

Surprising Insights From The Unchurched

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What Factors led you to choose this Church?

Pastor/ Preaching 90 %
Doctrines 88%
Friendliness of Members 49%
Worship Style Music 12%

Were The Beliefs of the Church Important In your Decision to Come to your Church?

Yes 91%

Myth #1 Most unchurched think and act like Anglo, middle- class suburbanites with no church background.

The unchurched are not a monolithic group

Myth#2 The unchurched are turned off by denominational names in the church name.

The name of the church had very little Influence on reaching the unchurched.

Myth # 3 The unchurched Never Attend Church.

48% onetime a year
30% two times a year
18% attend 3 times a year

Myth#4: the Unchurched Cannot : Reached by direct Personal Evangelism

Someone shared the gospel with me 65%

Myth#5: the Pastor Must Be a dynamic & Charismatic leader

Not so!

Myth#6 we must be Careful in Our Teaching & Preaching So that we Do Not Communicate Deep &Complex Biblical truths that will Confuse the Unchurched.

Not So!

Myth#8 the most Important Evangelistic Relationships take Place In the Marketplace.

Family relationships are more important.

Myth# 9: the unchurched Are Concerned Only about Their needs.

1 out 3 returned to meet their children's needs.

Issue#1 Preaching that Teaches the Bible

Issue#2 Preaching That applies to My Life

Issue#3 The Pastor Is a Real Person

Issue#4 The Pastor is a Person of Conviction

Issue#5 Personal Contact by the Pastor

One third said it was important for them receiving Christ & coming to church.

Issue# 6 The Pastor Is a Good Communicator

The ability to communicate across generations

Issue#7 The Pastor Is a Good Leader

Interpersonal relationship skills most important

Issue#8 The Pastor's class

There is a strong desire to interact with the Pastor

Conclusions

The wife is the most important Relationship In Reaching the unchurched

Important Issues

- Adequate parking
- Clean facilities
- Modern facilities
- High quality preschool nursery
- Variety of quality programs
- Relevant& quality music
- Clean bathrooms
- Friendly people
- Outgoing greeters
- Clearly marked & functional welcome center
- Good signage
- Comfortable pews chairs
- Attention holding preaching

Why they returned & stayed

1 Doctrine clarified

2 The Church imposed high expectations

- 3 An Entry Point class
- 4 Small Groups & Sunday School – there was little reaction to the actual name Sunday School
- 5 The Church had clarity of Purpose
- 6 Ministry Involvement

Pastors who reach the unchurched

- They Stay 3x longer 11 .8 years
- 87% seminary trained
- More likely to read books to Improve their leadership skills
- More likely to seek continuing education
- Confide and consult with mentor
- Usually improve themselves in areas where they lack formal training

Fifteen Lessons from the leaders whose churches reach the unchurched

1. Authenticity
2. Relationships
3. The imperative of personal evangelism
4. Atmosphere of love & acceptance
5. The Pastor Must Model Personal evangelism
6. Enthusiasm & Joy are Present
7. No compromise On doctrine
8. Small Group Opportunities
9. Reaching People in crisis
10. Reaching through quality childcare
11. Focus Evangelistic Efforts on children & youth 81 % accept before 20
12. Utilize a discovery class to Reach the unchurched
13. Find an evangelistic leader
14. Marketing tools alone are ineffective
15. Patience is Required

These pastors are driven to accomplish goals!

Strengths of Pastors that reach the unchurched

- Ability to cast Vision
- Sense of humor
- Work Ethic
- Persistence
- Leadership by example
- Integrity
- Change Agent
- Love of God's word
- Communication skills
- Faith Optimism

- Love of people
- Team building mentoring

Weakness

- Pastoral Ministry
- Lack of patience
- Dealing with staff
- Dealing with criticism
- Always Task Driven
- Too little time for Prayer
- Paying too Little Attention to Details
- Moving too Fast
- Poor Relational Skills – they tend to be short with people hijacking their agenda
- Time Management – this was a surprise but these pastors tend to be hard and demanding on themselves
- Failure to Develop a Strategic Plan
- Failure to Communicate Well – push an issue without communicating it through all the church

How do these Pastors connect through Preaching?

- Biblical
- Relevant
- Transparent
- Illustrative
- Well-prepared

Becoming a Church for the Unchurched

1. Major on Majors
2. Be Biblical, Conservative (theologically), and Convictional
3. Give Evangelism Priority and Passion
4. Provide Deep Biblical Teaching
5. Develop an Effective and Comprehensive Small-Group Ministry
6. Discern Patterns of Relationships in Your Own Church
7. Check Your Facilities
8. Cultivate a User-Friendly Greeter Ministry
9. Keep the Friendliness Issue Before the Church
10. Seek Excellence
11. Provide an Inquirers'/New Members' Class
12. Expect Much receive Much
13. Know Your Church's Purpose
14. Foster Ministry Involvement
15. Never Forget the Power of Prayer

