

Attracting and Keeping First Timers

Session 1

Pastor Allen Speegle

I've often said, and heard almost every other pastor say that *"IF we kept half of the people who visited our church, we would not be able to build buildings fast enough to house everyone."* The reality that I dealt with years ago is that our church isn't for everyone but it is for "someone." It would be unrealistic to think that any church could appeal to or would be right for everyone so I first must decide who the "SOME ONES" are that we're best at reaching and then go after them with all our heart.

Keys To Attracting & Keeping First Timers

1. I must attract them to our service.

- ◆ Most people who visit do so by invitation from family or friends. Only 5% of long-term people are in church because of the pastor.
- ◆ Our service should be geared toward those whom we are trying to reach.
- ◆ Remember, a radio station that plays all kinds of music soon has no audience.

2. First Timers are moved by what they see.

2 Chronicles 9:3-4 says that the Queen of Sheba "saw" certain things that impressed her.

- a. (v.3) The wisdom of Solomon – the practical application of truth.
- b. (v.3) The house he had built.
 - ◆ 65% - 75% of the congregation is determined by female influence, yet churches are often masculine in décor.
- c. (v. 4) Meat of his table.
 - ◆ Words being taught must be both practical and positive.

d. (v.4) Sitting of his servants.

- ◆ People often look at how many “aren’t” there rather than those who “are” there.

e. (v.4) Attendance of his ministers. People look for:

- ◆ Faithfulness of leadership
- ◆ Leaders who are examples
- ◆ Excellence in ministry

f. (v.4) Their clothing.

- ◆ The style of clothing worn by leaders is determined by “who” you are trying to reach, nothing else.

With 80% of churches either having reached a plateau or in decline, we must do everything we can to attract, keep and disciple people. A recent survey said that 68% of people that leave a church do so because of an attitude of indifference toward them by the leadership of the church.

Church growth can be summed up in two statements:

1. God must be present to meet needs.
2. We must do the practical things for it to happen.