



**How to double your church over the
next 2 years or 24 months....**

by:

Dr. Owen Weston, Ph.D, D.Min.



How to double your church over the next 2 years or 24 months....

By: Dr. Owen Weston

We are in the age when you can have your sermon “piped in” But this leaves out the pastor who wants to preach.

HOWEVER, we can “pipe in” the administration to grow a church and let the pastor stay as the pulpiteer.

We will show you one night a month what to do.

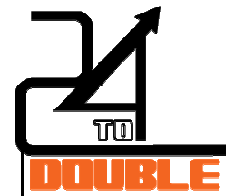
Remember reaching one tithing family through this program will more than pay the monthly fee for your whole church to be involved in this training.

Our goal is to keep Christianity alive in America by doubling as many churches as we can and there by doubling the number of Christians in our country.

We’re starting with you.

Just give us one night a month to train you how to do this.

Here is the monthly schedule:



24 to Double Schedule of Monthly Training

1st Year:

1. Finding the church's uniqueness in ministry and strengths.

Determine the vision – not where we are going, but where we want to be - *“I believe God is going to give us 1000 people to worship Him...”*

2. Determining Laity Involvement:

Train on Gifts Wednesday & Sunday p.m.

3. The Vehicle for Lay Involvement:

Start a Pastor's class for new people and those whose gifts are not known.
The Pastor's Breakfast / Lunch or once a month informational meeting.

4. Making the Church Like Heaven on Earth:

The law of first impressions and initial contact ministry.

5. The Guarantee for Retention:

The key essentials to retention.

6. Dr. Engel's Highpoint:

The point of the Worship Experience.

7. Environmental Context:

The impact of ambiance and the contextual.

8. How to Conquer Your City:

The law of impacting your target audience.

9. The Larger Outreach:

The 4 Big Events & Ministry Events.

10. Follow-up on Larger Outreach

Retention to other big events

11. Babysitting vs. Ministry:

Children & Nursery

12. Connection Points:

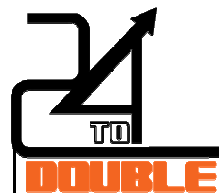
7 groups for every 100 and “cause” clusters.

24 to Double Schedule of Monthly Training

2nd Year:

1. **Prepare for 2 Services: Satellites & Plants**
2. **Grid System:**
Set-up grid with 7 teams. Team approach vs. Staff approach
3. **12 same as last year but include calendar and big events through laity leadership:**
Setting up the team for 1st impressions.
4. **Team approach on Big Events:**
Christmas, Easter, 4th of July, Fall
5. **Team approach to Retention:**
Pastor's class, visitation, deacons, etc.
6. **Team approach to Outreach:**
Baptism, Baby Dedications, Weddings, Drama, Memorials, etc.
7. **Team approach to Ambiance:**
Banners, signage, handouts, cameras, lights and sound.
8. **Team approach to Multiple Worship "Critical Care:**
Choir vs. Worship Teams
9. **Team approach to small groups:**
Semester driven vs. life-time tenure.
10. **Team approach to youth "grid system"**
11. **Set-up 5 Fold Ministry**
12. **Where do I go from here?**





24 to Double Schedule for Monthly Training

1st Year: 1st Month

Before we start the training:

- What is the next big event on the calendar for which we can challenge our congregation to bring friends?
 - Plan the event (when, what, how, who)
 - How to bring the crowds (from the congregation / marketing)
 - Getting people involved (in production, in preparation)
 - Getting the program ready (who is in charge and who is helping)
 - Getting the people ready (love the visitors)
- **Why should anyone come to my church?**
 - What's God told me to do? *"God has told me we are going to change this city."*
 - Who can we reach? *"I see everyone – red, yellow, black and white."*
 - What can this church do to make a difference? *"I can see us standing in the Wal-Mart parking lot..." "God has told me He'll give us 10,000 attendees."*

People love to follow a Vision – Vision...that motivates.

God has shown me that those of us here will double our churches over the next 2 years by following this plan. The problem we will have is where to put the people.

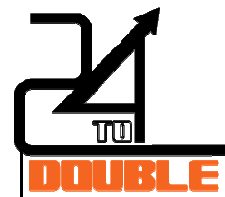
Every church and pastor must have a clear vision stating what they need to do in one to three years to conquer their city for Christ.

Give me a vision to **die** for and I'll not miss coming to church.

Give me a vision to **excite** me and I will volunteer.

Give me a vision that **motivates** me and I will give you my money.

Just give me **something**.



24 to Double Schedule for Monthly Training

1st Year: 1st Month

Vision Workshop

By: Dr. Owen C. Weston

"Where there is no vision the people perish." Proverbs 29:18

"Write down the vision and make it plain...so who ever reads it may run with it."

Habakkuk 2:2

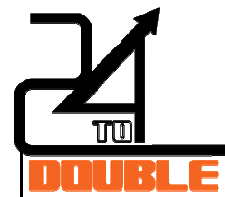
Every church and pastor must have clear vision stating **what** they need to do in one to three years **to conquer their city for Christ.**

Do a demographic study:

- Household size and income
- Population growth
- Age distribution
- Industry of labor
- Education
- Travel time to work
- Cost of living
- Ethnic distribution
- Rent or own
- Tenure in home
- Mortgage as ratio of income
- Trends/changes in all above over time

Compare demographics against Maslow's Hierarchy of needs:

1. Physiological needs: food, clothing, sleep, pain
2. Safety needs: shelter, security, predictable future and order
3. Love and belonging needs: affection; friends; family; identity with group, love
4. Self-esteem needs: respect, admiration, self worth – confidence
5. Self-Actualization needs: fulfill personal capacities and potential, discover truth, create beauty, promote order and justice



You cannot reach people with God's love who are needing food unless you include food.

To tell people who need food that God has a great plan for their life is to try to reach level one people with a level 5 solution.

Demographics helps you to know who you can reach and at what level.

Look at what “strengths” God has already put in the church.

1. What is God already blessing?
2. Which ministry in the church is bringing the most visitors?
(Royal Rangers, Sunday School, choir, worship, preaching, youth, etc.)

Through what ministries have people come to your church in the past two months?

Jim Collins in “Good to great”

Vision is made up of 3 things:

1. **Passion** – what your organization (*church*) stands for, its core values purpose - its mission.
2. **Best at** – what your *church* can uniquely contribute to people it touches better than any other *church* on the planet.
3. **Resource engine** – what best drives your resources in 3 areas: time (people willing to serve), money (*available and able to raise*), and brand (deep well of emotional goodwill and mind-share of potential supporters).

The way to build a bridge to the future is by creating GOALS and TASKS that carry the church toward the vision you feel God has given your church

Communicating effectively along the way so all understand what the vision is and how these **goals** and **tasks** help us achieve it.

It normally takes three months – 12 Sundays of preaching , hinting toward or referring to, in every sermon - the direction the church is going to take with this new vision.

Which three months will the church take to do this?



The church/pastor will need to make flyers, banners, and include the vision statement in the church bulletin, and on church letterhead so the people can get excited about the direction of the church.

Although this is stated last it is the most important and needs to be mentioned to your church from the beginning . . .

. . . Jesus spent forty days and forty nights in the desert praying, fasting, and seeking a vision from God before He began His ministry. At the end of these forty days Satan tempted him to short-circuit the process.

When will the church start such a prayer emphasis?

The pastor and the people must seek God in prayer about which direction the church is to go and which vision the church is to have for the next year or so.

Remember a good vision statement never conflicts with the major thrust the church is currently enjoying nor does it violate the reason the church was established and most importantly of all, it must not contradict the theological premise of the church.

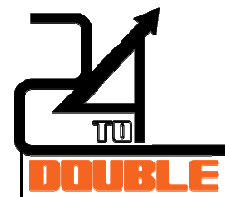
Therefore it is necessary to evaluate the core values of the church before finalizing the vision statement of the church.

The core values are those ideas of ministry, beliefs, functions in the church that the congregation believe are essential for the church to have.

For example, most Southern Baptists believe that Sunday School is a core value.

You normally cannot have a SB vision statement that will do away with Sunday School.

In the Pentecostal and Charismatic churches, the movement of the Holy Spirit is often a core value and if a vision statement suggests a “seeker safe” service in which no gifts are allowed to flow in the service this would create warfare rather than excitement about the vision.



List some of the core values this vision statement might violate in your church.

How can the vision statement be changed to keep from violating these core values?

What core values of this church will this vision statement encourage?

How will the vision change the way the church functions?

Just coming up with a vision statement is not enough.

The vision statement must be the guiding force behind the ministry of the church for the next year or so.

Here is a catch: if you are not as committed to maintain the vision as you are to cast it, than your efforts will wane and both your people and vision will get frustrated.

- Note: marketing the vision must affect who we become before it can affect those we pursue. *E.g.* to say we are a church of love better be perceived by the visitor or they will hate you more!

For example, if the vision statement is to emphasize the youth programs as the main ministry the church will use to reach the lost, then no other program will interfere with this thrust.

What if the church already has a vision statement that has existed for a year or so and the leadership now wants to reevaluate whether this vision statement should be changed?

The church must ask the questions:

If the new vision statement would encourage more of the church to be involved?

Would a new vision statement create excitement in the church?

Think about a shop you no longer use. You will give one or more of the following reasons as to why: The staff was rude; the service inconsistent; I was made to feel uncomfortable; they no longer offer what I needed; I do not like the new manager; another newer store makes me feel more at home; or the value they offer isn't worth the drive—I can get what I want closer to home.



Now think of the new store you like: No one makes me feel uncomfortable; people are so nice to me; they are so efficient; I always know what I am going to get; they have just what I need; the manager greets me by name; I am proud to tell others I go there; I am happy to drive across town if I have to because of all they offer.

Have new visitors come in who need to be involved and a new vision statement will be more likely to involve them? List some of these people.

Has the excitement for the existing vision statement dwindled?

Would a new vision statement encourage the congregation?

The best vision statement needs to build on the previous vision statement yet be different enough to cause new excitement.

For example, your previous vision statement may have emphasized starting cell groups. So it would be unwise for the new vision statement to do away with cell groups.

To form a new vision statement you would basically follow the above process in coming up with a new vision statement.

Some of the best signs that a church needs a new vision statement:

- There is no excitement in the church
- People are coming out of obligation rather than a sense of doing ministry to accomplish a goal.
- It is hard for most people to get involved.
- New people coming into the church are very different from the original congregation and the new vision statement needs to align with their felt needs (demographic verses Maslow).
- The community has changed. The church needs to change to reach it or move to where the congregation has moved and form a vision statement for the move.

It is always important for a pastor and leaders of the church to come up with a dozen or so reasons as to why people should attend their church and not any other church in town.



These reasons should not apply to (be able to be used by) any other church .

This is a good test to give to your leadership:

Write down how many reasons the leadership can come up with for attending your church.

Next Month:

Month 2:

Developing Laity Involvement:

Your church grows by the ratio of laity involvement

We will study this next month.