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MINISTRIES

PRESENTS

7 Communication Strategies to Grow Your Church

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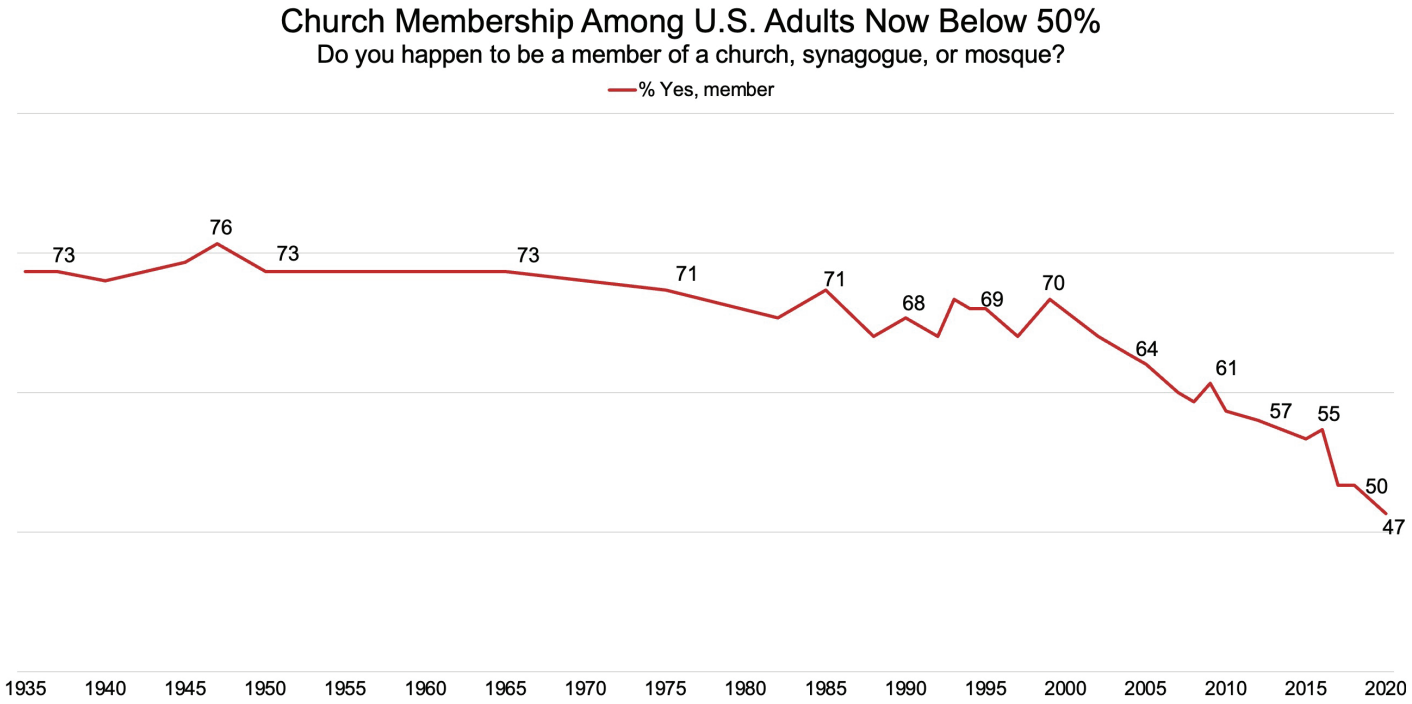
7 Communication Strategies to Grow Your Church

I. The value of a macro event: massive receptivity

II. Church membership among U.S. adults is now below 50%.



Based on annual aggregated data, usually based on two surveys
GALLUP

III. "Do you happen to be a member of a church, synagogue, or mosque?"

IV. The COVID-19 macro event

A. How long will it last? (Hard to say) Five to 10 years?

B. Unchurched people are more receptive.

C. Time of unrest

D. A time of insecurity

E. The world is "watching."

V. The power of hope

> [1] Now that we have been put right with God through faith, we have peace with God through our Lord Jesus Christ. [2] He has brought us by faith into this experience of God's grace, in which we now live. And so we boast of the hope we have of sharing God's glory! [3] We also boast of our troubles, because we know that trouble produces endurance, [4] endurance brings God's approval, and his approval creates hope. [5] This hope does not disappoint us, for God has poured out his love into our hearts by means of the Holy Spirit, who is God's gift to us.
> (Romans 5:1-5, TEV)

Overnight (practically), the pandemic changed how we communicate and share in ministry.

VI. 7 Key Communication Strategies

1 Strategy #1: Create a philosophy of ministry statement.

2 Strategy #2: Apply the 3 C's of Effective Church Communication.

1. Current
2. Consistent
3. Clear

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3 Strategy #3: Create an Internal Communication Guide.

4 Strategy #4: Create an Outreach Communication Guide.

5 Strategy #5: Start Bible studies on what God says about civility.

6 Strategy #6: Communicate and share about spiritual gifts.

1. Teach
2. Disciple
3. System for implementation and follow-through
4. Communicate ministry needs in terms of spiritual gifts.

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7 Strategy #7: Expand and further develop your online/ digital ministry.

1. Don't stop whatever you're doing. Build on it!

2. Evaluate and assess what is working well and what isn't.

3. Website audit/assessment

4. Add a digital ministry team: a great way to get young people involved.

5. Add a digital/online minister/pastor.

BONUS!

8 Strategy #8: Start a God stories movement.

Use the resource *The Amazing Power of God Stories.*

Jesus told stories—parables.

Move from an evangelism committee to everyone sharing their personal testimonies.

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VII. Conclusion

A. This is a great time of receptivity!

B. We have hope and Good News to share.

C. The world is watching.

D. Communication needs to be clear, consistent, and current.

E. Be the guide to help others discover Jesus.

What Do I Do Next?

- **Fill out a registration card so we can stay in touch with you.**
- **Check out the resources available at our Church Doctor Ministries table here at BPM.**
- **Register for our FREE March 8, 2022, webinar to learn about Creating a Clear Philosophy of Ministry: ChurchDoctor.org/event**
- **Scan this QR code with your phone's camera to register for a FREE website audit.**

CLARIFY YOUR MINISTRY MESSAGE

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YOUR PATH TO REDISCOVER RESPECT

KENT R. HUNTER
WITH TRACEE J. SWANK

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YOU CAN BE PART OF THE SOLUTION!

Don't let others suck you into the cesspool of uncivilized behavior. You can rise above the epidemic of dysfunction in our world today!

It seems everyone is talking about the deterioration of civility in contemporary society. Civility means "politeness." "Polite" is the root word for politics - or it's supposed to be! Civility describes those who are civilized. Disrespect for others reflects those who are "uncivilized." Civility is a uniqueness among human beings.

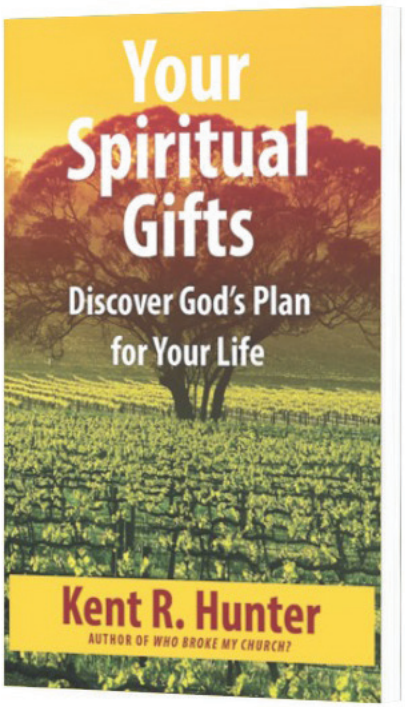
Restoring Civility explores the elements of civility and the dangers when "civilians" lose respect for one another. You can rise above through seven practical lessons for restoring civility.

Kent R. Hunter is the founder of Church Doctor Ministries (www.churchdoctor.org). He consults churches and Christian movements. Kent is the author of 32 published books.

Do you know what your spiritual gifts are? Find out and learn how to use them in the book *Your Spiritual Gifts: Discover God's Plan for Your Life*.

This book is a comprehensive approach to spiritual gifts as they (1) appear in the New Testament and (2) are accepted by reputable biblical scholars. Some Christians do not believe all of the gifts are operable today. Others believe that God uses all of the gifts listed in the New Testament. Still others add a few "gifts" from the Old Testament, which many Christians prefer to call "talents."

Get equipped to serve God with a biblical approach to spiritual gifts!



Available on ChurchDoctor.org and Amazon.com