



# **A Realistic Perspective on Revitalizing Your Church: Practical and Sustainable Ways to Grow**

Session 1: What We're Learning from Typical-Sized Growing Churches



**If God can save any person, He can save any church.**



## **Two key driving principles:**

1. No church *should* die.
2. Every church *can* grow.



# CHURCH ANSWERS

GOT CHURCH QUESTIONS? GET CHURCH ANSWERS.

## **Three key words:**

1. Realistic

2. Practical

3. Sustainable



## **The evangelism crisis in North America:**

Only 1% of churches have an ongoing evangelism emphasis.



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**How can your church grow by 10% to 20% if you are a typical-sized congregation?**



## **Megachurch: 2,000 in average weekly attendance**

1990 – 300 megachurches

2000 – 600 megachurches

2010 – 1600 megachurches

2020 – 1700 megachurches

Today – unknown but likely around 1,000 megachurches



## **The rise of the neighborhood church:**

1. The reality of real estate
2. The feel of the room
3. Financial sustainability
4. Growing bi-vocational and co-vocational ministry
5. Diminishing stigma of small
6. A return to local preferences
7. More targeted ministry
8. The drive isn't worth it anymore





## **The stages of cultural change needed to lead a church toward ongoing evangelism:**

1. From apathy to hospitality
2. From hospitality to inviting
3. From inviting to sharing
4. From sharing to sending



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Years as Christian

Not sure I'm a Christian (29)    Less than 1 year (7)  
1-5 years (90)    6-10 years (139)    11+ years (4373)



## **No evangelism.**

Churches recognize evangelism is a problem but are not doing anything about it.



**Horizontal growth methods are replacing vertical growth methods.**

**Vertical growth:** Numerical growth in the same place and time. (e.g., 11:00 a.m. service)

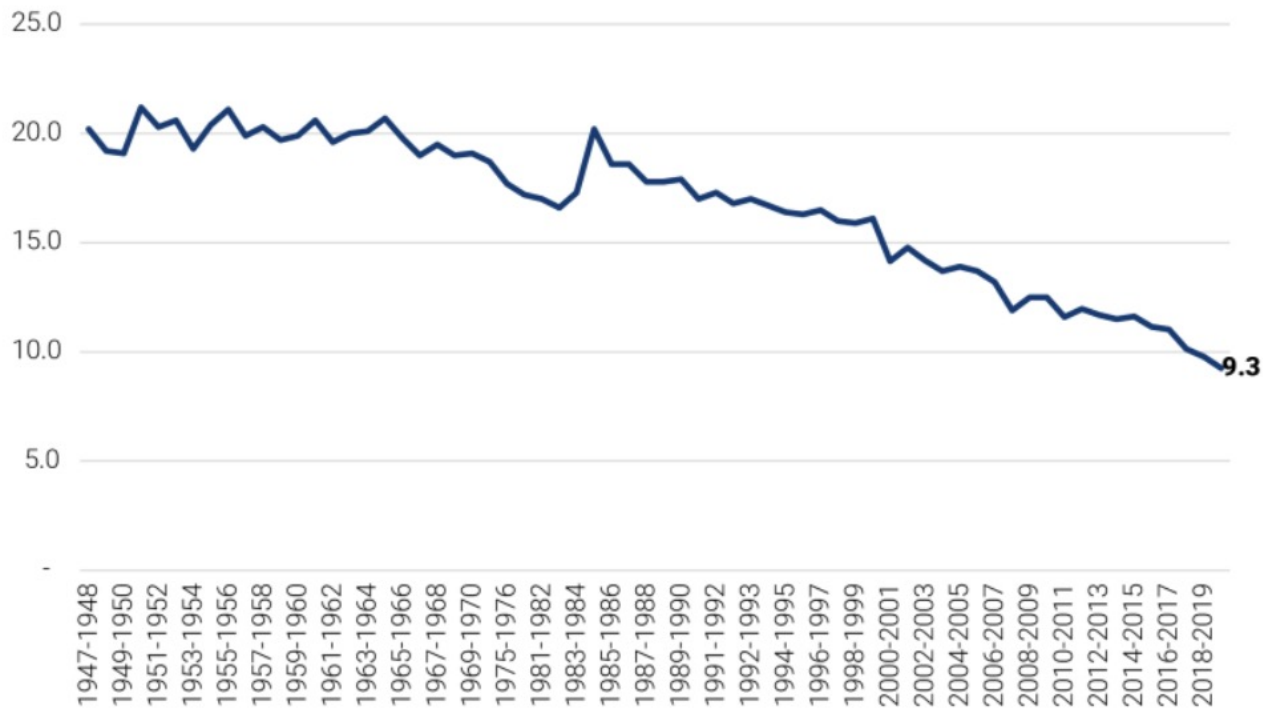
**Horizontal growth:** Numerical growth by adding different times, venues, and campuses.



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**Figure 2. US annual migration rates, 1947-2020**



Source: William H. Frey analysis of Census Bureau Current Population Survey Annual Social and Economic Supplements through March 2020, released December 15, 2020.

**B** Metropolitan Policy Program  
at BROOKINGS

**Younger generations** are not moving as much as in the past.

**1940:** One in five people moved annually

**2020:** Less than one in ten people moved annually



## **Four ways to get shift the culture from apathy to expectation of growth**

1. Celebrate the bright spots in your worship services
2. Include ways to put boots on the ground in your missions budget
3. Hold staff and other leaders accountable for gospel conversations
4. Resource ministries focused on the youngest generations



# **A Realistic Perspective on Revitalizing Your Church: Practical and Sustainable Ways to Grow**

Session 2: The Five Best Practices for Church Revitalization Right Now



**If God can save any person, He can save any church.**



## **The four main ways your church grows numerically**

1. Conversion growth
2. Transfer growth (existing residents at another church)
3. Biological growth
4. Demographic growth (new residents looking for a church)





## Why is my church not growing?

For every 100 in attendance in your church, you will lose each year:

1 to death

9 to moving

7 to transfer to another church in the community

15 to declining attendance frequency



## **The Five Best Practices for Church Revitalization Right Now**

1. Make a splash with greater hospitality and first impressions ministry.



## **The Five Best Practices for Church Revitalization Right Now**

2. Get the attention of the neighborhood.

How? Neighbor bags and putting something tangible into the hands of your people.



## The Five Best Practices for Church Revitalization Right Now

3. Prepare for a surge of opportunities with church fostering & church adoption.

**The dropping median church size is a *concern*.**

Weekly Attendees in 2000: 137  
Weekly Attendees in 2020: 65

**The rising median age of a pastor is a *crisis*.**

Pastor median age in 1992: 44  
Pastor median age in 2017: 54  
Pastor median age today: 57



## **The Five Best Practices for Church Revitalization Right Now**

4. A messy group is better than no group. New member classes are a must.



## **The Five Best Practices for Church Revitalization Right Now**

5. One more thing: Remain an eternal optimist!



**CHURCH ANSWERS**

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**Q & A**