

MINISTRY SUMMIT

Session #1

Session #1 consists of the following segments:

Page 1 "Introduction to Holistic Church Growth" (*for pastors and laity*)

**Page 5 "Awareness That Attracts:
Bringing Newcomers to Your Church" (*a workshop to take home and use*)**

**Page 8 "Worship That Welcomes:
Helping Visitors Feel at Home in Your Church" (*a workshop to take home and use*)**

**Page 13 "Recruitment by Response:
Helping New People Join Your Church" (*a workshop to take home and use*)**

**Page 20 "Pastoring for Growth:
Developing a Growth Leadership Style" (*especially for pastors*)**

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MINISTRY SUMMIT

Session #1

"Introduction to Holistic Church Growth"

Agenda

- 1. What is "Ministry Summit"?**
- 2. Getting to Know You**
- 3. Basic Church Growth Principles**
- 4. Acting Your Size**
- 5. Post-Modern Ministry**

BASIC CHURCH GROWTH PRINCIPLES

Acts 2:42-47 -- The Church grew *up*
together
out
numerically

Growth Principles:

1. The pastor is important, but can't do it all
2. A church grows as a system, , as a "team" or a "body"
3. A church can grow if:
 - it wants to grow
 - it decides to grow
 - it plans to grow
 - it is willing to pay the price
 - it doesn't have a terminal illness
4. A church's ability to grow is related more to its internal dynamics than to its external circumstances
5. Why people first come to a particular church
6. New members are the best evangelists
7. Networks of human relationships
8. Fellowship circle larger than the membership circle
9. Groups within the congregation are how people belong
10. Divide and multiply, don't add and subtract
11. All are welcome at the Lord's Table

<u>Issues</u>	<u>Church Sizes</u>		
	<u>Small</u>	<u>Medium</u>	<u>Large</u>
Pastoral Leadership:	"care-giver" "leader"		
Lay Leadership:	generalized, home-grown, relational, conserving		specialized, recruited, task-oriented, expanding
Caring:	lay-oriented, informal, primary		organized, staffed, secondary, but essential
Style of Programs:	all-church, few in number, "in-house" monthly		special needs, many, varied, for others
Decision-Making:	"family style", consensus, support		"board of directors", permission
Implementation:	by the governing board	by the standing committees	by various task forces and groups
Membership Recruitment:	by adoption one-on-one		by attraction in groups/programs
Finances:	"cookie jar" informal, short-term, budget is perfunctory		"ledger sheet" formal, long-term, budget is essential
Eating Analogy:	family style ...	a la carte	cafeteria, smorgasbord

MINISTRY SUMMIT

Session #1

**"Awareness That Attracts:
Bringing Newcomers to Your Church"**

Agenda

- 1. Introduction to Awareness**
- 2. Awareness: Analysis of Your Church**
- 3. Invitation: The Best Awareness Strategy**
- 4. Advertising: Analysis of Your Environment**
- 5. Advertising: Selection of the Target Market**
- 6. Advertising: Analysis of the Media Options**
- 7. Advertising: Developing a Promotional Strategy**

INTRODUCTION TO AWARENESS

Definitions

Marketing: Available ----- AWARENESS ----- Goods & Services
Population (attracting by inviting, advertising) Offered

Awareness: The attitude, environment, and communication strategies which are attractive to newcomers attending your church. Awareness includes both invitation and advertising.

Relational Network: Specific persons within one's network of friends, family, neighbors, and co-workers who are most likely to respond to a personal invitation.

Target Market: Specific group within the available population who are most likely to be matched with the goods and services offered through advertising and invitation.

The Stages of Readiness

1. Unawareness
2. Awareness
3. Comprehension
4. Interest
5. Desire
6. Action

Service Evangelism

Living out the faith (a starting point of outreach)

INVITATION: THE BEST AWARENESS STRATEGY

Most Effective

70 - 90 % of all newcomers come by personal invitation
use of relational networks

Models

- 1. Prayer Card Model**
- 2. New members inviting newcomers**
- 3. "Invite a Friend" Sunday**
- 4. Mailing Printed Invitations**

Invitation and Precipitant Events

the reason why the invitations work
the necessity of repeated invitations

Readiness Box

	<u>They are Ready</u>	<u>They Are Not Ready</u>
We Are Ready	<i>POWER</i>	
We Are Not Ready		

MINISTRY SUMMIT

Session #1

**"Worship That Welcomes:
Helping Visitors Feel at Home In Your Church"**

Agenda

- 1. An Experience of Feeling Unwelcome/Welcome**
- 2. Introduction to the Biblical Concept of "Hospitality"**
- 3. Worship and Hospitality**
- 4. Worship and the Initial Experience**
- 5. Hospitable Ushers and Greeters**
- 6. Worship for Nurture and Outreach**
- 7. Hospitality and the Worship Bulletin**

A COMPARISON

Psychology of Belonging

emphasis upon family

communication

- naming
- talking
- listening
- looking (eye contact)
- smiling
- appropriate touching

feel good about myself

- not anxious or worried
- trusting

"speaking my language"

- audio
- visual
- kinesthetic

motivation: needs/interests

(not guilt)

- know my needs are met
- know I am needed

language

- not "they" but "we"

Theology of Hospitality

free and friendly space

stranger becomes guest

guest feels at home

guest protected

host gives gifts

guest gives gifts

poverty of heart and mind

all guests are important, gifted

acceptance, not hostility

compassion

confrontation, honesty

God as "host"

WORSHIP AND THE INITIAL EXPERIENCE

Importance of the Initial Experience

**"Worship is not Prelude to Postlude,
Worship is door to door"**

Role of Sensory Modes in the Worship Experience

Audio

Visual

Kinesthetic

Observations from the Case Study:

What would help a first-time visitor to feel welcome?

What needs to be improved or changed to help them feel welcome?

HOSPITABLE USHERS AND GREETERS

Basic Requirement for Ushers and Greeters:

listen, smile, ask, talk, shake hands = welcome

Greeters

1. Greeters need to be visible to visitors.
2. Wear name tag. Introduce yourself.
3. Ask names of unfamiliar people and their length of membership.
4. Later, write their names on a visitor card with any information you have learned:
 - family
 - occupation
 - location of home
 - length of time in community
 - any other helpful information
5. Anticipate visitors' questions and provide them with answers:
 - location of sanctuary and nursery (or take them there)
 - location of church school classes
 - location of restrooms
 - location of parking
 - Sunday schedule
6. Ask whether visitors are here with family/friends.
7. Introduce visitors to an usher.
8. Follow-up with visitors after worship.
9. Share information with pastor or church office.
10. Have enough greeters to cover all the doors, all the visitors.

Ushers

1. Before the arrival of other worshipers:
 - put on name tag
 - see that sanctuary is ready for "guests"
2. Introduce yourself to any visitors.
3. Welcome them and shake hands.
4. Ask them where they want to sit (importance of space).
5. If requested, escort visitors to pew, smile, hand bulletin.
6. Take up offering as a moment of gift-giving, not bill-paying.
7. Help greeters after service to follow-up on visitors.
8. Ushers need to know what resources are available:
 - Sunday schedule
 - location of various classes and rooms
 - emergency procedures

HOSPITALITY AND THE WORSHIP BULLETIN

For whom is your worship bulletin designed? Visitors or Members?

Typical problems: assumptions

"insider language"

clarity of participation

announcements

open or closed ritual?

Questions:

1. How is your bulletin helpful to first-time visitors?

2. How does your bulletin confuse or hinder first-time visitors?

MINISTRY SUMMIT

Session #1

**"Recruitment by Response:
Helping New People Join Your Church"**

Agenda

- 1. An Experience of Being a New Person in a Church**
- 2. Presentation of Research on Why People Join Your Church**
- 3. Two Helpful Listening Skills: Creative Questions
Response to Feelings**
- 4. The Listening Visit**
- 5. The Building Blocks of a System of Recruitment by Response**
- 6. Evaluating Your Church's Recruitment System**
- 7. Closing**

THE ENTRY PROCESS INTO THE CHURCH

The Prospective Member

**Awareness of the Church
and the Faith**

Precipitant Event(s)

- death of a loved one
- illness
- change of residence
- job change
- pregnancy

(1 to 2 months)

First Visit to Church

Repeat Visits

(6 months - 2 years)

Active Member

- close relation to pastor
- close relation to other members
- sense of needs met
- sense of being needed
- openness to commitment

The Pastor and the Church

Awareness Evangelism

- ads
- surveys
- visitation
- visibility
- childhood training
- invitations

Wait

Hospitality Evangelism

- greeters
- ushers
- warmth of service
- assessable building
- "signs"
- worship order

Response Evangelism

- pastoral call
- lay visitors
- letter from church
- mailing list

Assimilation Evangelism

- invitation to groups
- invitation to membership
- correlation of needs and fulfillment
- circle of friends
- invitation to tasks
- help in clarifying faith story

(copyright 1980 - Michael J. Coyner)

PRECIPITANT EVENTS

The following events were found in the research to be "precipitants" -- that is, events which led persons to look for a church:

death of a loved one

divorce

personal injury or illness

pregnancy

addition to family

business readjustment

change in financial status

son or daughter leaving home

outstanding personal achievement

change in residence

change in social activities

Easter season

behavior problem with a child

CREATIVE QUESTIONS

The Importance of Question-Asking

1. Positive uses of questions
2. Negative uses of questions
3. Ask questions about: family, job, church
4. Listen for precipitant events

An Exercise in the Use of Creative Questions

Here is a statement that you hear while listening to a new person.
It is mostly "free information" in response to one of your earlier questions:

"Yes, we just moved into the community. We were very happy in our old town, among all our friends, our nice home, and our church. It is all so different now, and we're a little uneasy about now to get started all over again."

1. Write two questions that you might ask that would facilitate and creatively move the conversation:
 - a.
 - b.
2. Now write a question that is blocking or negative.
 - a.

RESPONSE TO FEELINGS

The Response to Feelings:

"It seems that you are (feeling word), are you?"

Here are the basic "feeling words": MAD, GLAD, SAD, AFRAID

Here are some other "feeling words" that you might use:

disgusted	hopeful
lonely	excited
hurt	thankful
angry	encouraged
used	grief-stricken
tense	bewildered
nervous	confident
helpless	happy
discouraged	concerned

An Exercise in the Use of a Response to Feelings:

Here is another statement that you hear while listening to a new person.
It gives you an opportunity to hear and to respond to the feelings expressed:

"No, we haven't been able to fit in here in this community.
We just don't seem to be able to make any new friends."

1. Write two different Responses to Feelings, using an appropriate "feeling word" which shows that you have been listening to the feelings expressed:

a.

b.

THE RELAY RACE OF NEWCOMER ASSIMILATION

Leg #1

Leg #2

Leg #3

Leg #4

Leg #5

EVALUATING YOUR RECRUITMENT SYSTEM

1. Who discovers visitors in your worship service?

How are they discovered?

When are they discovered?

2. Who discovers visitors at other church events?

How are they discovered?

When are they discovered?

3. Who makes the initial response to visitors?

How do they respond?

When do they respond?

4. Who makes the listening visit to visitors?

When are these visits made?

5. Who coordinates this response to visitors?

6. Who invites new people to join a study/task/fellowship group?

7. Who invites new people to join the church? When are they invited?

8. Who does the follow-up on new members after they join?

When does this occur?

9. If the answer to any of the questions above is "We hope the pastor does it", then how are you going to involve more of the church in your Recruitment System?

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Session #1

**"Pastoring for Growth:
Developing a Growth Leadership Style"**

Agenda

- 1. Pastoral Time-Use and Priorities for Growth**
- 2. Preaching and Worship for Growth**
- 3. Pastoral Care for Growth**
- 4. Pastoral Power and Leadership for Growth**
- 5. Staffing for Growth**
- 6. Spiritual Formation for Growth**

1.

2.

3.

4.

PREACHING FOR GROWTH

The Foundation: **Biblical Preaching in growing church**

- dangers:**
- 1. seminary psychosis**
 - 2. around the world in 80 minutes**
 - 3. Time magazine format**

The Method: **The method is the message**

Deductive Method - - - - - Inductive Method

Truth

Truth

Experience

Experience

The Style: **Reaching the target market**

Post Moderns (EPIC)

The Content: **Preaching for growth**

- 1. Expectation for growth**
- 2. Articulation of the vision for the church**
 - Biblical Word**
 - Needs of the People**
- 3. Examples:**
 - Acts 2:42-47 -- "Growth in Four Dimensions"**
 - Luke 15:1-10 -- "Counting and Caring"**
 - I Thessalonians 2:8 -- "Relational Evangelism"**
 - John 1:40-42 -- "Andrew's Invitation"**
 - Mark 2:1-12 -- "Bringing Someone the Hard Way"**

PASTORAL CARE FOR GROWTH

"A church cannot grow beyond its ability to care for its members"

-- David Womak, The Pyramid Principle

Caring by Church Size:

ATTENDANCE	CARE-GIVER	STYLE
0 - 40	matriarch / patriarch/pastor	"family"
40 - 100	pastor / informal lay leaders	"lover"/ "shepherd"
100 - 125	pastor / intentional lay leaders	"shepherd"/ shared

125 - 225	pastor / organized lay leaders	"rancher" (pastor)
225 +	staff / lay para-professionals	"rancher" (staff)

Models of Caring:

- 1. Informal Lay Caring: neighboring, nurturing, knowing**
- 2. Pastoral Care as "Shepherd" or "Lover": listening, touching, visiting**
- 3. Organized Lay Caring: communicating, contacting, calling**
- 4. Pastoral/Staff as "Ranchers": organizing, delegating, shepherding the shepherds**

STAFFING FOR GROWTH

- Why add staff?** to implement the priorities of the vision for the church
to coordinate efforts
to ranch programs
- What staff?** part-time or full-time
lay or clergy
paid or volunteer
generalist or specialist
member or non-member
named or unnamed
- How many staff?** 1 full-time program/ministry staff for every 100 in worship attendance (add staff for the next level to anticipate needs, and move toward it incrementally)
- How to add staff?** build around the strengths and weaknesses of senior pastor
church growth as a priority issue for each staffperson
perceive the needs
recognize the benefits
clarify the roles (job descriptions) in ways that focus upon
"results" not upon "how"
- Requirements for staff?** commitment to Christ
loyalty to senior pastor and staff
love of people
willingness to work
willingness to learn from mistakes
- Priorities for staff?** Sunday morning (worship and Sunday School)
membership care
new member recruitment
new program/ministry development
- Example of staffing for growth:** pastor
competent administrative secretary
coordinator of assimilating new members
director of church programs (music/education)
part-time clergy help
associate pastor who complements senior pastor

SPIRITUAL FORMATION FOR GROWTH

The problem of burn-out in growing churches and pastors.

Church growth is not an end in itself.

**Disciples - not just decisions ("the fruit of an apple tree is not an apple,
but another apple tree")**

The pastor as the model of Spiritual Formation:

- 1. personal devotional life**
- 2. pulpit and liturgy**
- 3. leadership**

Leading by providing spiritual growth opportunities:

- 1. one-day personal retreats**
- 2. Lenten spiritual disciplines groups**
- 3. spiritual gifts workshops (Session #2)**
- 4. weekly devotional readings in the bulletin**
- 5. Bible studies (Bible 101)**
- 6. covenant groups**
- 7. prayer chains**
- 8. breath prayer techniques**

3 Ingredients for Post Modern Worship

1. Praise
2. Prayer
3. Proclamation

Style of Worship

1. Theme based
2. Fast paced
3. Informal
4. Relevant/practical
5. Experiential
6. Upbeat, positive

Starting a New Service

1. Assess equipment needs.
2. Start a different service for a new market.
3. Do your homework on the potential market.
4. Determine time and place.
5. Communicate and Advertise.
6. Develop Core Group.
7. Have all support and leadership teams in place.
8. Allow for a “creativity curve”.
9. Go for at least 1 year.

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Coyner, Bishop Michael J. and Anderson, Douglas. The Race to Reach Out.

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Dudley, Carl. Making the Small Church Effective.

Hunter, George, III. How to Reach Secular People.

Jenson, Richard. Telling the Story.

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The Who, What, When, Where, and Why of Communication.**

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SUPPORT / ACCOUNTABILITY GROUPS

Purpose: support and accountability

Participants: geography
church size
shared leadership

Process: meet twice between Sessions, for about 2 hours
Agenda: 1. how are you doing on your project(s)?
2. how can this group be helpful to you?
3. any issues from the readings?

Projects: pastoral focus on Quadrant II (planning)
plan an Invitation Sunday or service evangelism event
plan a system for response to newcomers
plan worship for post moderns