

Reaching the Unchurched & De-churched

Presented by
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AWESOME INSIGHT
www.awesomeinsight.com

1

Matthew 28:19

"Go therefore and make disciples of all nations,
baptizing them in the name of the Father, and
the Son and of the Holy Spirit."

NRSV

*The New Revised Standard Version (Anglicized Edition),
copyright 1989, 1995 by the Division of Christian Education
of the National Council of the Churches of Christ in the
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2

**"One in three adults is
unchurched."**

Barna Group of Ventura, CA
2005 Annual survey of Church Attendance
www.barna.org

3

Who Are the Unchurched?

- Adults 18 years and older who have not
attended a Christian Church service
(not including Christmas or Easter) in the past 6
months.

Barna Group of Ventura, CA
www.barna.org



4

Who Are the De-Churched?

5

In Other Words...

The De-Churched Have Left the Building

- ✓ No Sunday School
- ✓ No Coffee Hour
- ✓ No PW, No Session
- ✓ No 11 am Worship

6

YOUNG ADULTS

"Among Americans 18-29, one in four say they are not currently affiliated with any particular religion."

U.S. Religious Landscape Survey, Pew Forum on Religion & Public Life,
www.pewforum.org. Originally posted at <http://religions.pewforum.org/>
Copyright 2008 Pew Research Center

7

MEN

Although men comprise slightly less than half of the national population, men constitute 55% of the unchurched.

Barna Group of Ventura, CA
2006
www.barna.org

8

**Unchurched People
Do Not Wake Up
With Church on their Minds**

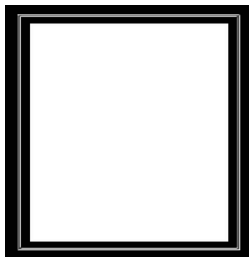
9

**It's Time to Effectively
Communicate Outward!**

**Do As Paul ... Tailor our Message
to the Target Audience**

10

**1. Take Yourself Out of the Picture & ...
Speak with a Target in Mind**



11

Identify a Target Audience

**Who Is God calling
your church to
reach?**

12

**All Unchurched People
Are Not the Same!**

Do your homework.

13

**2. Speak with a
LEAN-IN Message**

14

**How Can We Get the
Attention of Those Who
Are Yet To Come?**

**In other words...
Get Them to *LEAN IN***

15

Create the LEAN IN *factor*...

**Tell How Your Ministry Benefits
The Daily Life of Those You Are
Trying to Reach.**

Be Relevant!

16



17

Worship with Us for Easter!

Easter Sunday
6:00 a.m. 8:00 a.m. 11:00 a.m.



Faith Fellowship Church
"Reaching Out to Reach Others"
Rev. Will Hawkins
0000 Fendall Avenue
Anytown, NC
000-000-0000
www.ourchurchsite.com

18

**Unchurched People Don't
Always Wake Up with
Church on their Minds...**

3. Go Where They Are

BE RELEVANT!

**Where Do the People You Want
to Reach Go, Read or Listen?**

19

OPEN THE DIGITAL DOOR



20



**More Traffic May Come to
Your Church Web Site Than
Your
Church Building**

21



**Is Your Church Website
Welcoming to
Outsiders?**

22



Faith Fellowship Church
Reaching Out to Reach Others

Home Page
About Us
Our Ministries
What's New
Welcome Guests!
Youth

WELCOME!



Welcome to Faith Fellowship Church. We do hope you will come to see us very soon. If you are looking for a safe place for the kids and a great place to grow, come and experience Faith Fellowship. Pastor John Smith.

WORSHIP WITH US!
Sundays 11:00 a.m.
Sunday School 9:30 a.m.
Childcare Available

8200 Rockwell Avenue
Angrove, NC
Directions to Church

Sample
Home Page

23



Invite Electronically

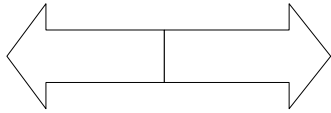
**Email offers a
Free option**

Evite!

24

USE SOCIAL MEDIA 2.0 Tools

Creating Ways to Connect Two-Way



25

Age 17-25 Top 3 Websites

MEN

- Facebook 56%
- YouTube 19%
- MySpace 17%

WOMEN

- Facebook 69%
- MySpace 38%
- YouTube 22%

e-marketer.com

26

“Go” to Their Turf

**Where Does Your Target
Hang Out?**

INVITE THEM!

27

4. Offer Opportunity to Build Relationships

- Equip Members to Invite F.A.S.K.
- Offer Non-Worship Events

28

The one thing that will
attract others is an
invitation by a friend.

29

Equip Members to Invite F.A.S.K.

FRIENDS • ACQUAINTANCES • STRANGERS • KIN



30

Invitation Cards/Calling Cards (business card size)

<i>"Ministries for Everyone"</i>		Join Us for Worship! WORSHIP TIMES Rev. Will Hawkins, Pastor
Choirs Youth Ministry Ushers Ministry Wellness Ministry Media Ministry Plus A Whole Lot More!!	Senior Ministry Men's Ministry Women's Ministry Outreach Children's	
		CHURCH NAME <i>(Motto)</i> CHURCH ADDRESS Township, NC (336)PHONE NUMBER www.yourchurchnc.org

•Purpose: To share with friends, acquaintances, strangers and kin

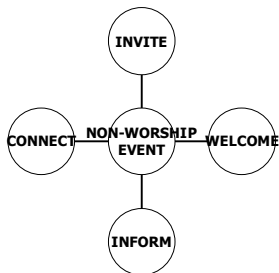
31

Plan Special Days!

Friends & Family
Hold A Seat Sunday
F.A.S.K. Sunday

32

Offer Non-Worship Events



33

5. Make Room to Welcome

Romans 12:13

13Share with God's people who are in need.
 Practice hospitality.

NIV

34

PRACTICE HOSPITALITY!!

35

**The Church Bulletin May Be The First
 Piece of Christian Communication
 Seen By Your Worship Guest.**



36

**What Are Some
Insider Words Found In
Bulletins?**

37

**Always Assume There's
Somebody That
Does Not Know...**

38

Offer Them God's **BEST!**

- Best **Attitude**
- Best **Seats**
- Best **Place in Food Line**
- Best **Bulletin**
- Best **Welcome!**

39

Remember

**People Are Not Just Looking
for A Friendly Church....**

They're Looking for Friends!

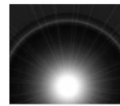
40

Matthew 25:35

for I was hungry and you gave me food, I
was thirsty and you gave me something to
drink, I was a stranger and you welcomed
me,

NRSV

41



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42