

BackToChurchSunday



# Unlocking the growth



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Back to Church Sunday  
is all about the people  
who are not here



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We aim to reach the people  
who are not here  
through the people who are



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We believe success isn't  
a percentage, a number,  
or a line on a graph.

Success is one person  
inviting one person



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A couple who previously mocked Christianity came on BTCS at the invitation of friends and really enjoyed it. They said that they would again and were in church the following Sunday.



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Back to Church Sunday was really positive in our parish. There was one lady, who after 20 years away from Church, and saying that she would not come back, did come!



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I personally was  
pleasantly  
surprised by the  
response to Back to  
Church Sunday



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Many who felt daunted by the thought of asking someone to come to church were surprised by the positive responses they received when they plucked up the courage.



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A young woman who brought along her two young sons commented that “I didn’t know that children would have been so welcome”



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A good number of our congregation **did not turn up** which was a surprise but **our most mission-minded congregation** invited several friends, which was good to see.



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A lady who was asked to leave a church 25 years previously as she didn't want to become a member and hadn't been back to church since. She was invited to church on BTCS and on that day asked to be baptised and confirmed. She was **clearly just waiting for the invitation.**





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One guest who came with two small children reported ‘I wish this was on every Sunday.’ We told her it was and she came back next week.



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The Anglican bishops were in mixed company outside Union Station, as half a dozen young women in kilted dresses handed out birthday cards for Foster's in a beer promotion.

At least one passerby briefly thought the two groups were together **before having the confusion sorted out.**

However, the Anglican Church and Foster's do share one thing: **those who like it, like it a lot.**

National Post on Canada.com





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We prove success through  
measurable results



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**Internationally** 100,000  
Christians **had** 100,000  
invitations **accepted**



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In Anglican Churches across  
New Zealand

10% invited

90% did not invite



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# Unlocking the growth



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The reasons why Christians don't invite  
Hidden attitudes

How to overcome the wounds of the past?

How welcome plays its part?

What is church in 2011?

The keys to adding to the church

12 steps of kicking the habit of being an uninviting  
church



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## Are we still learning?

“There are known knowns. These are things we know that we know. There are known unknowns. That is to say, there are things that we know we don't know. But there are also unknown unknowns. These are things we don't know we don't know.”

Donald Rumsfeld





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At best 64% of Christians in NZ  
Churches have not invited anyone  
in the last 12 months

Church Life Survey NZ (7538 individuals 438 Congregations)



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The reasons why  
Christians don't invite





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I suffer I don't want  
my friend to suffer!



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## Duties stop growth

“The choir had voiced the question about how they could bring a friend”



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## Attitudes out into the light

1 or 2 on the Parish Council were not overly happy about inviting friends, this is not why they come to church.





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## Invitation Workshop

Who invited you?

What stops people in your congregation inviting their friends?

How do you feel about inviting people to your church on Sunday



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Is Invitation even on the agenda?

Who will provide the cheese for the church mouse trap?

Whether the cakes and jams should be sold from the same or separate stalls at the Spring Fayre



# THINGS YOUR INVITED FRIEND WILL PROBABLY NOT NOTICE IN CHURCH

## DISTRACTIONS

WHISPERERS,  
ERRANT  
CHILDREN,  
ETC

## SERMON

DULL,  
LONG,  
OFFENSIVE,  
ETC

## MUSIC

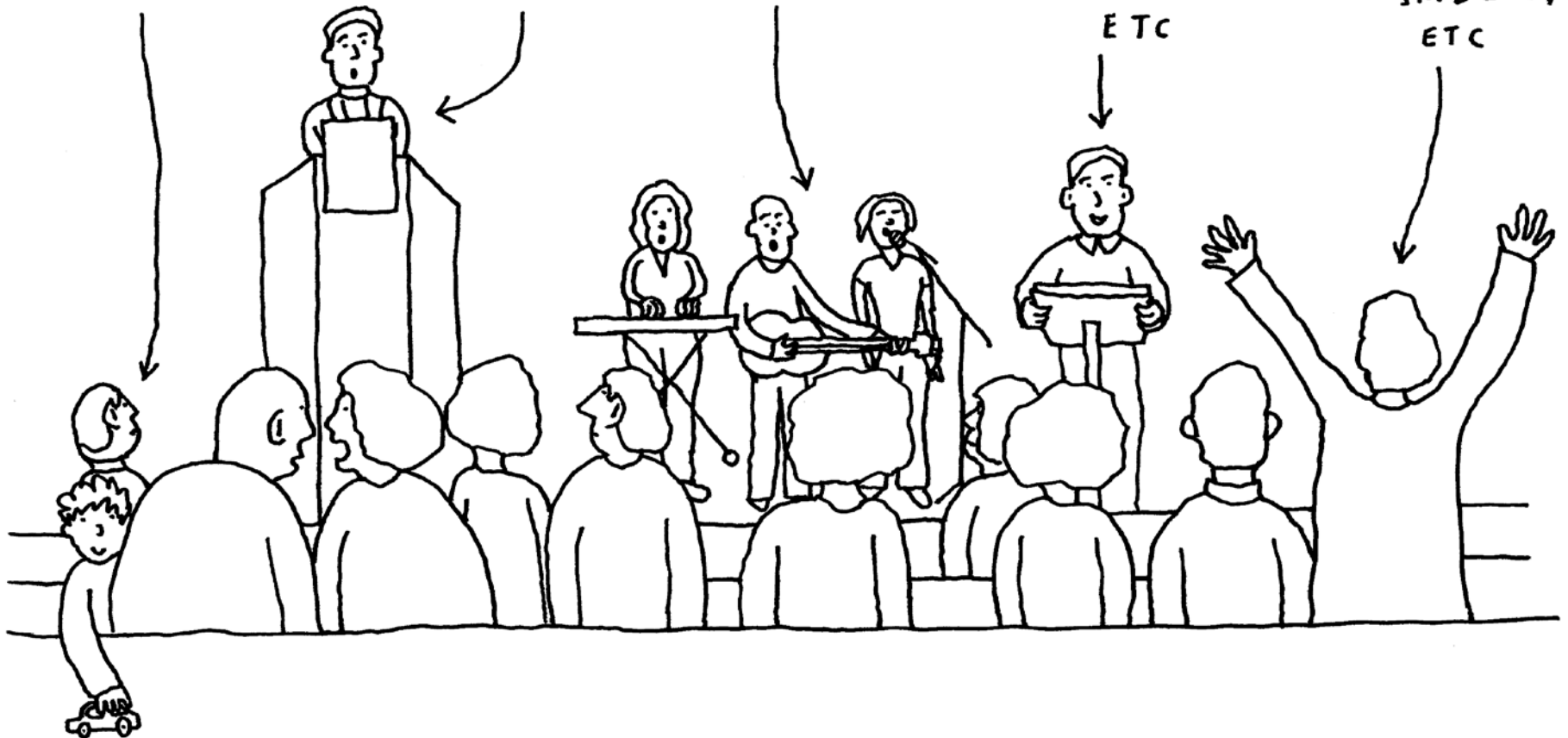
FLAT,  
HALF HEARTED,  
ENFORCED ACTIONS,  
ETC

## SERVICE LEADER

USING  
JARGON,  
IRRITATING,  
ETC

## OTHER CHURCHGOERS

ODD HABITS,  
ECCENTRICITY,  
SMELLS,  
ETC

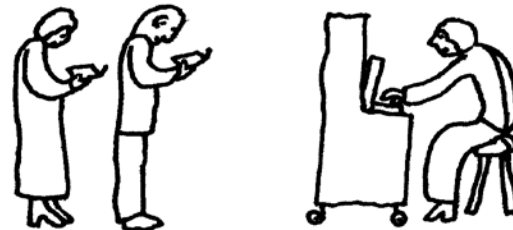


# HOW TO INVITE SOMEONE TO CHURCH

TELL THEM ABOUT THE:



HUGS DURING  
THE PEACE



BRILLIANT MUSIC



ATTRACTIVE  
CHURCHGOERS



DELICIOUS COFFEE



FREE PRIZES THAT CAN  
BE WON IF YOU CORRECTLY  
GUESS THE HYMN NUMBERS



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## How to overcome the wounds of the past?





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Welcome to the real world

St. Paul's has been part of this once (before I came) and it wasn't very 'successful' - probably because they're dreadful at inviting people!!



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Welcome to the real world

Back to Church Sunday is not  
our preferred medium for  
mission



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Welcome to the real world

We need to give this a rest as  
our people are a bit tired inviting  
once a year



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Welcome to the real world

Invitation in New Zealand would  
work better in February



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Welcome to the real world

We are not inviting next year because it clashes with the Rugby World Cup. PS I hope the All Blacks have not peaked too soon.



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Welcome to the real world

This will only work if someone  
spends thousands of dollars on  
national publicity



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Welcome to the real world...

Last year very few invitees responded - I suspect because very few of our members invited anyone. Those that tried in the past have lost confidence that people will respond. We need a fresh idea to get them going again



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## Welcome to the real world

We have considered this idea in the past. However, we are a new and, very secular, area and St. John's is a young church in a modern building.

I don't think the *Back to Church* idea is going to resonate with people here.



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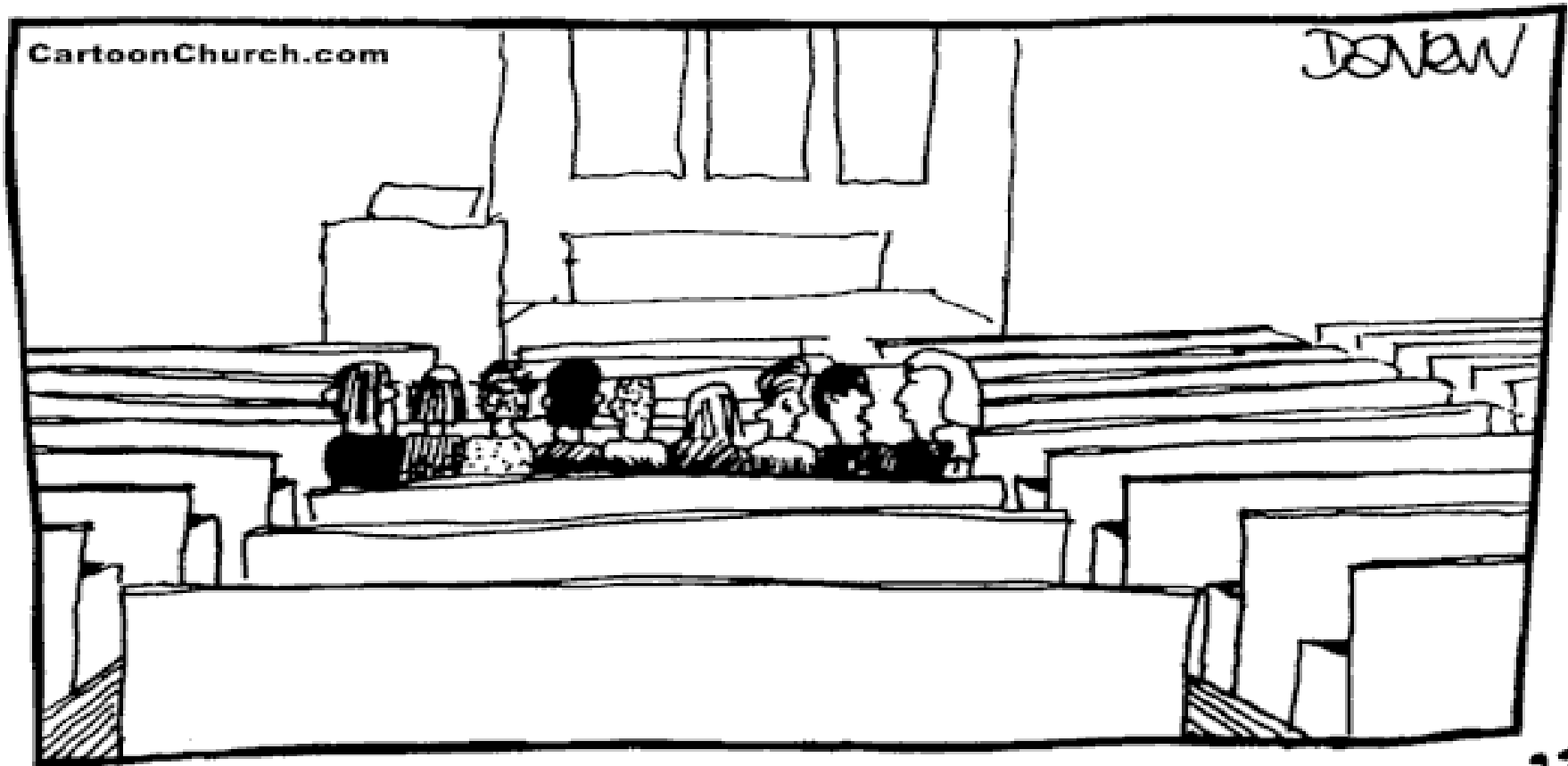
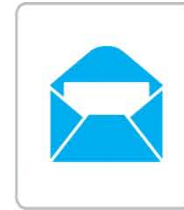


Welcome to the real world

Christology determines your missiology  
which then shapes your ecclesiology  
an errant eschatology exegesis might  
come a false ontological view of life



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“Quite crowded in church tonight”

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## The Antidote – Embrace Failure

When it looks like death it's probably life

If you want to succeed more, fail more

Living things are strengthened by struggle

Every challenge is good news

Every obstacle a gift

Every conflict an opportunity to exert, access  
power, and gain strength





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## How welcome plays its part





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Are you a guest or host?





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People coming to church can  
decide whether they will return  
in the first 30 seconds



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When you invite someone to  
your home do you speak to  
them for an hour and then offer  
them coffee  
on the way out!



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WE DO NOT NEED TO GET SOMEONE IN TO HELP US WITH MARKETING OUR CHURCH AS WE ARE PERFECTLY ABLE TO DO IT OURSELVES

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**CHURCH PARKING  
ONLY**

**CAR PARK  
FOR CHURCH USERS**  
If you park here, you are liable;  
1. TO BE BLOCKED IN  
2. TO BE PRAYED FOR!

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Get grouchy greeters.  
Train them to carry on  
conversations with other greeters,  
and sort of just grunt at people they  
don't recognize.



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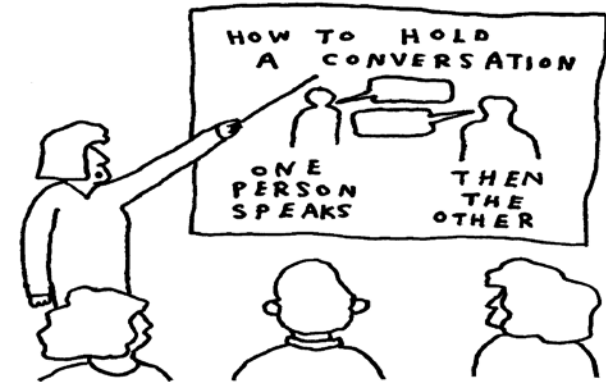


## THE WELCOMERS

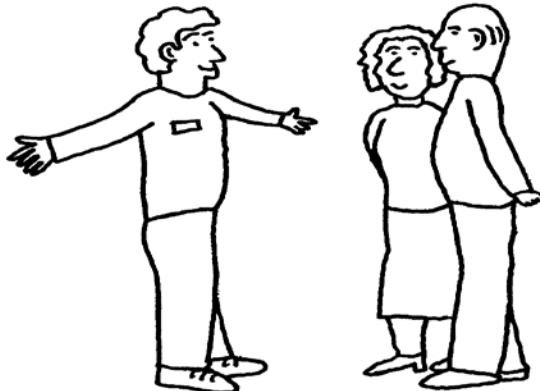
IT IS THE  
JOB OF THE  
WELCOMERS  
TO BE  
WELCOMING  
AND WEAR  
A BADGE



THEY ARE  
GIVEN  
IN-DEPTH  
TRAINING  
TO EQUIP  
THEM FOR  
THIS ROLE



IN THE  
EVENT  
OF ANY  
NEWCOMERS  
ATTENDING  
A SERVICE  
A WELCOMER  
WILL BE  
SUMMONED  
TO DEAL  
WITH THE  
SITUATION



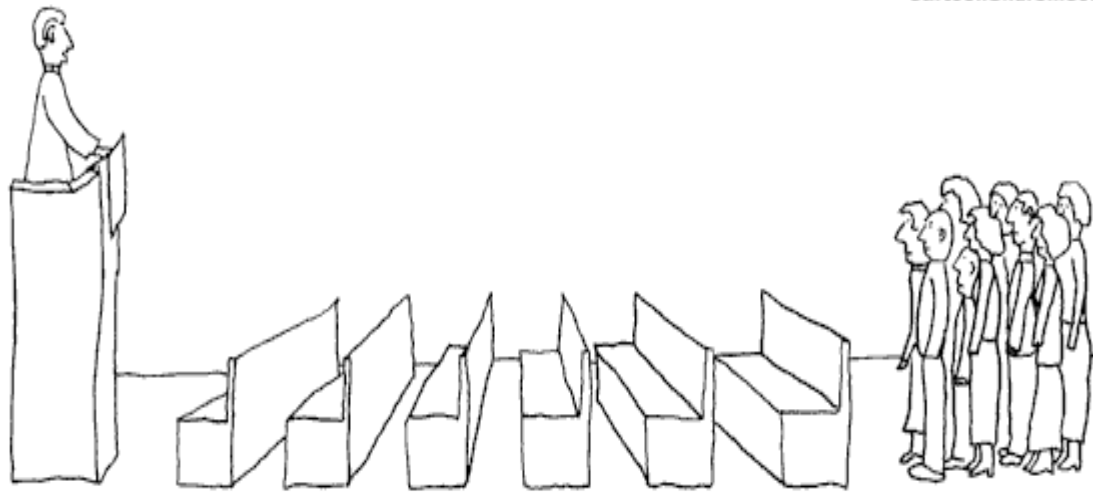
THERE IS  
A ROTA  
SO THAT  
THE SAME  
PEOPLE  
DO NOT  
HAVE TO BE  
WELCOMING  
EVERY WEEK



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CartoonChurch.com



BACK OF CHURCH SUNDAY



# BackToChurchSunday



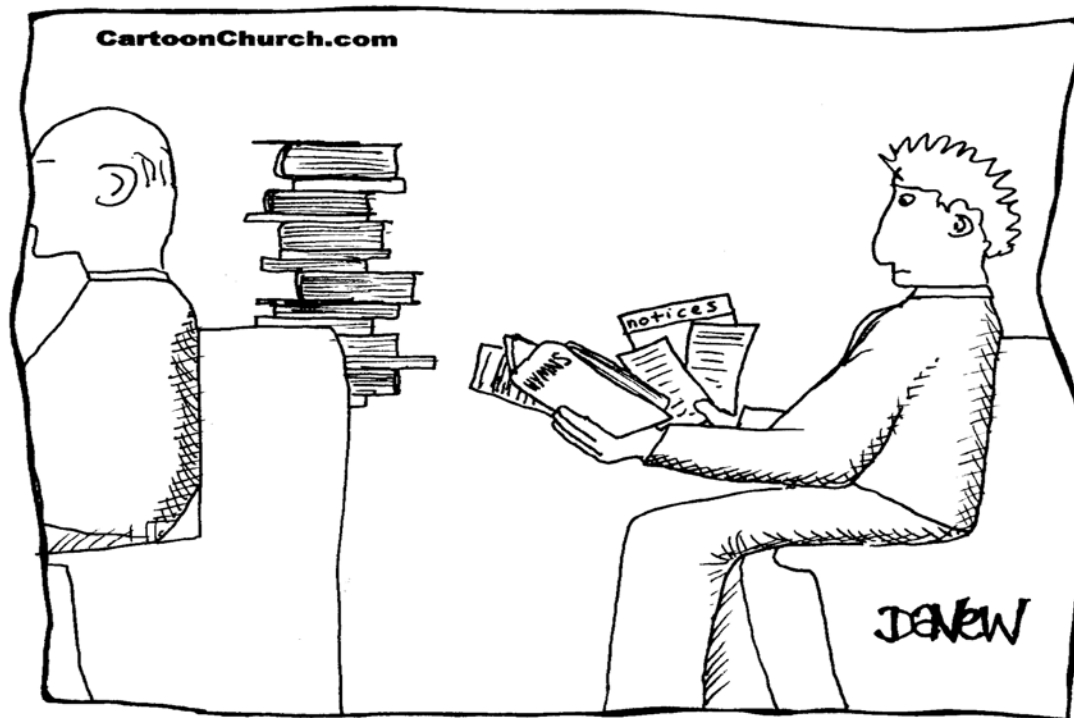
Self Service

No greeters

Get people to collect a notice sheet  
and find the right service book



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“... and then we'll use the back of the yellow sheet, section 2 of the red card and the supplement at the back of the blue book...”

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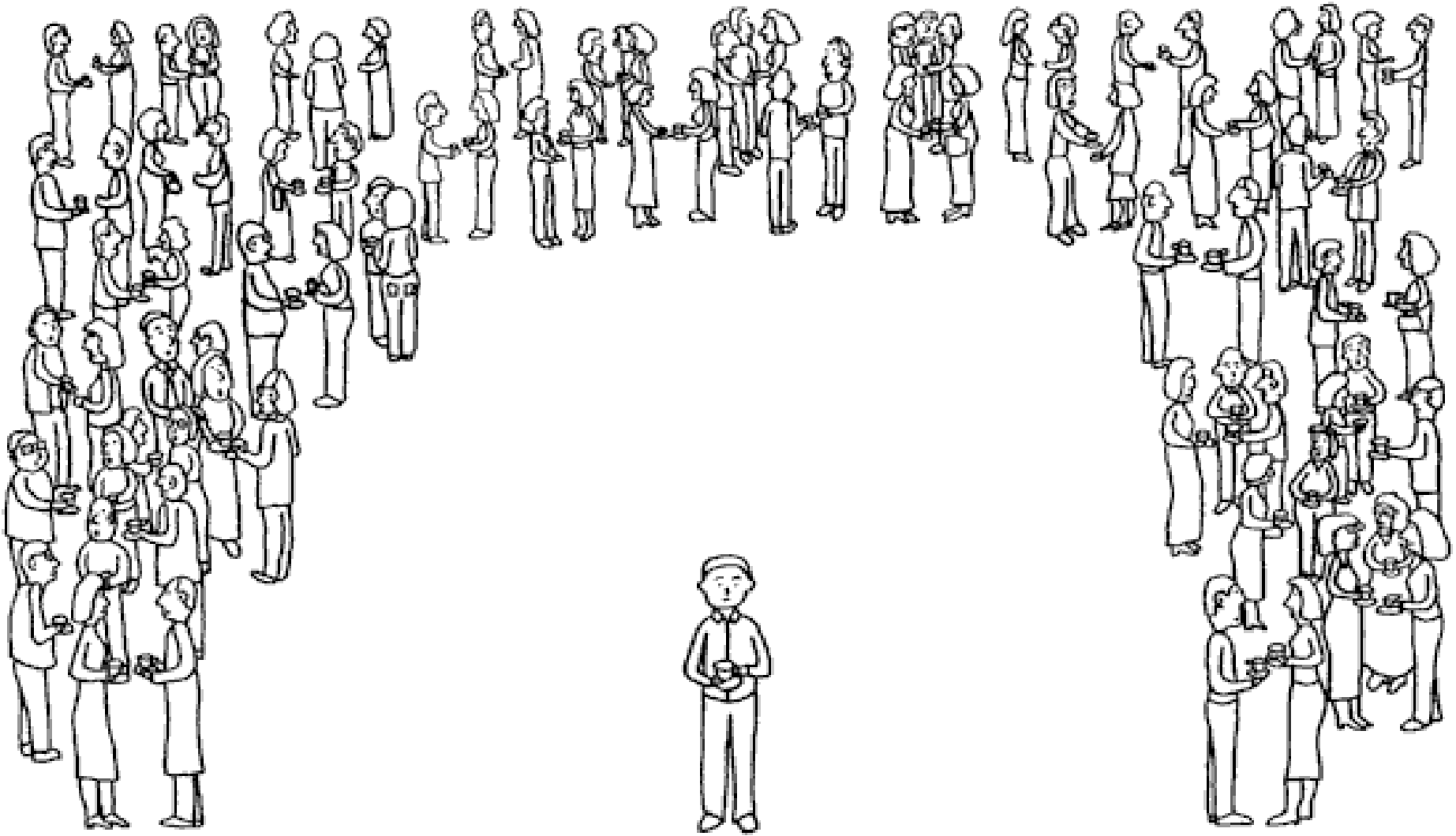


THIS IS MY PEW  
THIS HAS ALWAYS BEEN MY PEW



# AFTER-SERVICE COFFEE

THIS IS THE TIME WHEN NEWCOMERS CAN GET TO KNOW THE CONGREGATION



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Buzz Group

Before the service

During the service

After the service

After Sunday

What does welcome look like?





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# What is church in 2011?



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What is church?

Religious commitment in Britain  
is seen as a hobby like keeping  
Corgis



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# Calcification or Transformation

Church with a better class of sinner  
or Church with recovering sinners



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What is church?

Is our church just another little club for like-minded people who happen to enjoy singing, religious emotion and sermons?





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## The keys to adding to the church



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55.6%\* Christian

I have called you by name

You are mine

I have you written on the palm of my hand

Christ claims you for his own

\*2006 New Zealand Census (2 million)



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The key to adding

Need to be a befriending church  
not just a friendly church



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## The key to adding

It takes the effort of the congregation to notice the stranger and then transform the stranger into a sister/brother.



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## Belief System

*If you accept a belief,  
You reap a thought.  
If you sow a thought,  
You reap an attitude.  
If you sow an attitude,  
You reap an action.  
If you sow an action,  
You reap a habit.  
If you sow a habit,  
You reap a character.  
If you sow a character,  
You reap a destiny.*

- This poem shows the progress from our experiences leading to a belief and ultimately to our destiny



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# 12 steps of kicking the habit of being an uninviting church

1 2 3 4 5 6

7 8 9 10 11 12





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# 12 steps of kicking the habit of being an uninviting church



2

3

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12



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# 1. Vision



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79% of Christians in NZ Churches  
would invite if  
friends and relatives if inspired or  
led to do so

Church Life Survey NZ (7538 individuals 438 Congregations)



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## Vision

### 2 Samuel 7:3

Nathan replied to the king,  
"Whatever you have in **mind**, go  
ahead and do it, for the LORD is  
with you."



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# Thinking

Whether you think you can or  
think you can't you are probably  
right



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The Psychosomatic Church  
Relating to or concerned with the  
influence of the mind on the body,  
and the body on the mind,  
especially with respect to disease



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# Pretence

Pretend that God is everywhere  
whilst we really live as if He is  
nowhere





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# 12 steps of kicking the habit of being an uninviting church



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# 12 steps of kicking the habit of being an uninviting church

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# 2. Modelling



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Modelling

Be the change you wish to  
see in others





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## 12 steps of kicking the habit of being an uninviting church

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# 12 steps of kicking the habit of being an uninviting church

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# 3. Cascading



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How do you cascade in a large church?

Think about getting 6 enthusiasts to go around the congregation



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## Safety Net

Modelling and cascading provides a safety net because if the leader personally invites a congregational member to invite. They can always say to their friend that the leader has asked them to invite





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# 12 steps of kicking the habit of being an uninviting church

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# BackToChurchSunday



## 12 steps of kicking the habit of being an uninviting church

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# 4. The gift of friendship





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## 12 steps of kicking the habit of being an uninviting church

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# 12 steps of kicking the habit of being an uninviting church

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- 10
- 11
- 12



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# 5. The Power of story





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# 12 steps of kicking the habit of being an uninviting church

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# 12 steps of kicking the habit of being an uninviting church

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6. Who has  
God been  
preparing in  
my life?



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## Walk with God

Walk with the activity of God.  
Look for the invitation of God in  
what He is about to do next





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# 12 steps of kicking the habit of being an uninviting church

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# 12 steps of kicking the habit of being an uninviting church

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# 7. Practice the question



QUESTIONS TO ASK IF  
'WILL YOU COME TO CHURCH WITH ME?'  
IS TOO DIFFICULT



SHALL WE GO FOR A COFFEE?



WOULD YOU LIKE TO GO AND SEE A FILM?



COULD YOU START USING DEODORANT?



WILL YOU MARRY ME?



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Would you like to come to church with me?





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# 12 steps of kicking the habit of being an uninviting church

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# 12 steps of kicking the habit of being an uninviting church

1 2 3 4 5 6

7  9 10 11 12





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# 8. Pray






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# 12 steps of kicking the habit of being an uninviting church

1 2 3 4 5 6

7  9 10 11 12





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# 12 steps of kicking the habit of being an uninviting church

1 2 3 4 5 6

7 8  10 11 12





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# 9. Make the invitation



# HOW TO ASK THE QUESTION



MENTALLY PREPARE  
YOURSELF



COMB YOUR HAIR  
AND BRUSH YOUR TEETH



FIND A PIECE  
OF LEVEL GROUND

---

THEN... JUST ASK



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# Invitation

Practice is the key to  
mastering any skill





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# 12 steps of kicking the habit of being an uninviting church

1 2 3 4 5 6

7 8  10 11 12





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## 12 steps of kicking the habit of being an uninviting church

1 2 3 4 5 6

7 8 9



11 12



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10. Walk or  
drive with them  
to the church  
service





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## 12 steps of kicking the habit of being an uninviting church

1 2 3 4 5 6

7 8 9



11 12





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# 12 steps of kicking the habit of being an uninviting church

1 2 3 4 5 6

7 8 9 10



12



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11. Introduce  
them to your  
friends over  
coffee/food





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# 12 steps of kicking the habit of being an uninviting church

1 2 3 4 5 6

7 8 9 10



12





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# 12 steps of kicking the habit of being an uninviting church

1 2 3 4 5 6

7 8 9 10 11



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12. Assume  
they are coming  
the following  
week!



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## Seminar 2

85 to 90% of people invited don't stay  
The new locks that emerge  
The ten keys to keeping



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## Unlocking the growth

The reasons why Christians don't invite

How to overcome the wounds of the past?

The importance of welcome

What is church in 2011?

The keys to adding to the church

12 steps of kicking the habit of being an uninviting church





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# Be about God's business

Your personal quest to achieve  
the extraordinary



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