

BackToChurchSunday



Unlocking the growth



BackToChurchSunday



Flights are cancelled at all London airports, until at least 01:00 tomorrow morning, Sunday 18 April. This is due to **volcanic ash** spreading across the UK from Iceland which has caused the closure of English airspace by

the UK air traffic control service (NATS).



BackToChurchSunday



Unlocking the growth





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2004

2005

2006

2007

2008

2009

2010





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Back to Church Sunday
is all about the people
who are not here



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We aim to reach the people
who are not here
through the people who are



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We believe success isn't
a percentage, a number,
or a line on a graph.

Success is one person
inviting one person



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“This is **beyond our wildest predictions,**” says Bishop Philip Poole, who headed up efforts in the Toronto diocese. “It’s thrilling to see that many people accepting our invitation.”



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The Rev. Ruth Knapp, incumbent of Christ Church, Campbellford, says that of the approximately 30 guests who came to her church, about half are still attending. The number of newcomers per church on Sept. 27 ranged from one to 100.



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In his 25 years as incumbent of St. Hugh and St. Edmund, Malton, the Rev. Canon Jerome Khelawan **had never seen anything like it.** As the service got underway at his church on Sept. 27 – Back to Church Sunday – people were squeezed into the pews, the aisles and the narthex. They even stood outside under a tree. About 300 people packed the church and spilled out onto the lawn, nearly 100 of them visitors. Some of the newcomers had come to see the confirmation that was taking place, but the overwhelming majority had been invited by the parishioners. “It was **quite beyond my expectation,**” said Canon Khelawan.



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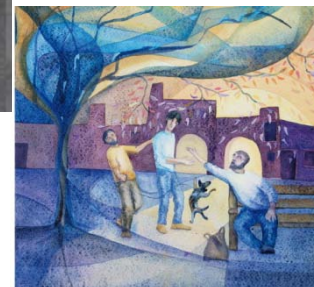


Many who felt daunted by the thought of asking someone to come to church were surprised by the positive responses they received when they plucked up the courage.





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BackToChurchSunday



The Anglican bishops were in mixed company outside Union Station, as half a dozen young women in kilted dresses handed out birthday cards for Alexander Keith's in a beer promotion.

At least one passerby briefly thought the two groups were together **before having the confusion sorted out.**

However, the Anglican Church and Alexander Keith's do share one thing: **those who like it, like it a lot.**

National Post on Canada.com





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We prove success through
measurable results



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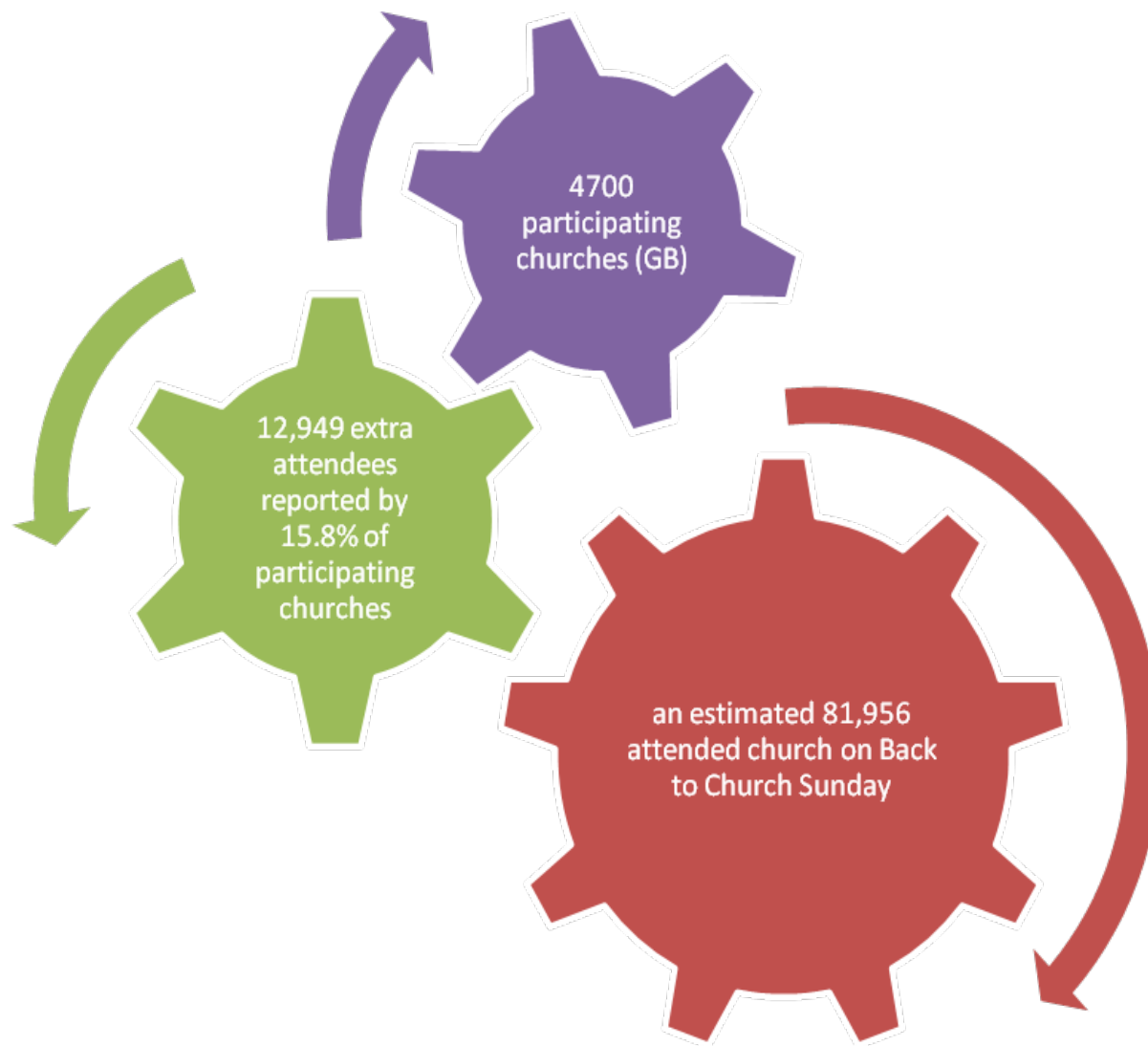


2,429 newcomers came to Anglican churches in the Diocese of Toronto on Sept. 27.



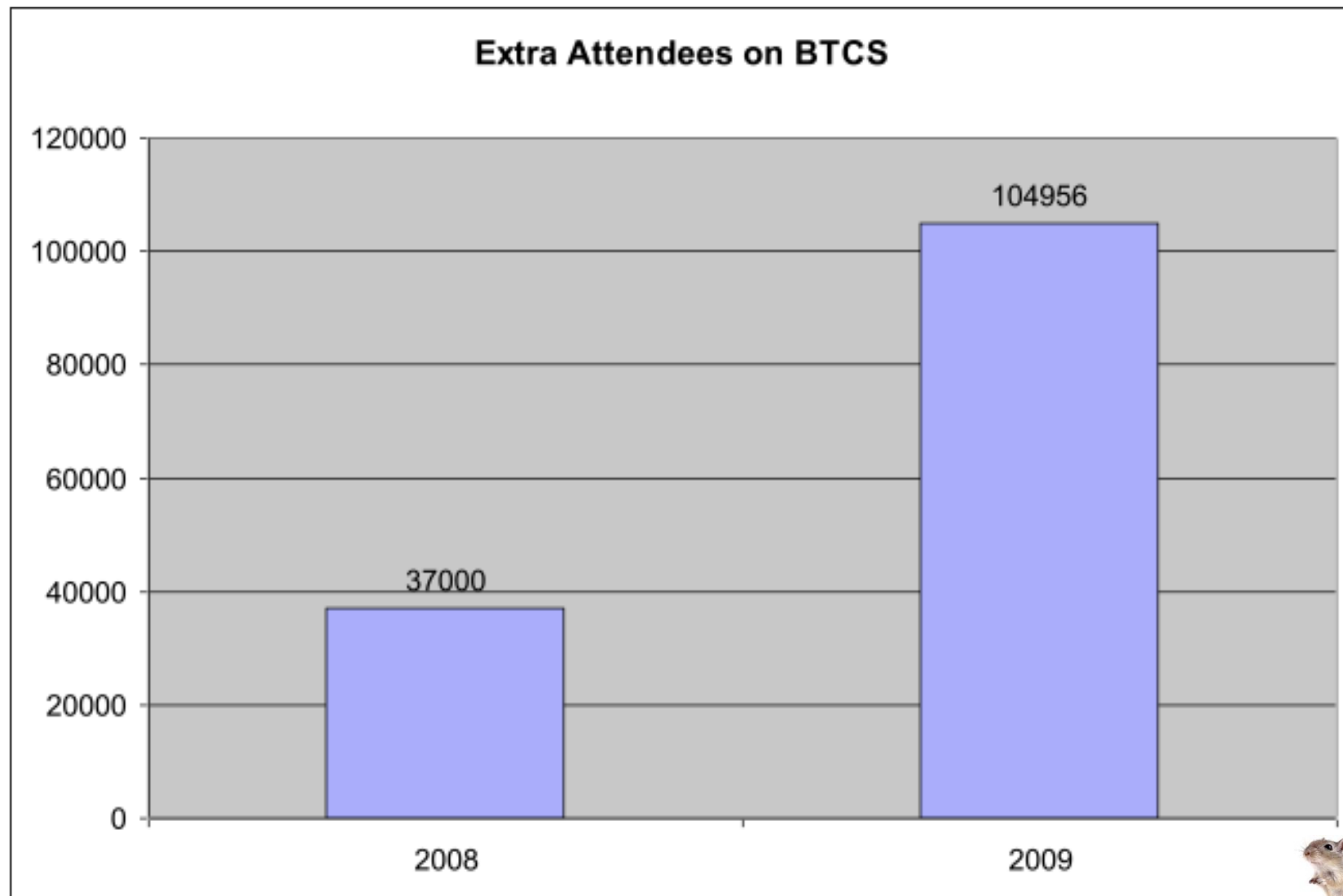


Back Church





Back Church



BackToChurchSunday



Unlocking the growth



BackToChurchSunday



The reasons why Christians don't invite
Hidden attitudes

How to overcome the wounds of the past?

How welcome plays its part?

What is church in 2010?

The keys to adding to the church

How accountability plays its part?

12 steps of kicking the habit of being an uninviting
church



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Are we still learning?

“There are known knowns. These are things we know that we know. There are known unknowns. That is to say, there are things that we know we don't know. But there are also unknown unknowns. These are things we don't know we don't know.”

Donald Rumsfeld



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The reasons why
Christians don't invite





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I suffer I don't want
my friend to suffer!



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Duties stop growth

“The choir had voiced the question about how they could bring a friend”



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Why does the congregation
come?

Many of us are coming out of
habit rather than conviction



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Attitudes out into the light

1 or 2 on the PCC not overly happy about inviting friends, this is not why they come to church.

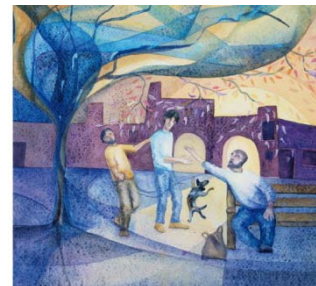


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Several members of the PCC don't
go to church

Ladies who do flowers. Supporting
the church as historically part of the
community



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How many congregations do you
have?

Sung Eucharist
1662

Young Family

You only see the congregation member
once every three or four weeks



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Invitation Workshop

Who invited you?

What stops people in your congregation inviting their friends?

How do you feel about inviting people to your church on Sunday



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Is Invitation even on the agenda?

Who will provide the cheese for the church mouse trap?

Whether the cakes and jams should be sold from the same or separate stalls at the Spring Fayre



THINGS YOUR INVITED FRIEND WILL PROBABLY NOT NOTICE IN CHURCH

DISTRACTIONS

WHISPERERS,
ERRANT
CHILDREN,
ETC

SERMON

DULL,
LONG,
OFFENSIVE,
ETC

MUSIC

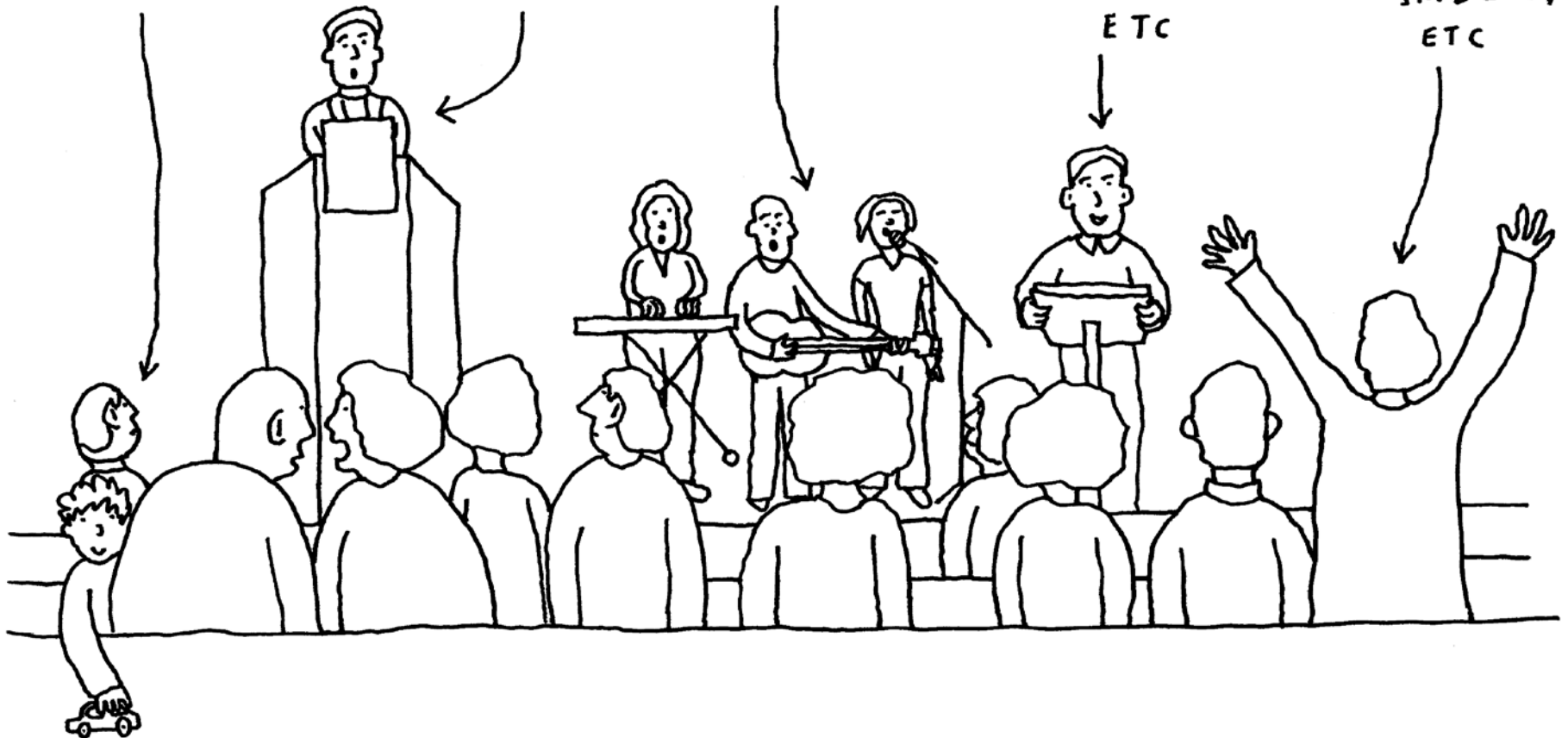
FLAT,
HALF HEARTED,
ENFORCED ACTIONS,
ETC

SERVICE LEADER

USING
JARGON,
IRRITATING,
ETC

OTHER CHURCHGOERS

ODD HABITS,
ECCENTRICITY,
SMELLS,
ETC



HOW TO INVITE SOMEONE TO CHURCH

TELL THEM ABOUT THE:



HUGS DURING
THE PEACE



BRILLIANT MUSIC



ATTRACTIVE
CHURCHGOERS



DELICIOUS COFFEE



FREE PRIZES THAT CAN
BE WON IF YOU CORRECTLY
GUESS THE HYMN NUMBERS



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How to overcome the wounds of the past?



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Welcome to the real world

St. Paul's has been part of this
once (before I came) and it wasn't
very 'successful' - probably
because they're dreadful at inviting
people!!



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Welcome to the real world

Back to Church Sunday is not
our preferred medium for
mission



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Denominational/Diocesan Overload

THEY NEVER LISTEN TO YOU

THEY KEEP PILING THINGS ON YOU

THEY NEVER GIVE THE RESOURCES TO

DO YOUR JOB

I am already doing my best, what do they
expect?



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Welcome to the real world

It usually conflicts with our
activities around Michaelmas,
our patronal



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Welcome to the real world...

Last year very few invitees responded - I suspect because very few of our members invited anyone. Those that tried in the past have lost confidence that people will respond. We need a fresh idea to get them going again



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Welcome to the real world

I tried the material in my last three rural parishes but found the whole concept unusable. It presumed a church with organisations for every conceivable child and person. Not many of those around nowadays. Also the chocolate bar was a complete turn-off.

I'm willing to try it if has improved!



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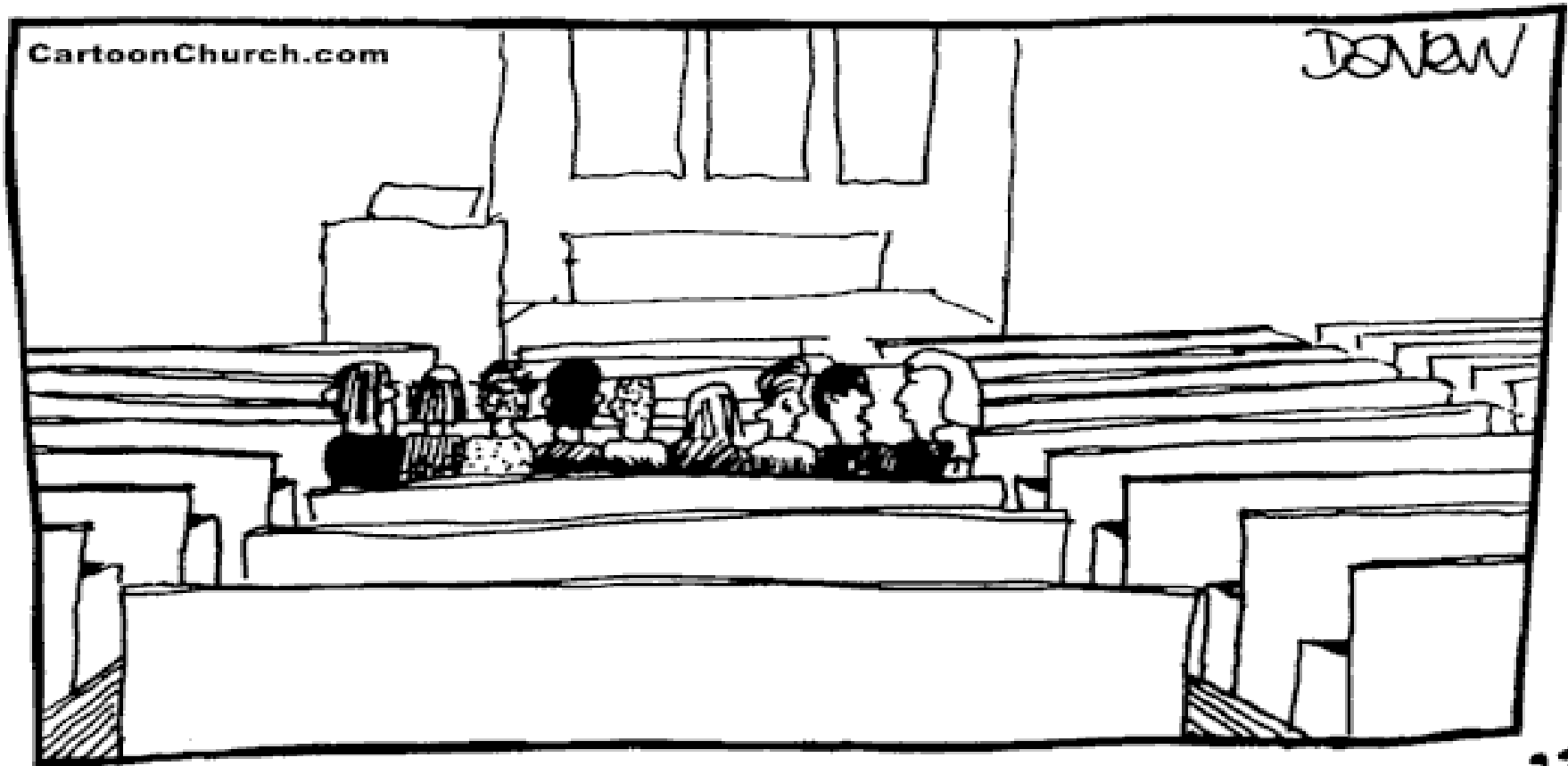
Welcome to the real world

We have considered this idea in the past. However, we are a new and, very secular, area and St. John's is a young church in a modern building.

I don't think the *Back to Church* idea is going to resonate with people here.



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“Quite crowded in church tonight”

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The Antidote – Embrace Failure

When it looks like death it's probably life

If you want to succeed more, fail more

Living things are strengthened by struggle

Every challenge is good news

Every obstacle a gift

Every conflict an opportunity to exert, access
power, and gain strength





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How welcome plays its part

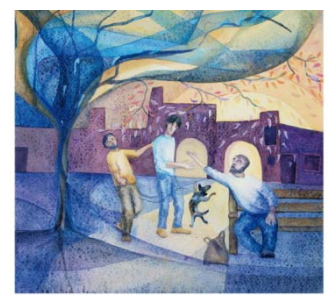




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Are you a guest or host?



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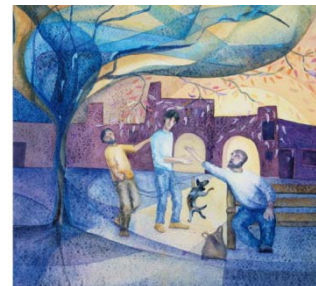
People coming to church can
decide whether they will return
in the first 30 seconds



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When you invite someone to
your home do you speak to
them for an hour and then offer
them coffee
on the way out!



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A LOT OF PEOPLE ARE NOW GOING
BACK TO CHURCH ONCE AGAIN

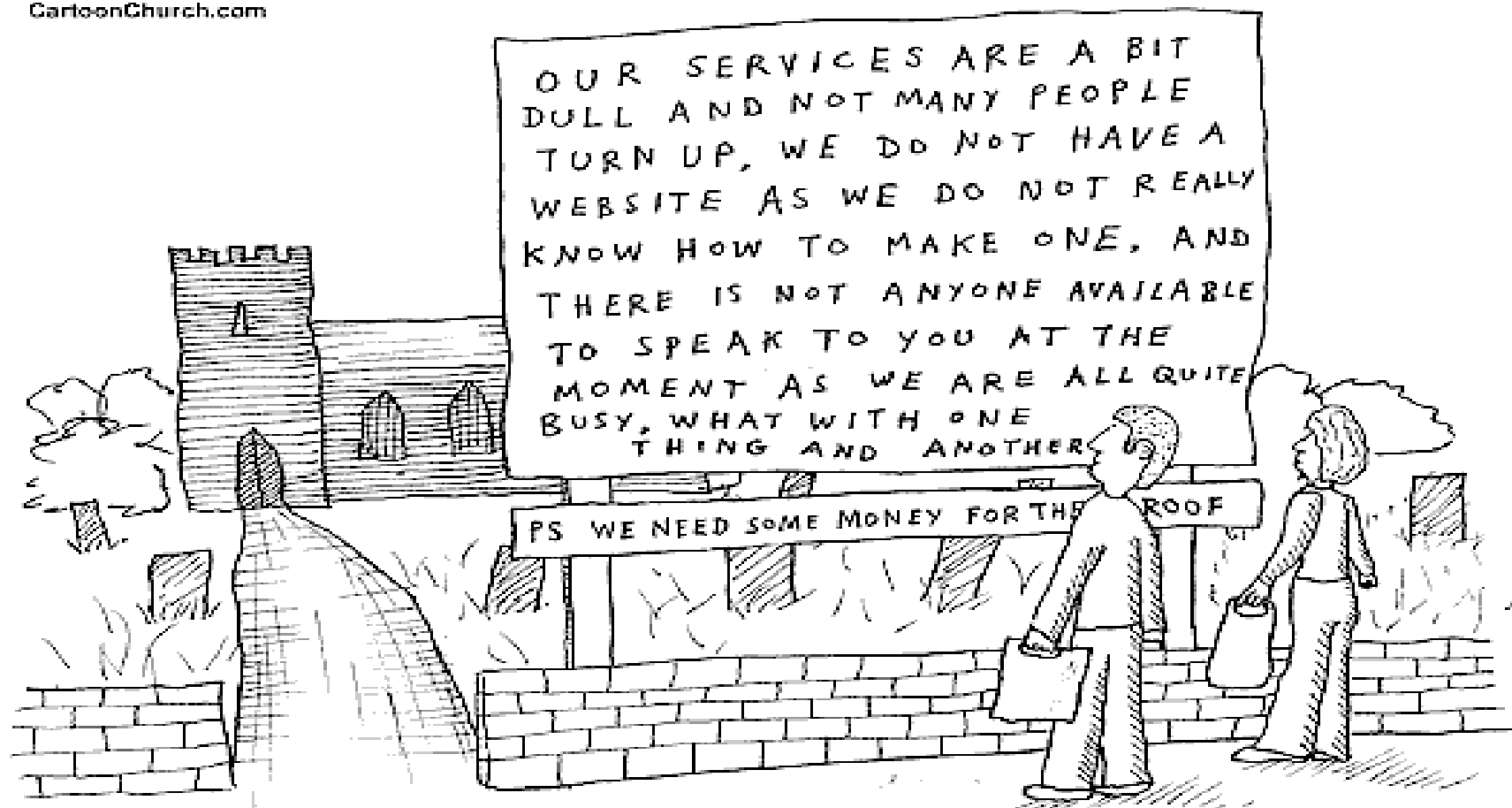


THIS IS USUALLY BECAUSE THEY
HAVE FORGOTTEN SOMETHING LIKE
THEIR KEYS OR JACKET OR GLASSES

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CartoonChurch.com



WE DO NOT NEED TO GET SOMEONE IN TO HELP US WITH MARKETING OUR CHURCH AS WE ARE PERFECTLY ABLE TO DO IT OURSELVES

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**CHURCH PARKING
ONLY**

**CAR PARK
FOR CHURCH USERS**
If you park here, you are liable;
1. TO BE BLOCKED IN
2. TO BE PRAYED FOR!

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Get grouchy greeters.
Train them to carry on
conversations with other greeters,
and sort of just grunt at people they
don't recognize.



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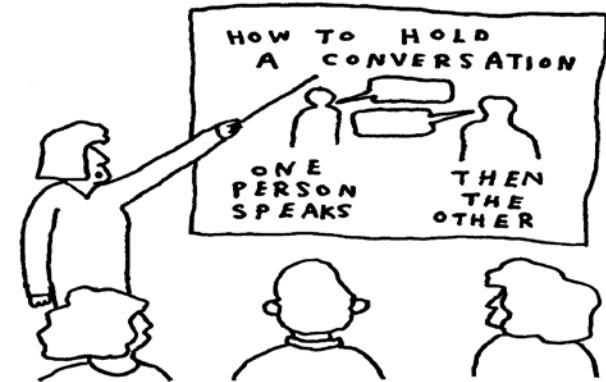


THE WELCOMERS

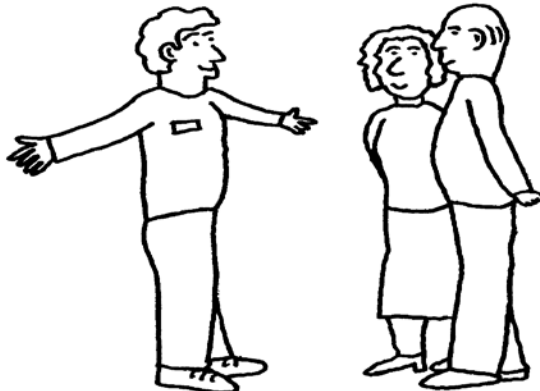
IT IS THE
JOB OF THE
WELCOMERS
TO BE
WELCOMING
AND WEAR
A BADGE



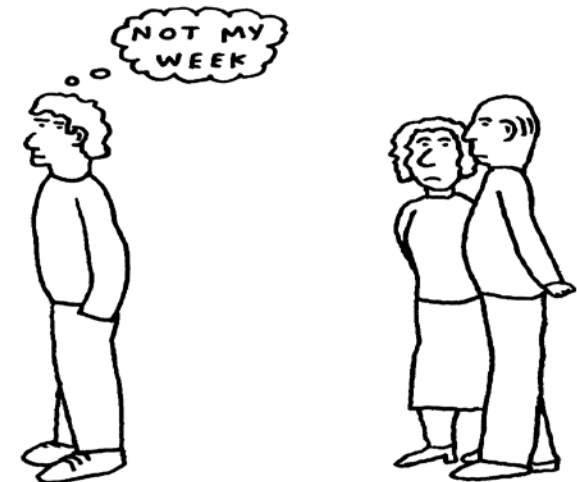
THEY ARE
GIVEN
IN-DEPTH
TRAINING
TO EQUIP
THEM FOR
THIS ROLE



IN THE
EVENT
OF ANY
NEWCOMERS
ATTENDING
A SERVICE
A WELCOMER
WILL BE
SUMMONED
TO DEAL
WITH THE
SITUATION



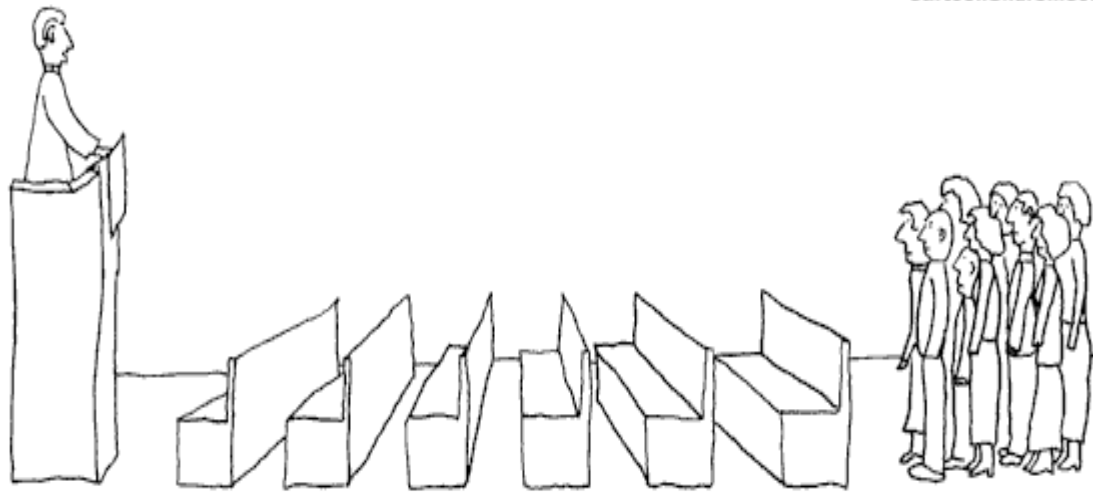
THERE IS
A ROTA
SO THAT
THE SAME
PEOPLE
DO NOT
HAVE TO BE
WELCOMING
EVERY WEEK



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CartoonChurch.com



BACK OF CHURCH SUNDAY

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Make finding a seat really hard. If you can make a guest come to the front of the church or crawl over several people to find a seat, you'll almost guarantee they'll feel unwelcome



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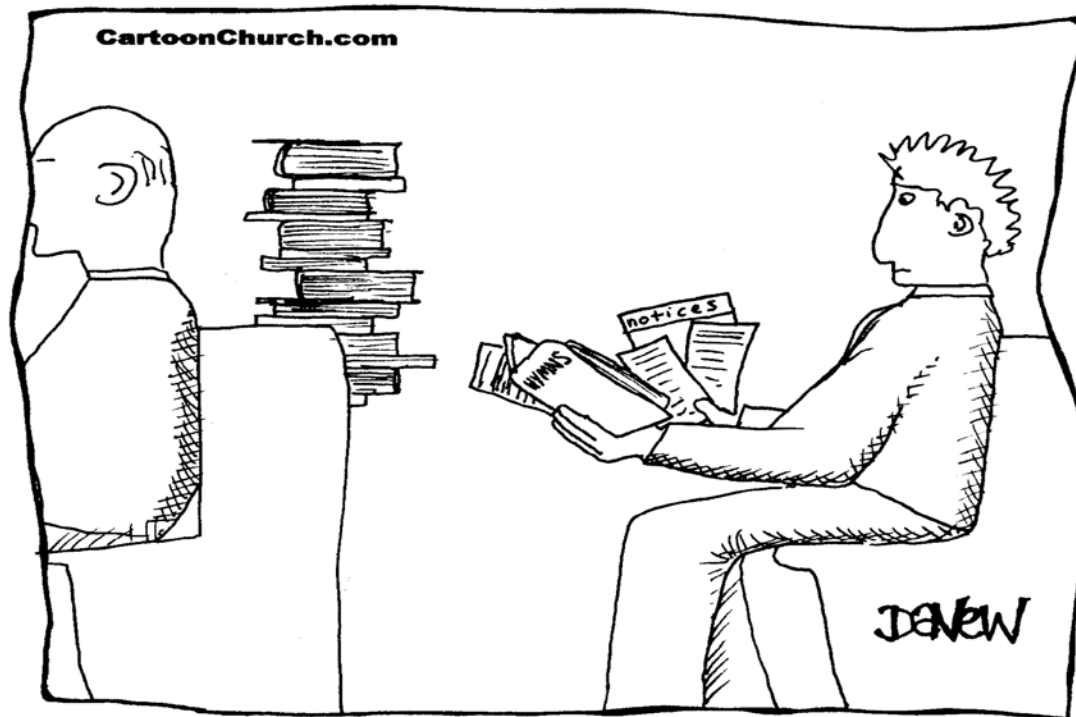
Self Service

No greeters

Get people to collect a notice sheet
and find the right service book

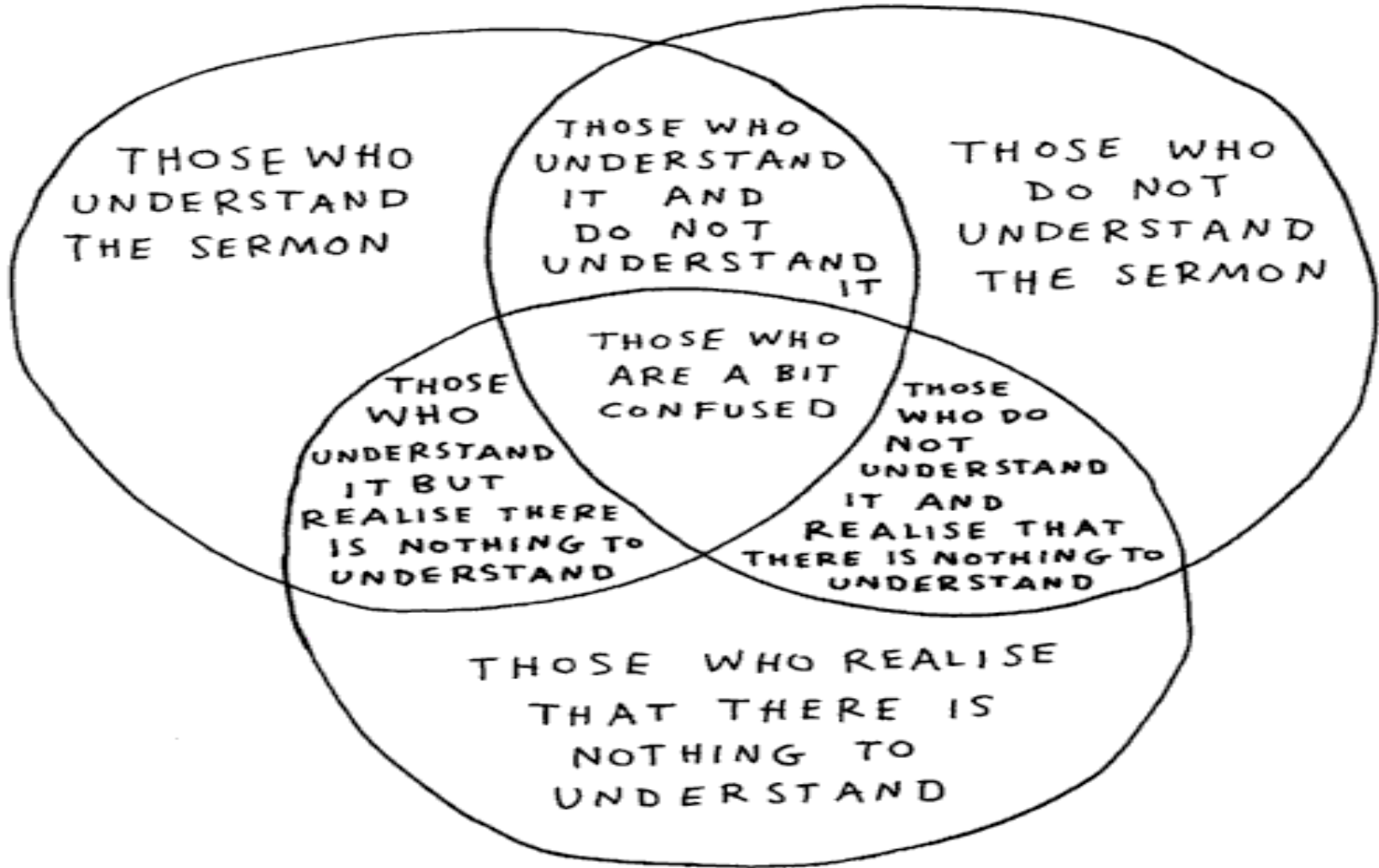


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“... and then we'll use the back of the yellow sheet, section 2 of the red card and the supplement at the back of the blue book...”

Understanding the Sermon



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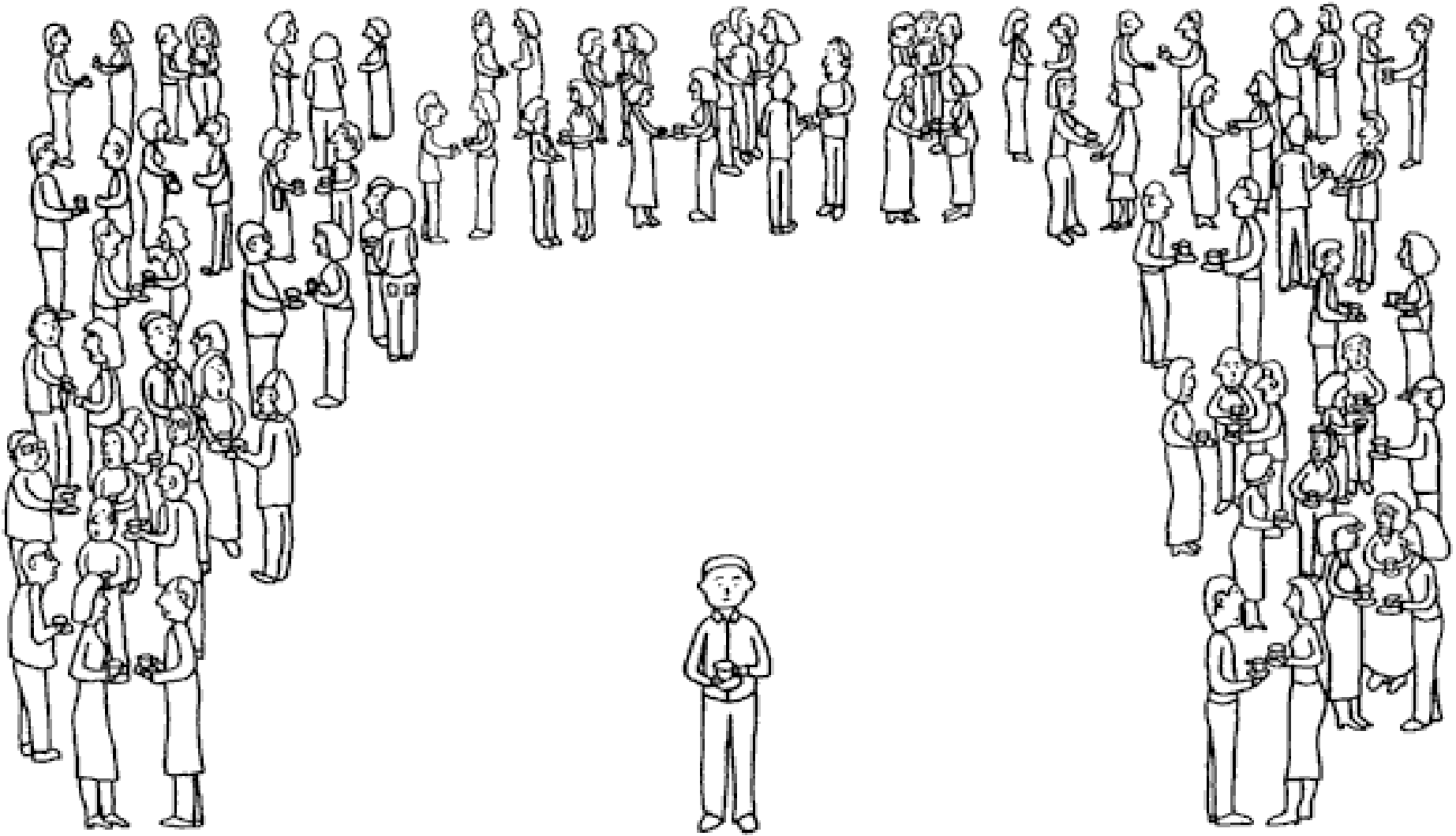


THIS IS MY PEW
THIS HAS ALWAYS BEEN MY PEW



AFTER-SERVICE COFFEE

THIS IS THE TIME WHEN NEWCOMERS CAN GET TO KNOW THE CONGREGATION



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Buzz Group

Before the service

During the service

After the service

After Sunday

What does welcome look like?





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What is church in 2010?



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What is church?

Religious commitment in Britain
is seen as a hobby like keeping
Corgis



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Calcification or Transformation

Church with a better class of sinner
or Church with recovering sinners



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What is church?

Is our church just another little club
for like-minded people who happen
to enjoy singing, religious emotion
and sermons?



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We fully understand the role and importance of your notice board.


For many people, **their first exposure** to their local church is through its signage

www.churchnoticeboards.co.uk



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 classicrange



A blue sign with a wooden border. At the top, there are three icons: a cross, a coat of arms, and a boat. Below the icons, the text reads: ST. JAMES CHURCH, WESTHEAD, SUNDAY SERVICES, 9.00am & 10.30am, and Vicar: Canon David G. Towler. Tel: 01257 463267.



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The keys to adding to the church



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77%* Christian

I have called you by name

You are mine

I have you written on the palm of my hand

Christ claims you for his own

*2001 Canadian Census



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The key to adding

Need to be a befriending church
not just a friendly church

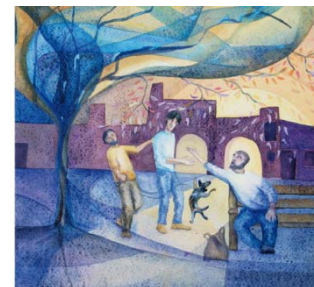


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The key to adding

It takes the effort of the congregation to notice the stranger and then transform the stranger into a sister/brother.





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How accountability plays its part?

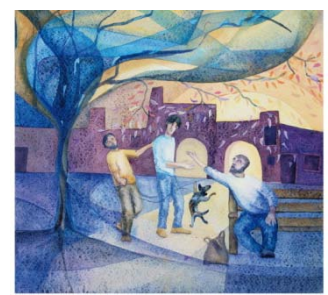




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If you can't measure it you can't manage it



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Having someone to talk it through with, brought it up the agenda



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Belief System

*If you accept a belief,
You reap a thought.
If you sow a thought,
You reap an attitude.
If you sow an attitude,
You reap an action.
If you sow an action,
You reap a habit.
If you sow a habit,
You reap a character.
If you sow a character,
You reap a destiny.*

- This poem shows the progress from our experiences leading to a belief and ultimately to our destiny



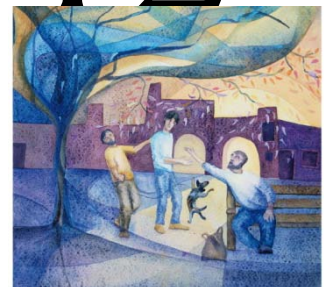
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12 steps of kicking the habit of
being an uninviting church

1 2 3 4 5 6

7 8 9 10 11 12





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12 steps of kicking the habit of being an uninviting church



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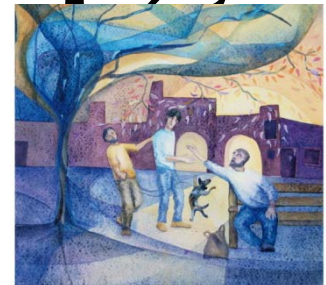
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1. Vision



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Vision

2 Samuel 7:3

Nathan replied to the king,
"Whatever you have in **mind**, go
ahead and do it, for the LORD is
with you."



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Confidence

Just as the biblical David had confidence that he could slay Goliath because he had previously strengthened his faith through prior victories over a lion and a bear, each of us extends the boundaries of our confidence one modest venture—one additional degree—at a time.



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Thinking

Whether you think you can or
think you can't you are probably
right



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The Psychosomatic Church
Relating to or concerned with the
influence of the mind on the body,
and the body on the mind,
especially with respect to disease



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Pretence

Pretend that God is everywhere
whilst we really live as if He is
nowhere





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12 steps of kicking the habit of
being an uninviting church



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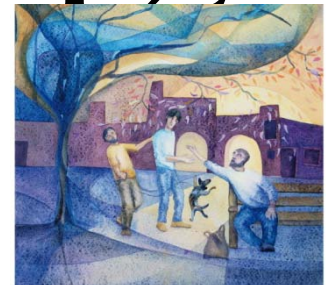
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12 steps of kicking the habit of being an uninviting church

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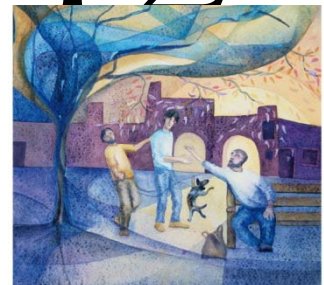
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2. Modelling



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Modelling

Be the change you wish to
see in others





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12 steps of kicking the habit of being an uninviting church

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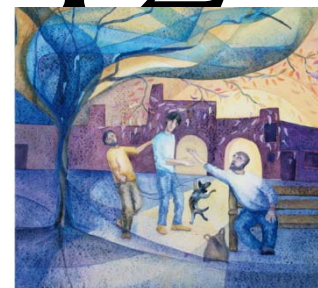
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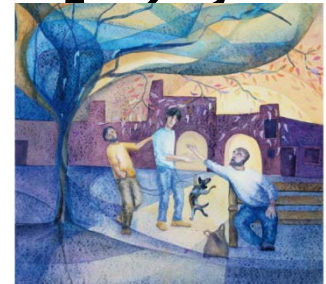
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3. Cascading



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How do you cascade in a large church?

Think about getting 6 enthusiasts to go around the congregation



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Safety Net

Modelling and cascading provides a safety net because if the leader personally invites a congregational member to invite. They can always say to their friend that the leader has asked them to invite





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12 steps of kicking the habit of being an uninviting church

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12 steps of kicking the habit of being an uninviting church

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4. The gift of friendship





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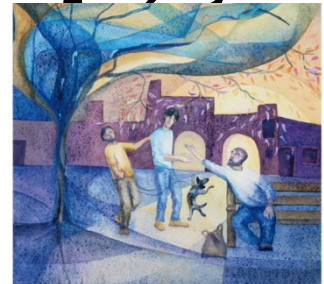
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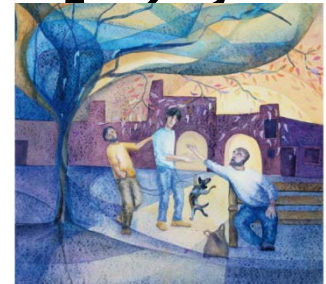
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5. The Power of story



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Telling Stories

Hebrew root word for testimony means “do again”

4. “Who invited you?”

(Testimony/Interview time)





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12 steps of kicking the habit of
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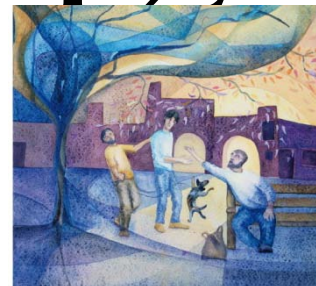
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6. Who has
God been
preparing in my
life?



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Walk with God

Walk with the activity of the Father.

Look for the invitation of God in
what He is about to do next





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12 steps of kicking the habit of
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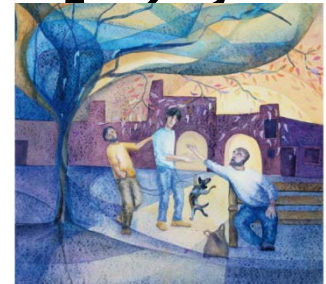
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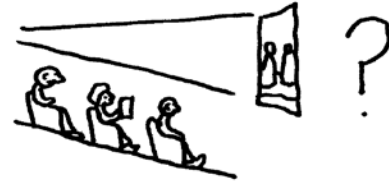
7. Practice the question



QUESTIONS TO ASK IF
'WILL YOU COME TO CHURCH WITH ME?'
IS TOO DIFFICULT



SHALL WE GO FOR A COFFEE?



WOULD YOU LIKE TO GO AND SEE A FILM?



COULD YOU START USING DEODORANT?



WILL YOU MARRY ME?



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Would you like to come to church with me?





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12 steps of kicking the habit of
being an uninviting church

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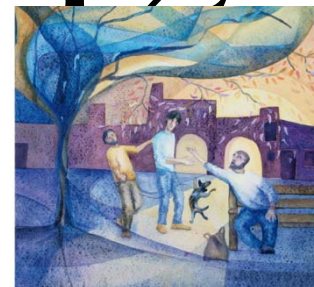


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8. Pray





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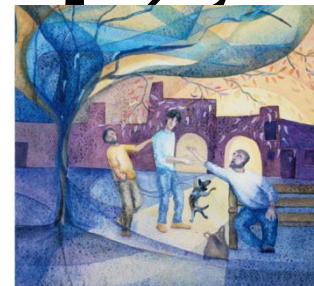


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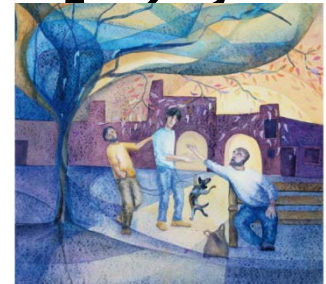
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9. Make the invitation



HOW TO ASK THE QUESTION



MENTALLY PREPARE
YOURSELF



COMB YOUR HAIR
AND BRUSH YOUR TEETH



FIND A PIECE
OF LEVEL GROUND

THEN... JUST ASK



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Invitation

Practice is the key to
mastering any skill





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12 steps of kicking the habit of being an uninviting church

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12 steps of kicking the habit of being an uninviting church

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10. Walk or
drive with them
to the church
service





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12 steps of kicking the habit of being an uninviting church

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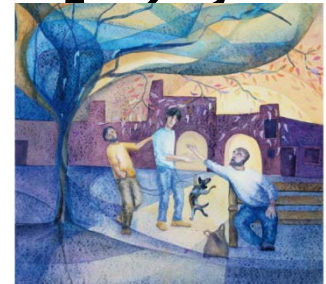
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11. Introduce
them to your
friends over
coffee/food





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12 steps of kicking the habit of
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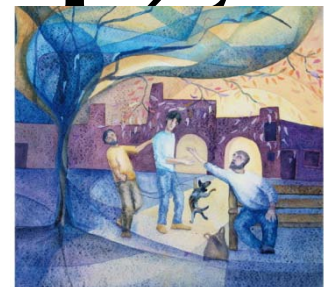
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12





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12 steps of kicking the habit of
being an uninviting church

1

2

3

4

5

6



7

8

9

10

11



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12. Assume they
are coming the
following week!





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Force Multiplication and the 12
steps!

1 2 3 4 5 6

7 8 9 10 11 12

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Back to Church Sunday kit

COST: \$40 per kit*

*Kit includes a set of posters, 50 invitation/prayer cards, & free shipping within
Canada

HOW TO ORDER:

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Training Resource for Dioceses and Denominations

Michael Harvey:

Unlocking the Growth DVD



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SKYPE Mastermind Group

Hosted by Michael Harvey:

Coaching & Researching Invitation
and Retention 4 calls (July-Oct)



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Unlocking the growth

The reasons why Christians don't invite

How to overcome the wounds of the past?

The importance of welcome

What is church in 2010?

The keys to adding to the church

How accountability plays its part?

12 steps of kicking the habit of being an uninviting church



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Mobilising 1 million Christians to invite 1 million friends

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