

# **FORMULA** **TWELVE**

The Formula of Reaching People



# The Formula of Reaching People:

## The 82% Truth

The single greatest need for your church to grow is to reach people. Many churches spend time, energy, and money on efforts that simply don't 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

1. God wants your church to grow.
2. Everyone's growth potential is different.
3. We can all get better.



# 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



# 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

God provides power to accomplish his vision of reaching people.



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**Reaching people requires an intentional targeted goal.**

1. We must be intentional (everything we do should be effective and fruitful)
2. The needs, desires, fears, etc. of your community must drive your church's approach to reaching people (the culture outside of your church should drive your church's approach)



# History Of Outreach

## **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 select 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.



# What causes people to invite to church?

Excellence

Relevance

Consistency



# Two ways any Pastor can develop a successful outreach culture:

## Practical

Marketing

Increase Involvement

Events

Repeated Invites

## Cultural

Clarify the 'win' as salvations

Tell Stories

Sermons

Celebrate salvations

Repetition



# 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.



# Partnership – People’s Role

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

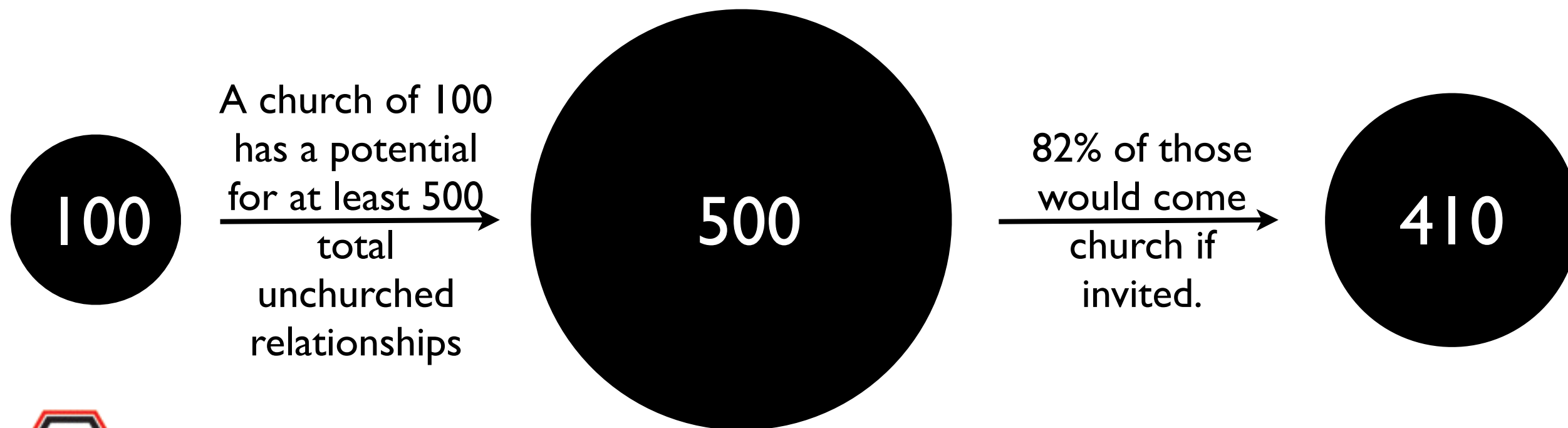
*“Even a casual reading of the New Testament will show that the Gospel spread primarily through relationships. As soon as Andrew heard about Christ he went and told his brother, Simon Peter. Philip immediately contacted a friend Nathaniel. Matthew, a tax collector, held an evangelistic dinner party for 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 82% Truth

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

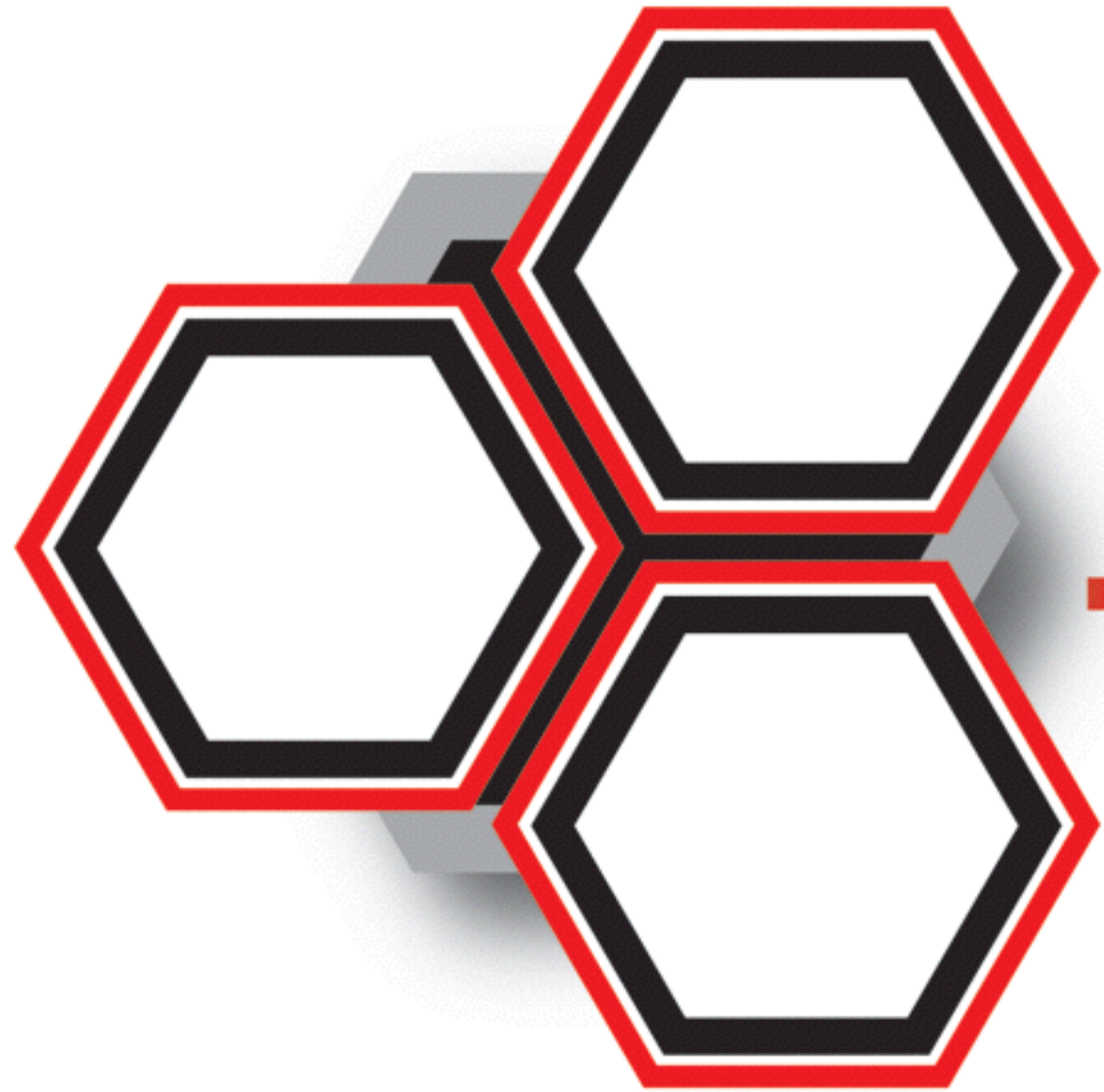
This means that a church of 100 people potentially has 410 people who would attend a service if invited (100 people x 5 unchurched friends x 82% who would attend if invited).





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!





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# Applying The 82% Truth

## Whiteboard

Help people see their 5 unchurched relationships

Capitalize on invite opportunities

Create invite opportunities

Control the details

Reinforce through technology



# Applying The 82% Truth

## Whiteboard

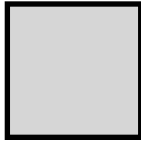
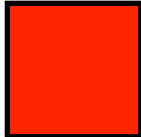
Dear \_\_\_\_\_,

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.

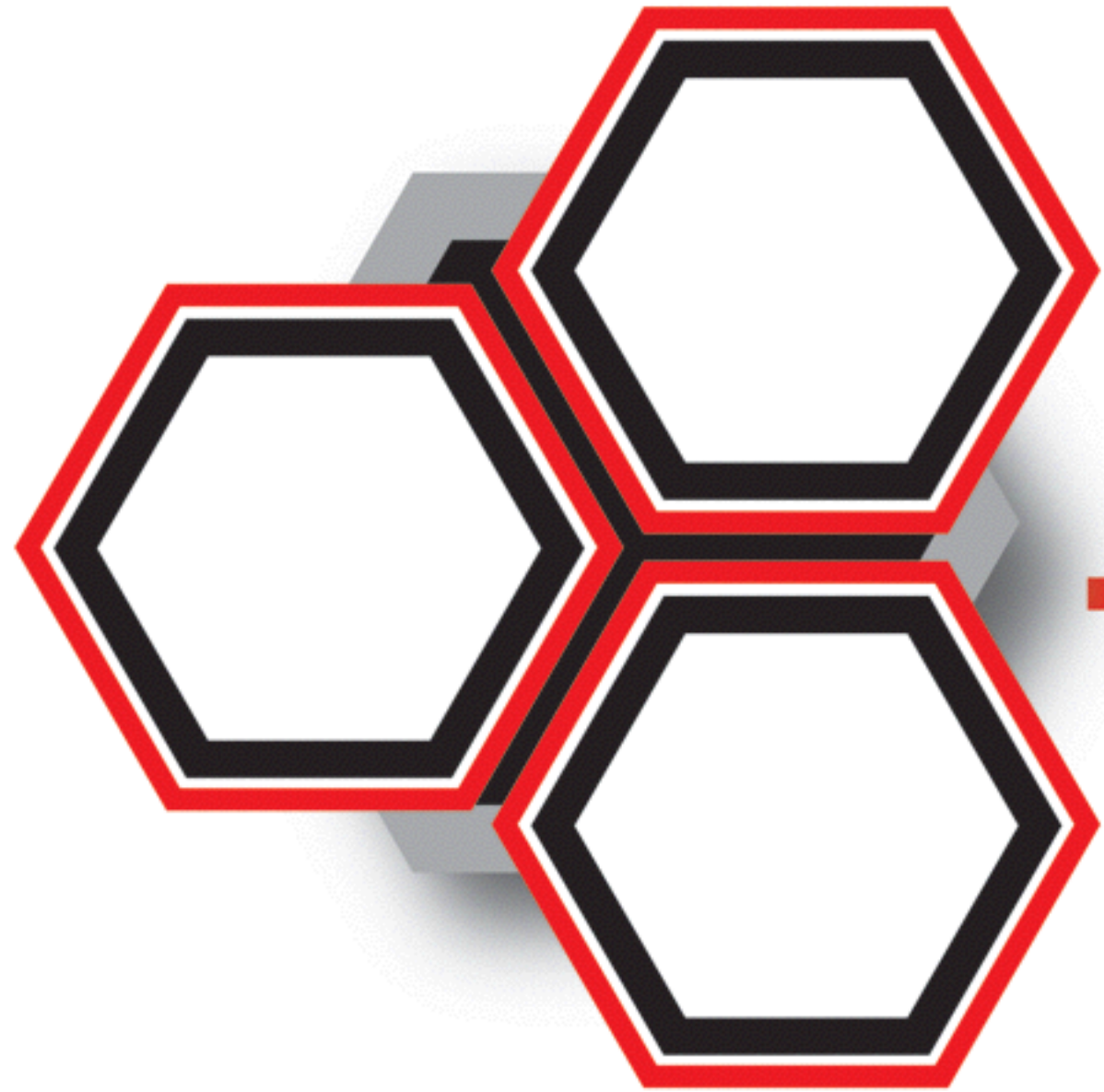
MARCH 2014

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

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 Good Friday	19
20 Easter Sunday	21	22	23	24	25	26
27	28	29	30			





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# 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

