

LEADER CONVERSATION GUIDE

Reaching New People Through Weekend Services - Episode 232

Reaching New People (Part 3)

We've heard many people try to make the case that Sunday services don't work when it comes to connecting new people to faith and the church. But the data suggests otherwise.

In fact, after analyzing data from the hundreds of churches we've served, we found that:

- Churches that leverage their weekend services as both a reach strategy and a discipleship strategy are connecting with **four times more new people** than churches that don't.
- Churches that prepare for guests and intentionally design services with new people in mind are **seeing twice as many people say yes to Jesus** and then going public with their faith through baptism.

So what are some practical ways you can design your service to reach new people—while also helping believers take their next steps towards Christ?

Designing Your Service to Reach New People

1. Design your experience for your unique mission field.

Churches that are successful in this area create an environment that speaks to their community in a way that's familiar to them. This will be different from church to church because each mission field is different—and even more unique is the mission field that God is calling **your church** to reach specifically.

2. Craft messages that are both relevant and engaging.

In our work with churches, we've found several components that factor into an engaging message: the use of stories and humor to show relatability, the use of personal stories and vulnerability to build trust, a modern application of Scripture, the use of outsider-friendly language, and a digestible sermon length.

3. Clearly communicate next steps.

If someone can sit in your service for 60 minutes without being moved to some sort of action, we've missed a huge opportunity. The churches that do best in this area are super clear about what they want people to do next in response to their experience—whether that person is a life-long believer, or just spiritually curious.

Next Steps

Amy shared these five keys for crafting an engaging Sunday message:

1. **Start strong.** Build trust with your audience quickly through the use of story.
2. **Be *continuously* engaging.** Great teachers know how to reinfuse energy and engagement into a longer message through well-placed stories and illustrations.
3. **Address the real, everyday needs of people.** And use everyday language to do it.
4. **Less is more.** Both in terms of service length, the use of multiple Scripture verses, etc.
5. **Provide a clear next step.** Information alone is not helpful. We need to provide clarity on what to do next.

Take time this week to reflect on your most recent message. Were all five components present?

Webinar: 3 Strategies for Reaching New People on February 17

Rather than focusing on who left, we need to get refocused on the true mission of the Church: reaching the lost people in our communities. [Join us on February 17](#) @ 1PM ET and hear from **leading church voices** Dave Ferguson, Chris Hodges, and Jerry Sen and continue this conversation on how you can **reach new people in 2022** using practical strategies.

Listen to the full episode on Apple Podcasts or at theunstuckgroup.com/episode232.