

How To Reach More People

(Seven Practical Ways To Help Your Church Grow)



- **How To Create Interest**
- **How to Connect with New People**
- **How to Cover The Details**

“I sent you to reap.”

(John 4:38)

Bill Kirk

Promoting “His” Church

(Seven Practical Ways to Reach New People)

I. Take Advantage of Special Days, Seasons and Events

1. **Divorce Recovery Workshop** (six weeks – Spring or Fall)
2. **Financial Freedom Class** (Five week Wednesday or Sunday School class)
3. **Greif and Loss Class** (15 weeks on the life of Joseph)
4. **Parenting Teens Class** (Sunday School)
5. **Single Mothers Class** (Sunday School)
6. **Monthly Healing and Communion Services** (Sunday am or pm)
7. **Addiction Recovery Classes** (Wednesday pm)
8. **Annual Free Car Wash** (to the community)
9. **Sweetheart Banquet** (couples only)
10. **Annual Marriage Retreat** (Friday pm and Saturday)
11. **Annual Graduation Banquet** (unsaved relatives attend)
12. **Annual Men’s Retreat** (unsaved men invited)
13. **Annual Women’s Retreat** (unsaved women attend)
14. **Annual Harvest Dinner** (unsaved people attend)
15. **A Credible Personal Testimony** (tell your story)
16. **July 4th Freedom Celebration** (honoring all veterans)
17. **Multi Family Yard Sale/Flea Market** (for S.T.L.)
18. **Halloween Harvest Outreach** (for kids)
19. **Seven Week Home Bible Studies** (offered to anyone)
20. **Veggie Tale Movie Night** (for families)
21. **Annual Kids Crusade** (parents come the last night)
22. **VBS Each Summer** (many new contacts)
23. **Illustrated Sermons** (a reason for people to invite friends)
24. **Pentecostal Evangel** (special edition inserted in 9,200 newspapers)
25. **Musical Guests** (some people love gospel music)
26. **Community Wide Good Friday Communion** (five speakers)
27. **Palm Sunday** (the Last Supper)
28. **Easter Sunday** (kids choir singing)
29. **Mother’s Day** (flowers for all ladies)
30. **Father’s Day** (sock it to dad)
31. **Thanksgiving Day** (unsaved relatives visiting)
32. **Christmas Eve Candlelight Communion** (many Catholics attend)
33. **New Years Eve Celebration** (testimonies that inspire and glorify God)
34. **A Sports Breakfast** (on Saturday)
35. **Super Bowl Outreach** (use your imagination)
36. **Good Neighbor Sunday** (when everybody brings a friend)
37. **Gospel Movie Night** (many un-churched people will come)
38. **Convoy of Hope** (a great way to connect with your community)
39. **Water Baptism** (have candidates invite their family)
40. **Baby Dedications** (unsaved relatives will attend)
41. **Annual Youth Day** (teens participate in all the services)
42. **Annual Appreciation Banquet** (for all church workers, unsaved spouses attend)

43. Annual Hymn Sing (invite the whole community)

44. Door to Door

- AIM Teams from NY visited every home in Cooperstown one Saturday – leaving a New Testament, salvation tract and a personal invitation flyer.
- Two college teams from CBC came and canvassed eight villages around Cooperstown in eight days in the summer.

45. What is God prompting you to do after you pray? (be specific)_____

Remember

- 84% of all new people who will attend your services – attend because of a **personal invitation** from your people.
- So give your people “**a reason**” to invite their friends!

II. Use specific invitations for your events!

Direct mail

Newspaper ads

Radio commercials

E-mail invitations

Pennysaver inserts

Door hangers

Flyers handed out

Posters in grocery stores

(And remember the old adage...)

- It takes “**six to stick**”. That means it takes six images or appeals for you to get people’s attention enough to take action.
- Repetition is the key –so keep touching your community with positive messages and warm appeals.

III. Create interest in the minds of your target audience!

Use good questions with strong images. Why? Because they have a way of piquing interest and sticking with people.

- “Are you ready for a vacation?”
- “Want to recapture the romance in your marriage?”
- “If raising kids was so simple...”
- “Are your emotions getting the best of you?”
- “Needing answers to some of your questions?”
- “Want to live financially free?”
- “Looking to strengthen your family?”

(And please remember)

- Relevant message series create interest and provide optional dates for people to attend your services.
- Let’s answer the questions the world is asking!

IV. Address the felt needs in your community!

Question: Why is this so important?

Answer: Because seekers are interested in **felt needs** (while believers are interested in **programs**).

In other words...

- Felt needs grab people's attention and cause them to re-enter or enter church for the first time.

So why not deal with...

...Relationships

...Family

...Money

...Current issues

...Stress

...End time events

Fact: Anointed relevant message series create a buzz and interest and give people a reason to invite their friends the next week!

V. Always ask for a response!

- Remember: marketing (promotion) is an invitation!
- You are asking people to break their routine and join you.
- Be specific (not generic) in what you are inviting people to. Some phrase ideas are:
 - “Be our special guest at....”
 - “You're invited to explore with us the....”
 - “Join us for an unforgettable....”
 - “Come celebrate the....with us”
 - “Don't miss this one time event at....”
- And by the way, never criticize other churches!

VI. Know what people are asking!

The unspoken (but very real) questions that people will ask when they receive your promotion are:

- **Who are you?** So think about ways you can describe your church that connects with your target group.
- **What do you want?** Be specific in your request.
- **Is this for me?** Be relevant to your audience.
- **So what?** Create interest and grab their attention.
- **Why should I believe you?** Be credible, genuine, and ditch all the hype, sensationalism and phoniness in our present culture.

VII. Don't miss the details!

In all of your promotions and outreach:

- Include a map to your sanctuary or meeting place.
- Include the address and phone number.
- Include a picture of the place and pastor.
- Include e-mail and web page info if you have it.

And please...

- Don't "over promise and under deliver" when people come your way!

In other words

1. Have your **parking** well marked.
2. Have your **sanctuary** clean and neat.
3. Have your **greeters and ushers** trained and "in place".
4. Have your **restrooms** well marked, sanitized and supplied.
5. Have your services start "**on time**".
6. Have your **music in print** (or on the screen) so new people don't feel "**left out**".
7. Have your **announcements crisp** and don't fumble through the service.
8. Have your **altar call** planned from the beginning.
9. Have your **visitors** fill out information for you to "**follow up**".
10. Have your **children's ministry** a safe place to be.
 - A common registration process for every child.
 - A clean and safe area for children to learn.
 - A standard application for every person that works with children (including permission to do a criminal background check – with no exceptions).
11. Have your **printed material** in hand (showing every class and elective you offer).
12. Have **newcomer gatherings** to connect with the people that God is bringing in. Make them informal, informative; provide refreshments, child care, convenient times, ice breakers, and connection with other members.

Why?

Question: Why promote the church you serve?

Answer: Because promoting for the glory of God is being intentional about reaching people!

1. It is **sharing a testimony** with people who know nothing about your church or message.
2. It is **building a relationship** with people who don't know you.
3. It is **casting (sowing) seeds** out and praying for receptive hearts.
4. It is an opportunity to **create buzz** and **interest** in what you are doing for the Lord!

Conclusion

Because vision without an intentional strategy is only daydreaming, every leader and church must constantly ask four questions:

- #1. Where have we **been**?
- #2. Where are we **now**?
- #3. Where are we **going**?
- #4. **How** are we going to get there?

Question: Why is this so important?

Answer: Because vision will create the environment where everyone will see and feel the need to contribute to something bigger than themselves!

In Other Words

- Vision is a picture of the future that produces passion in us today (it is seeing where God wants to take us) (And)
- Vision will create energy and cause us to be intentional in our plans and activities!

(So I plead with you to ask)

1. How can we **intentionally** reach more lost people?
2. How can we incorporate **newcomers** more readily?
3. What "**on ramps**" do we need to assimilate people into the body?
4. What are we doing that we could be doing **better**?
5. **What** do I want to see take place in our church in the next 1, 3,5,10 years?

Nuf Sed!
Bill Kirk

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