



The Formula of Reaching People
Leader's Notes



The Formula of Reaching People: The 82% Truth

The single greatest need for your church to grow is to reach people. Unfortunately, too many churches spend time, energy, and money on efforts that do not help accomplish this purpose.

“82% of the unchurched are likely to attend church if invited.” - The Unchurched Next Door by Dr. Thom Rainer

This truth partnered with our practical strategies will clarify where your church’s time, energy, and efforts will be most fruitful in reaching people.



Your Church Should Grow

Once a young seminary student complained to Charles Spurgeon, "I don't understand it - whenever I preach, no one comes to Christ. But whenever you preach, people always come to Christ!" Spurgeon replied, "Do you expect people to come to Christ every time you preach?" The young man said, "Of course not." "That's your problem," said Spurgeon.

1. God wants your church to grow.

As long as heaven and hell are a reality, we need to grow. As a matter of fact, God wants your church to grow more than you do.

2. Everyone's growth potential is different.

God will only hold you accountable to YOUR assignment

3. We can all get better.

It is not all up to God. We play a role in our communities.



The Need For Reaching People

“Approximately 83% of adults in the US are staying home on the weekends - that’s more than 250,000,000 people in the US who do not attend church.”
- Bill Hornsby, Former President of ARC

“7 out of 10 unchurched people have never been invited to church in their whole lives.” The Unchurched Next Door by Dr. Thom Rainer



The Early Church

“But you will receive power when the Holy Spirit comes upon you. And you will be my witnesses, telling people about me everywhere - in Jerusalem, throughout Judea, in Samaria, and to the ends of the earth.” - Acts 1:8



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Power was given for a purpose

Spirit filled churches should be the most outreach focused.

God provides power to accomplish his vision of reaching people.

“In the American church, over 95% of all money and time resources go toward the members instead of those outside the church.” - Thom Rainer, Lifeway research (2013)

Outreach is not a one time effort or a single ministry/event. Your church's vision should center on the work of reaching people.



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Reaching people requires an intentional targeted goal. (Notice the progression: Jerusalem = Your City)

1. We must be intentional (everything we do should be effective and fruitful)

Most churches have limited resources, it is vital that you make the most of what you've got when it comes to outreach.

Because we have not been intentional many of our efforts have done more to reach Africa than they have to reach our own neighborhoods.

2. The needs and desires of your community must drive your approach to reaching people.

Instead of using templates and programs design ministry that is specifically for your community.

Remember “Jesus often knew what unbelievers were thinking (see Matthew 9:4; 12:25; Mark 2:8; Luke 5:22; 9:47; 11:17). He was effective because he tailored his approaches to the people he wanted to reach.



History Of Outreach

"Methods are many, principles are few; methods change often, principles never do."

Prison Ministry - 1st Century AD

Unfortunately, this target audience very rarely attends the local church.

Benevolence - 1st Century AD (Acts 6)

Although needed, it is not an effective strategy in a self-sufficient western culture.

Sunday School - 1780s

By 1970 the term encompassed an exhaustive list of strategies to teach the Bible.



History Of Outreach

Revivals and Crusades - 1890s

It is estimated that only 1-2% of converts from an American Christ Crusade are actually still in church one year after their "conversion."

Visitation - 1900s

Difficult due to changing demographics - members in many counties commuting great distances to church rather than living in the community where the church is located.

Tracts - 1940s

They provide no ability for follow up and often come with preconceived notions and varying messages.



History Of Outreach

Bus Ministry - 1960s

Disciplinary issues and reinforcing bad parental behavior make this a less effective strategy.

TV Ministry - 1970s

This effort often exhausts budget, does not allow for true relational discipleship and most churches cannot produce the quality to compare to the other 500 channels offered in most.



Programs vs. Relationships

Many of the “older methods” of reaching people in churches were built around going to groups without a preexisting relationship. Many of these methods, while still helpful in certain settings, are less effective than outreach methods that build on relationships.

In “Evangelism: The Why and How,” church growth expert, Elmer Towns, reports that 86% of new converts say they came to church for the first time because of an invitation from a friend or relative.

“Our surveys indicate that 98% of the people who attend Fellowship Church show up for the first time because someone invited them.” - Ed Young



What causes people to invite to church?

Excellence

E-Myth Statement - when customers were asked why they frequented certain locations their response was comfort, and their feelings of comfort were generated by a sense of excellence

"I promise our regular attenders that if they will invite someone to Fellowship, we will make sure that the moment their friend or family member pulls into the parking lot, he or she will feel comfortable and welcome." - Ed Young

Relevance

Do your member's unchurched friends find the messages and programming applicable in their lives? No one invites a friend to an experience that they will find meaningless.

Consistency

Based on the survey results from Gallup, are your members confident that your church will consistently address those four points in a positive way. (See Appendix B for Saddleback Church Survey)



Methods to develop a successful outreach culture:

Cultural

Culture refers to the values of your church. It always takes more time to change a culture than to execute something practical but a culture is more impactful than any practical strategy.

- Clarify The 'Win' As Salvations
- Tell Stories
The Pastor must frequently share personal stories of inviting and sharing his faith.
- Sermons
Do your sermons reinforce your desire to see people saved?
- Celebrate salvations
What you reward gets repeated.



Methods to develop a successful outreach culture:

Spiritual

Spiritual refers to the efforts you make to cultivate a heart for the lost in each church member. We often spend more time preparing them with invites for their hands than the passion to invite in their hearts.

- Rhetorical Questions

In pastoral moments before you preach, regularly ask Pray - Invite - Bring.

- Prayer Moments

In similar movements lead the church in prayer for the lost they know. Remind them that the Holy Spirit is working in the lives of the lost around them in prep for their invite.

- Repetition

These strategies cannot be a one time effort. The more frequently these principles are present in your church, the more the culture of outreach is created.



Methods to develop a successful outreach culture:

Practical

- Marketing

Marketing is great for building brand exposure in your community. By making people aware of your church you are giving your members conversation starters with the unchurched. (Direct Mail, Billboards, Commercials, etc.)

- Increase Involvement

- Events

Events give your congregation an excuse to invite someone to a service. It's often easier to invite someone to an event than to a regular church service.

- Repeated Invites

It will take more than one invite to see a person attend. Make sure to keep an up to date database so you can send reoccurring mailers.



Partnership - Pastor's Role

The success of growing churches hinges on a partnership between the Pastor and the congregation.

The Pastor has the message that the people need to hear, but the congregation has the relationships with the people who need to hear it.

I tell our congregation that evangelism is a tag-team event. It takes both the staff and the congregation to work together to get people to visit our church.



Partnership – People’s Role

Believers are responsible for leveraging their relational influence for the sake of the kingdom of God.

“Even a casual reading of the New Testament will show that the Gospel is spread primarily through relationships. As soon as Andrew heard about Christ, he went and told his brother, Simon Peter. Philip immediately contacted a friend Nathaniel. Matthew, a tax collector, held an evangelistic dinner party for other tax collectors. The woman at the well told everyone in her village about Christ. The list goes on and on.” - Pastor Rick Warren

The fruit of a believer is another believer.
Whatever type of people you already have in your congregation is the same type you are likely to attract more of.

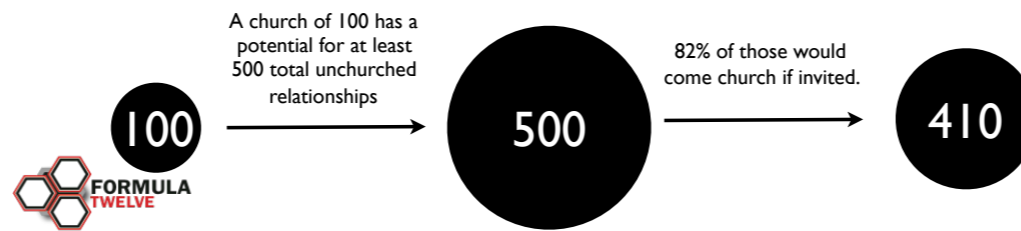


The 82% Truth

Every Christian has relationships with at least 5 unchurched people. 82% of these people would come if invited.

This means that a church of 100 people potentially has 410 people who would attend a service if invited (100 people x 5 unchurched friends x 82% who would attend if invited).

Imagine how many people you have the potential to reach! Not to mention follow up will be an easier process. If you win people through relationship we will keep them through relationship.



LEADERS NOTES

Before we move into White Board, let me share a story that will illustrate the real impact this type of outreach strategy can make:

Lynn, from our St. Peters campus, was recently baptized. Several weeks before her baptism we asked her who she would like to invite to share in her special day. After thinking through her friends and family she turned in a list of people for us to invite. Three weeks before her baptism we mailed everyone on her list a special invitation. Leslie, one of her friends, was unchurched but attended to support her.

For the first time in her life, Leslie encountered a loving church and a clear gospel message. At the end of the service she gave her life to Christ. Leslie is still at St. Peters today as a walking, breathing example of the life change the 82% Truth can make.

By applying the 82% Truth you will seize the 'every Sunday' opportunities like baptism, baby dedication and more to invite the friends and family of those participating. Making every Sunday an opportunity for life change and growth!





Applying The 82% Truth Whiteboard

Help people see their 5 unchurched relationships (The average person may not realize they have unchurched relationship. You may also need to incentivize it.)

Capitalize on invite opportunities (Baptisms and baby dedication)

Create invite opportunities (Big Events - Teachers Day, Veterans Day, First Responders Celebration)

Control the details (make the most of the relationships, know the timing, know the most effective language and graphics)

- Handle the process to the end (We take the info)
- Language, use professional graphics
- Know the best timing



Reinforce through technology (text, Facebook)


Applying The 82% Truth Whiteboard


Dear _____,

Your friend _____ would like to invite you to join them for Easter at Twin Rivers Worship Center. Join us as Pastor Bryan Cutshall unpacks the exciting message of who *Jesus Is* and how He wants to fill in the many blanks of our lives. You'll want to be a part of this powerful weekend!



Applying The 82% Truth Whiteboard

 Begin collecting invite information (names & addresses of unchurched friends) 4-5 weeks before your event.

 Invites should go into the mail 17 days before your event.

MARCH 2014

Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
							1
		2	3	4	5	6	7
		8	9	10	11	12	13
		14	15	16	17	18	19
		20	21	22	23	24	25
		26	27	28	29	30	31

APRIL 2014

Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
							1
		2	3	4	5	6	7
		8	9	10	11	12	13
		14	15	16	17	18	19
		20	21	22	23	24	25
		26	27	28	29	30	1





The Formula of Reaching People:

Lab

Checklist:

- ✓ **Schedule** a 30 day period in which every meeting and worship service includes prayer for the lost in your community.
- ✓ **Read** Purpose Driven Church by Rick Warren
- ✓ **Meet** monthly with your team to brainstorm how you can employ the 82% truth in your current programming.

Discussion Questions:

- ? What activities, events or programs are currently thought of as 'outreach' but have little effect on growing your church?
- ? What stories, sermons, or ideas can you share to increase the 'outreach temperature' of your church? How can you do it regularly/systematically?
- ? What steps need to be taken to better organize your contacts for future outreach mailings/promotions?

Tool: Outreach Planning Packet





FORMULA
TWELVE



Appendix B (Purpose Driven Church notes)

SADDLEBACK SURVEY

We discovered four common complaints about churches from our survey in the Saddleback Valley:

1. "Church is boring, especially the sermons. The messages don't relate to life." - It is amazing how churches are able to take the most exciting book in the world and bore people to tears with it. The unchurched aren't asking for watered-down messages, just practical ones.
2. "Church members are unfriendly to visitors. If I got to church I want to feel welcomed without being embarrassed." - Many unchurched people told me that they felt like the church was a clique. When they didn't know the "inside" terminology, songs, or rituals, they felt foolish and felt the members were watching them in judgement. The greatest emotion the unchurched feel when they visit a service is fear.
3. "The church is more interested in my money than in me." - We decided to counteract this complaint by giving a disclaimer when we take an offering. We explain that offering is only for those who are a part of our church family.
4. "We worry about the quality of the church's child care." - The church must earn the trust of parents. If you want to reach young couples, you must have an excellent program for their children



NOTES

“Even with the best media advertising and social media, word of mouth is still the best form of marketing.” - Bill Hornsby

“We partner with our regular attenders to reach the unchurched. Instead of training our people in the art of personal evangelism, we instruct them to invest in the lives of unbelievers with the express purpose of inviting them to an event where they will be exposed to the gospel in a clear, creative, and compelling manner.” - Andy Stanley

