first time

People who have lost faith in anything recently

People among whom any church or religion is growing (plant a church next door)

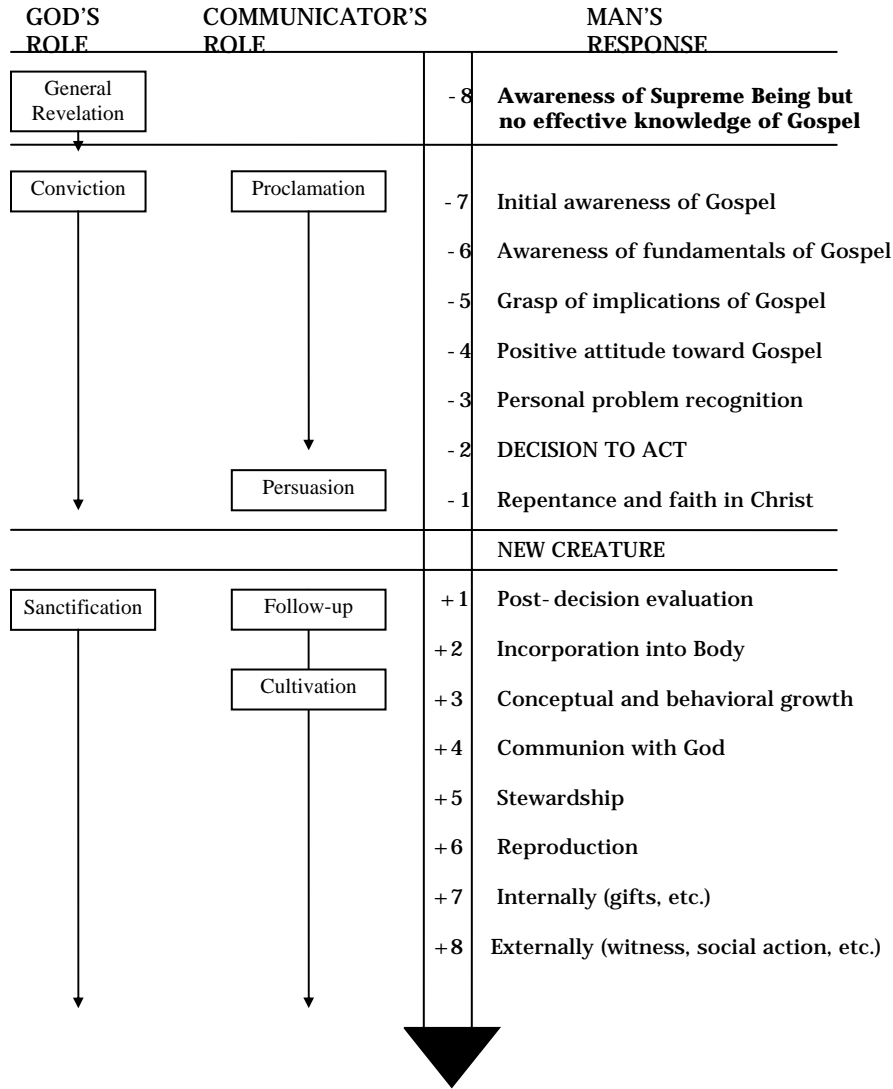
People with a conscious need that your church can meet (ex. Benevolent Fund)

People in life transition (check power company for recent arrivals)

*Holmes-Rahe Stress Scale

Engel Scale

NOTES



NOTE: When you say “no” you go back three steps!

NOTE: Studies show that the average of people getting saved is 10 and under.

Seeker Safe Events

NOTES

Events designed for maximum emotional security

Structure similar to social or recreational events familiar to those unaccustomed to “church” oriented activities

Entrance fee/registration

Neutral setting

Format—films, tournaments, concerts, conferences, etc.

Break down participants into smaller units following the events

Short intro./discussion group

Competitive events

Small units concluded to the next prearranged “seeker safe” event

Advertising—personal invitation by friend is best

Baby Boomer Characteristics

(1946–1964)

NOTES

They are not belongers

They are non-institutional

They are experience-oriented

They are pragmatic in their sermon tastes

They believe women in leadership should be promoted

They expect singles' contribution is to be valued and accepted

They expect a high level of dysfunctionality to be addressed

They applaud innovation

Baby Busters (1964-)

NOTES

Second generation unchurched

Second largest group of young adults in U.S. history

First generation of latchkey kids

Products of dual-career households or single parents

Likely to be unemployed, under-employed, and living at home with Mom and/or Dad

Resentful of Boomers

Diminished expectations

Astute, savvy, cynical consumers

Media maniacs

Love music, parties, irreverence

Concerned about the environment

Receptivity to spiritual truth is at maximum

Ignorant of Biblical stories/knowledge

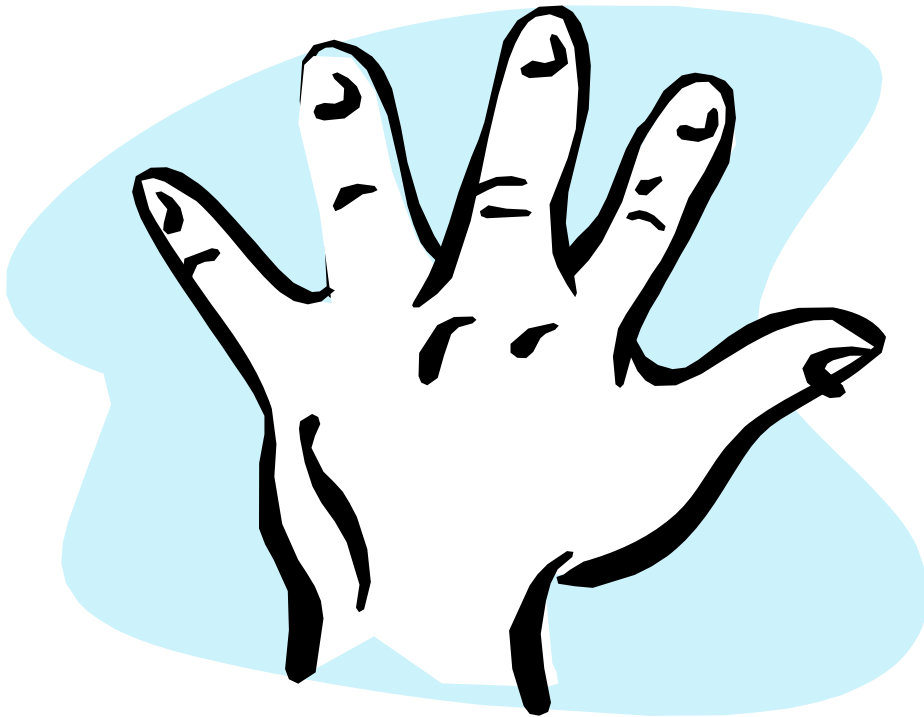
Difficulty in succumbing to authority

OUTLINE OF

THE HAND

NOTES

EXPLAINING THE KENNEDY PLAN



NOTES