



THREE SIMPLE REASONS CHURCHES DON'T GROW

A church that is not growing is probably due to one or more of the following three reasons.

- (1) – **Not enough 1st time visitors/guest**
(Visitor/Guest Attraction)
- (2) – **Visitors/Guest who come....don't return**
(Visitor/Guest Retention)
- (3) – **Those who do return don't get involved**
(Newcomer integration/assimilation)

How to overcome being a stagnated and/or non-growing Church

Visitor/Guest Attraction – is accomplished 1st by making sure you have an outreach ministry program that is designed to identify church prospects in your community. These consist of new movers to your area and individuals living within your community that do not have a church home or attend a church regularly. Also, it is important that the outside of your facility reflects a clean and prideful appearance that will attract and portray what can be expected on the inside.

Visitor/Guest Retention – is accomplished 1st by making sure you have a Greeting and Welcoming Ministry that is fulfilling the needs and expectations of your 1st time visitors and guest. Ministry volunteers must understand that first time visitors are usually unknown to others and unfamiliar with the layout of your facility. They are first and foremost responsible to help them overcome these unknowns. First time visitors must since a feeling that their attendance is appreciated and recognized. They must also gain a belief through their first visit that they would be accepted, and are able to relate to the existing members of the congregation. Most importantly is that they must experience an organized worship service where they hear the Gospel of Christ preached and explained. The service must be sincerely focused for providing a spiritually uplifting and fulfilling experience that is gained through a personal relationship with Jesus Christ. The first impressions a visitor or guest experience will determine whether or not they will return.

Newcomer integration/assimilation – is accomplished by 1st by making sure you provide a small group or Sunday School ministry with age related groups that provide social and spiritual activities which involves and includes newcomers from the day of their first visit. It is important that these small group or Sunday School classes be structured with organized outreach, care group, and fellowship teams that will be responsible to track, follow-up, and make sure newcomers are experiencing God's love and compassion through their relationships with others. They should be encouraged and provided with opportunities to serve as soon as possible. The goal is to help them understand that they are accepted and part of the church family from day one.