

BackToChurchSunday   

# Unlocking the growth



BackToChurchSunday   

2004  
2005  
2006  
2007  
2008  
2009  
2010



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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 three-fold increase in attendance'**  
*The Rev. Arran Thorpe, All Saints Anglican Church, Bedford, diocese of Nova Scotia and Prince Edward Island.*

The spirit of God moved our diocese and BTCS was a huge success. The people of All Saints Bedford saw a **three-fold increase** in attendance numbers from last year. God is good! CTV News also showed up which added a nice touch to a hugely successful day. Since the 6 o'clock news story ran, many in Bedford have reached out to me and expressed just how thrilled and proud they were to be a part of the successful "Back to Church Sunday" at All Saints.



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The theme was 'hope'

*The Venerable Tricia Ingram, St. Thomas Church and St. James Church, parish of Musquodoboit, diocese of Nova Scotia and Prince Edward Island.*

In September 2009 we had 53 people attend worship on Back to Church Sunday. **We didn't quite double our congregation** [this year], but many newcomers were in attendance. We enjoyed a spirit-filled service with lots of children and young people. The theme of the worship was hope.



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"This is **beyond our wildest predictions**," says Bishop Philip Poole, who headed up efforts in the Toronto diocese. "It's thrilling to see that many people accepting our invitation."



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The Rev. Ruth Knapp, incumbent of Christ Church, Campbellford, says that of the **approximately 30 guests who came to her church, about half are still attending**. The number of newcomers per church on Sept. 27 ranged from one to 100.



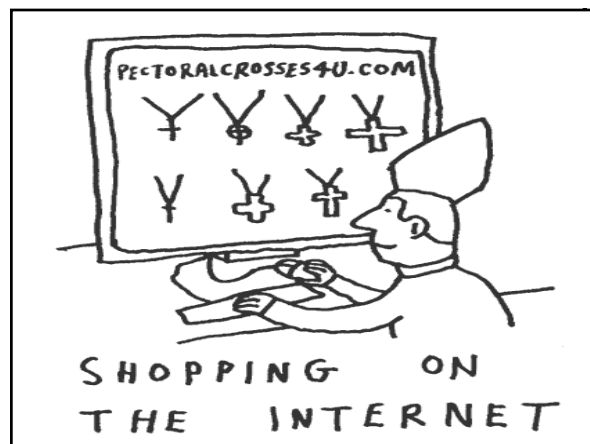
## BackToChurchSunday

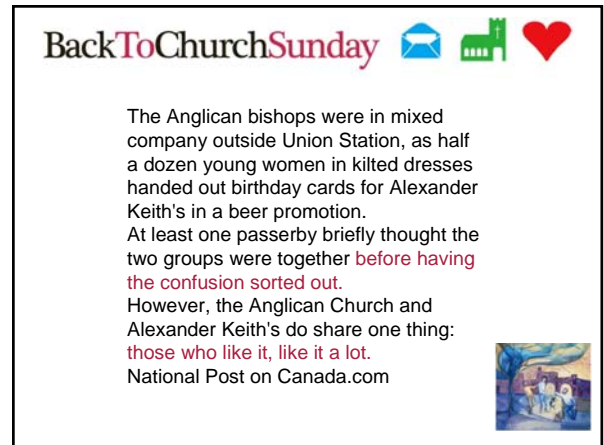
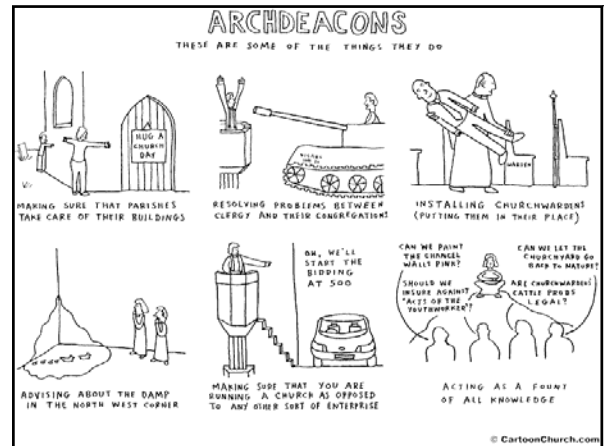
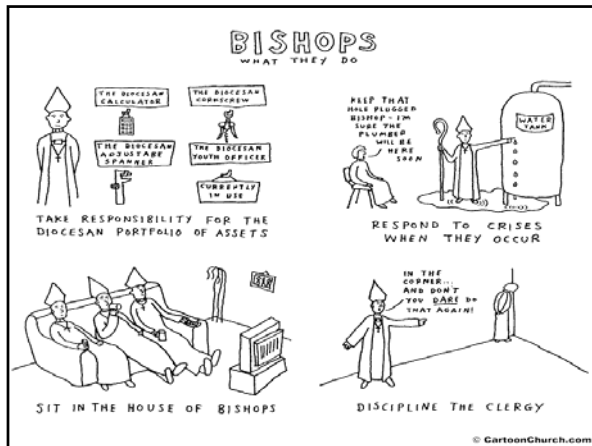
In his 25 years as incumbent of St. Hugh and St. Edmund, Malton, the Rev. Canon Jerome Khelawan **had never seen anything like it**. As the service got underway at his church on Sept. 27 – Back to Church Sunday – people were squeezed into the pews, the aisles and the narthex. They even stood outside under a tree. About 300 people packed the church and spilled out onto the lawn, nearly 100 of them visitors. Some of the newcomers had come to see the confirmation that was taking place, but the overwhelming majority had been invited by the parishioners. "It was **quite beyond my expectation**," said Canon Khelawan.



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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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We prove success through  
measurable results



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In the Diocese of Edmonton  
attendances were up by 51%



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An estimated 10000 invited  
guests across Canada



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International 100,000  
Christians had 100,000  
invitations accepted



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In Anglican Churches  
20% invited  
80% 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 2010?  
The keys to adding to the church  
The advent invite  
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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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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Why does the congregation  
come?

Many of us are coming out of  
habit rather than conviction



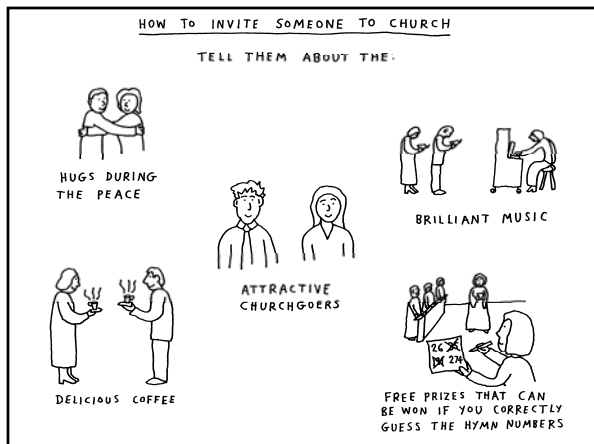
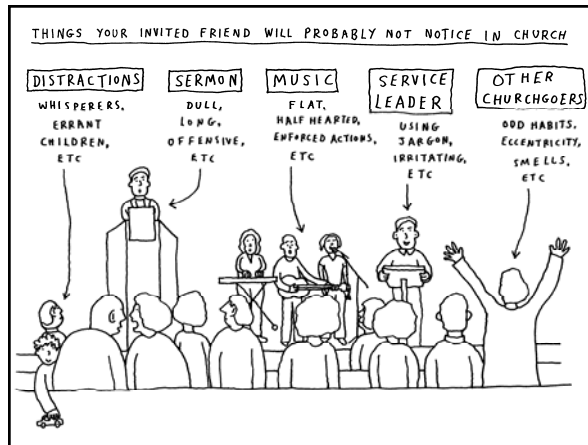
Attitudes out into the light  
1 or 2 on the Vestry not overly happy about inviting friends, this is not why they come to church.



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



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



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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Denominational/Diocesan Overload  
THEY NEVER LISTEN TO YOU  
THEY KEEP PILING THINGS ON YOU  
THEY NEVER GIVE THE RESOURCES TO DO YOUR JOB  
I am already doing my best, what do they expect?



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Welcome to the real world  
It usually conflicts with our activities around Michaelmas, our patronal



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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  
I tried the material in my last three rural parishes but found the whole concept unusable. it presumed a church with organisations for every conceivable child and person. Not many of those around nowadays. Also the chocolate bar was a complete turn-off.  
I'm willing to try it if has improved!



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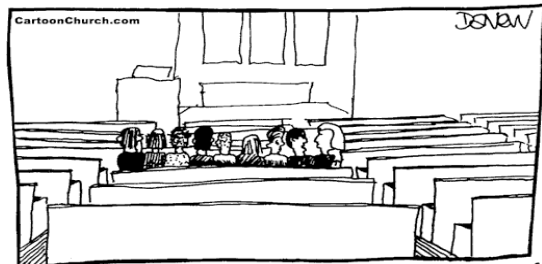
Welcome to the real world

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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"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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A LOT OF PEOPLE ARE NOW GOING BACK TO CHURCH ONCE AGAIN



THIS IS USUALLY BECAUSE THEY HAVE FORGOTTEN SOMETHING LIKE THEIR KEYS OR JACKET OR GLASSES

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



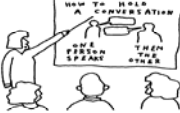
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**THE WELCOMERS**

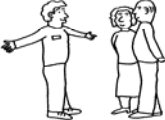
IT IS THE JOB OF THE WELCOMERS TO BE WELCOMING AND WEAR A BADGE




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



Cartoon by Dave Walker - www.cartoonchurch.com

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BACK OF CHURCH SUNDAY

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Make finding a seat really hard. If you can make a guest come to the front of the church or crawl over several people to find a seat, you'll almost guarantee they'll feel unwelcome

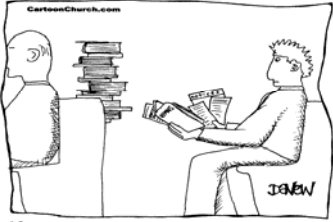


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Self Service  
No greeters  
Get people to collect a notice sheet and find the right service book



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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...”

JANW

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THIS IS MY PEW  
THIS HAS ALWAYS BEEN MY PEW





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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 2010?**



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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?



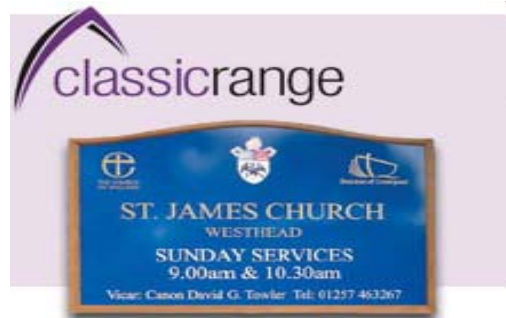
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We fully understand the role and importance of your notice board.

For many people, **their first exposure** to their local church is through its signage  
[www.churchnoticeboards.co.uk](http://www.churchnoticeboards.co.uk)



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The keys to adding to the church



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77%\* 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

\*2001 Canadian Census



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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

73

**God**Cameas**We**Are



   **ComeasYou**Are

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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



BackToChurchSunday   

12 steps of kicking the habit of  
being an uninviting church

 2 3 4 5 6

7 8 9 10 11 12



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# 1. Vision



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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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### Confidence

Just as the biblical David had confidence that he could slay Goliath because he had previously strengthened his faith through prior victories over a lion and a bear, each of us extends the boundaries of our confidence one modest venture—one additional degree—at a time.



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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

 2 3 4 5 6  
7 8 9 10 11 12



BackToChurchSunday   

12 steps of kicking the habit of being an uninviting church

1  3 4 5 6  
7 8 9 10 11 12




## 2. Modelling



Modelling  
Be the change you wish to see in others



12 steps of kicking the habit of being an uninviting church

1  3 4 5 6  
7 8 9 10 11 12



12 steps of kicking the habit of being an uninviting church

1 2  4 5 6  
7 8 9 10 11 12



## 3. Cascading



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

1 2  4 5 6  
7 8 9 10 11 12



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12 steps of kicking the habit of being an uninviting church

1 2 3  5 6  
7 8 9 10 11 12



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## 4. The gift of friendship



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12 steps of kicking the habit of being an uninviting church

1 2 3  5 6  
7 8 9 10 11 12



BackToChurchSunday   

12 steps of kicking the habit of being an uninviting church

1 2 3 4  6  
7 8 9 10 11 12



## 5. The Power of story



### Telling Stories

Hebrew root word for testimony


means “do again”

4. “Who invited you?”

(Testimony/Interview time)




12 steps of kicking the habit of being an uninviting church

1 2 3 4  6  
7 8 9 10 11 12



12 steps of kicking the habit of being an uninviting church

1 2 3 4 5  6  
7 8 9 10 11 12



6. Who has God been preparing in my life?






### Walk with God

Walk with the activity of the Father.


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

1 2 3 4 5 

7 8 9 10 11 12 

BackToChurchSunday   

12 steps of kicking the habit of being an uninviting church

1 2 3 4 5 6

 8 9 10 11 12 

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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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1 2 3 4 5 6

 8 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  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



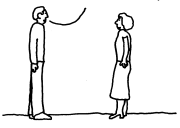
COMB YOUR HAIR AND BRUSH YOUR TEETH



FIND A PIECE OF LEVEL GROUND

---

THEN... JUST ASK



WILL YOU...  
GO TO CHURCH WITH ME?

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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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Force Multiplication and the 12  
steps!

1 2 3 4 5 6  
7 8 9 10 11 12

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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 2010?

The keys to adding to the church

The advent invite

12 steps of kicking the habit of being an uninviting church



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Cartoons by Dave Walker.

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in church magazines etc

