

# GROWTH POINTS

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## Building an Evangelistic Church

Researchers agree that most growing churches in the USA do so from transfer growth. There are, however, churches that are considered High Conversion Rate (HCR) churches.

A HCR church is one that grows at a ratio of 20:1, or 5% per year by conversion growth. These churches see one new adult convert for every twenty people in average attendance.

### Insights from HCR Churches for Building an Evangelistic Church

#### 1. Build an evangelistic conscience.

- Preach and teach the Great Commission.
- Share your own passion for reaching the lost.
- Reframe evangelism as a privilege, rather than a duty.

- Reframe evangelism as a ministry of conversation.

- Write your own church's story like the book of Acts. Feature stories of people who came to faith in your church.

- Reinforce evangelism when it happens through interviews, highlights, testimonies, and recognition.

#### 2. Focus on your extended congregation.

- Help others see the unreached people around them.

- Assist church attendees to identify people in their own social networks.

- Encourage prayer and care for the people in their social networks.

- Focus your people on building the relationship before giving an invitation.

- Teach people that they will likely be many links in the chain of relationships and invitations before a person believes. All links in the chain are important, not just the last link!

### 3. Train your people in stages.

- Train everyone to be involved.
- Train everyone to be an inviter.
- Train 50% of your people in conversational evangelism.
- Train 10% of your people in verdict evangelism.

### 4. Design safe events for members to bring their friends and family.

- Rethink your public worship service.
- Redesign old events and programs.
- Start new groups and classes.
- Engage in missional opportunities.
- Emphasize BIG days.

### 5. Develop side-door ministries.

- God's policy is to reach people with troubles, trials, and temptations – recovery groups
- Jesus ministered to zealots, as well as the poor, blind, and lepers (those expressly bared from the temple) – support groups.

- People gather around special interests – affinity groups.

### 6. Strengthen your connection ministry.

- Evaluate all the stages in your welcome ministry from first engagement with your church to participation in ministry.
- Recruit newcomers to work in your welcome ministry.

- Visit other churches to learn best practices in welcoming and involving newcomers.

### 7. Reward those who participate in evangelistic activities.

- Remember: What gets rewarded gets done; what gets praised gets repeated.

The good news is that people are receptive to the Gospel. The prediction that people would lose interest in religion and spirituality as a society became more secular has not proven accurate. Secular, post-modern people are more interested in faith and spirituality today.

Putting some of these practices from HCR churches will help you improve your evangelistic outreach.

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