


## Growth Strategies--A

From 125 to 200+



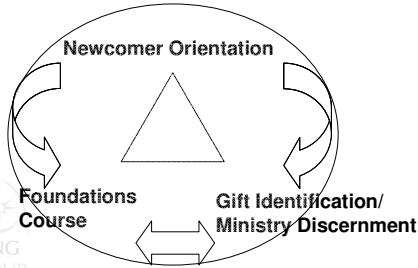

### References

- *Raising the Roof* (Mann)
- *Taking Your Church to the Next Level* (Gary McIntosh)
- *Staff Your Church for Growth* (GM)




### Adult faith formation

- Build a consistent formation strategy





### Staffing “Chicken and Egg”

- How do growing churches do it?
  - Part-time staff
  - Below market salaries
  - Motivate volunteer to pioneer new position
  - Ask for financial gifts
  - Expect staff to attract outside support




	Find	Keep	Celebrate	Educate	Oversee	Care
<b>Adults</b>						
<b>Youth</b>						
<b>Children</b>						



### Adding Staff

- First addition (FTE)
  - Complement existing pastor
  - Fill out functions across top of chart
- Next addition (FTE)
  - Specific age groups



## Lead Pastor Role

- Shift from “care-giving” shepherd to “administrative” shepherd
- Effective delegation
  - Situational Leadership Model
  - *Leadership and the One-Minute Manager*
- Multiplying leaders



## Assess Ability & Commitment

	Leadership Style
■ Enthusiastic beginner - / +	Direct
■ Disillusioned learner - / -	Coach
■ Reluctant/cautious contributor + / -	Support
■ Self-reliant achiever + / +	Delegate



## Expand Programming

- Add youth programs (volunteer led)
- Add second worship service
- Add classes



## Benchmarks for Church of 200

- 6 adult classes or other mid-sized groups
- 14 smaller groups
  - Bible study
  - Support groups
  - Activity groups



## Keep Decision-Making Simple

- Right for decisions become more formalized
- Resist making them more bureaucratic
  - Give clear charges at the outset
  - Focus on group/committee leaders—to whom do they report for support and guidance?



## Growth Strategies--B

From 200 to 400+



### Build Administrative Capacity

- Lead pastor a talented administrator
- Or lead pastor able to focus on administration for limited time period
- Or another trusted staff member giving administrative leadership



### Build Capacity to Delegate

- Lead pastor
- Other program staff
- Officers and chairs



### Build Policies & Procedures

- Aimed at clarity in decision-making. Areas include...
  - Keeping and auditing \$ records
  - Selecting leaders
  - Starting new ministries
- Resource
  - *Governance and Ministry*, Dan Hotchkiss



### Avoid Committees

- Use a task force to study an issue and make recommendations.
  - They are finished when they deliver their recommendations.
- When a decision has been made about what to implement...
  - Select / appoint an appropriate leader
  - Form a ministry team around that leader
  - Leader accountable to someone specific



### Growing from 200-400+

- Add third professional staff position (FTE)
- Senior pastor shifts from administrator to leader
  - Vision and long-range planning
  - Excellent sermons
  - Leading staff
  - Overall ministry strategy



### Excellent Pastoral Care Systems—Lay

- Staff supervised
- Quality training
- Ongoing support and guidance
- Growing lay leadership / ownership of pastoral care responsibility



## Staff Roles

- Increasing specialization
  - Administration
  - Outreach
  - Newcomer connection
  - Children
  - Youth
  - Adult ministry



## Build on “Stars”

- 20% of your ministries and people bring 80% of your growth
- They are your “stars”
- Focus on, and invest in, the “stars”
- Don’t try to do everything—you are still not solidly in the “large” church category



## Add Third Worship Service

- Minimum seating needed for two main services to grow through 400 mark—
  - 325 good seats
- If you only have 200 seats, you need a third service
  - Plus 150 parking spots



## More on Adding a Worship Service

Charles Arn  
(Appendix I,  
*R the R*)



## Research

- About half of North American congregations may be good candidates for adding new worship opportunity of a somewhat different style
- Likely results
  - Increase attendance, giving, number of Christian conversions



## When Not to Add

- Top priority of congregation is
  - "Community"
  - Correct theology
  - Survival
- Primary pastor planning to leave within next year or so



## 80-100% Full

- Create an identical service

## 60-80% Full

- Adding service still likely to increase attendance, but...
- Politics are more difficult—existing service may lose some strength



## Peak Risk to Pastors

- Between publishing possibility and formal vote or decision
- First three months of new service
- Eight to twelve month period after new service exceeds old service in attendance



## Tenure

- First two years—honeymoon energy may help it succeed
- Years three to five—needs exceptional lay support
- Six years and beyond (and intending to stay)—change initiatives better accepted



## Work Load

- Implementation
- Planning
- New style service may take fourfold time and energy to plan



## Critical Mass

- Never drop below 50 (or 1/3 of current main service if more) in first six months
- Never fill less than half the room
- At least one-third should be unchurched or inactives (indicates commitment to reach people outside current attenders)