



grow church now

Through their eyes

July 2008 – The heat of the summer

“The dog days of summer.” “The heat is on.” “Where has everyone gone?”

These are familiar phrases we often hear in the middle of the summer, and yet, it is a crucial time for ministry so, no matter how hot and tired we feel, we must remain intentional with the three W’s – Welcome, Witness, and Worship! This month we will focus on welcoming ministry.

Welcome

We only get one chance to make “a first impression” – even in the summer. Real Estate agents remind us that the months of June, July, and August are high move months. Families want to relocate before the new school year begins and try to move before the middle of August. The first three to four weeks that a person/family is settling into a new home are the most crucial times they begin to form new habits, and are most receptive to finding a new church home.

A quick review of a few welcoming ministry facts:

- A first time guest begins to make up their mind if they will return to your church within the first 10 minutes they are on your campus. Greeters need to remain on their “A” game. Summer is not an excuse to dilute the ministry.
- For significant church growth, your church should average 4% of its weekly worship attendance as first time guests.
- For significant church growth, 2 of every 10 guests must revisit at least once.
- Church websites are a tremendous tool for ministry. Many new residents will check your church out on the website before ever stepping foot on the property. What does your website say? Is it welcoming? Does it give a reason to drive to the church next Sunday?
- Company is coming....are we prepared to greet them? If you do not routinely serve with the welcoming ministry team – the summer is a great time to start. Can you give a Sunday or two Sundays to greet and welcome people to your church?

Review the Grow Church Now website at www.growchurchnow.com and contact me at florojan@aol.com to arrange for a welcoming training for your congregation.

Serving Christ with you,
Jan Floro