



# How Stalled Churches Are Kickstarting Growth Right Now



# CGS

## 60 YEARS

Partnering With the Local Church

**We Help Churches  
Grow Generosity...Period.**

- Growing Generosity is Our Heart.
- Coaching Church Leaders is Our Passion.

**[churchgrowthservices.com](http://churchgrowthservices.com)**



**Why is the rediscovery  
of a community so  
important?**





# Why is the rediscovery of a community so important?

1. It helps you understand your mission field.





# Why is the rediscovery of a community so important?

2. It deals with false perceptions.





# Why is the rediscovery of a community so important?

3. It points out needs the church can meet.





# Why is the rediscovery of a community so important?

4. It gives your prayer ministry a new focus.





# Why is the rediscovery of a community so important?

5. It reignites your passion for evangelism and ministry.







# Why is the rediscovery of a community so important?

6. It shows you what your church should stop doing.





# Why is the rediscovery of a community so important?

7. It helps you discover trends headed your way.





# Why is the rediscovery of a community so important?

8. It gives you insights into a good church budget.





# Why is the rediscovery of a community so important?

9. It points you to how your staff should do ministry.

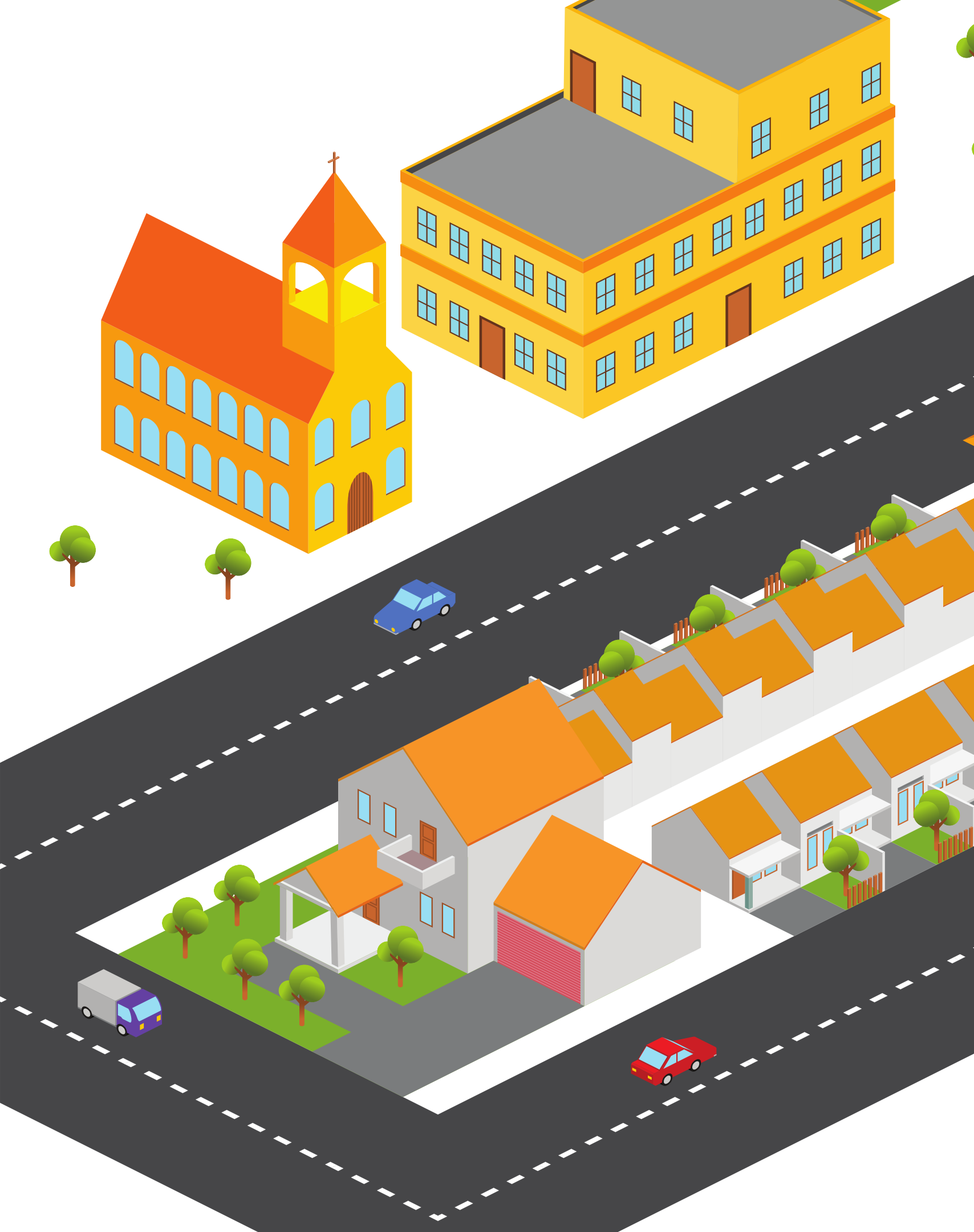




# Why is the rediscovery of a community so important?

10. It helps you to understand how to best utilize your facilities.

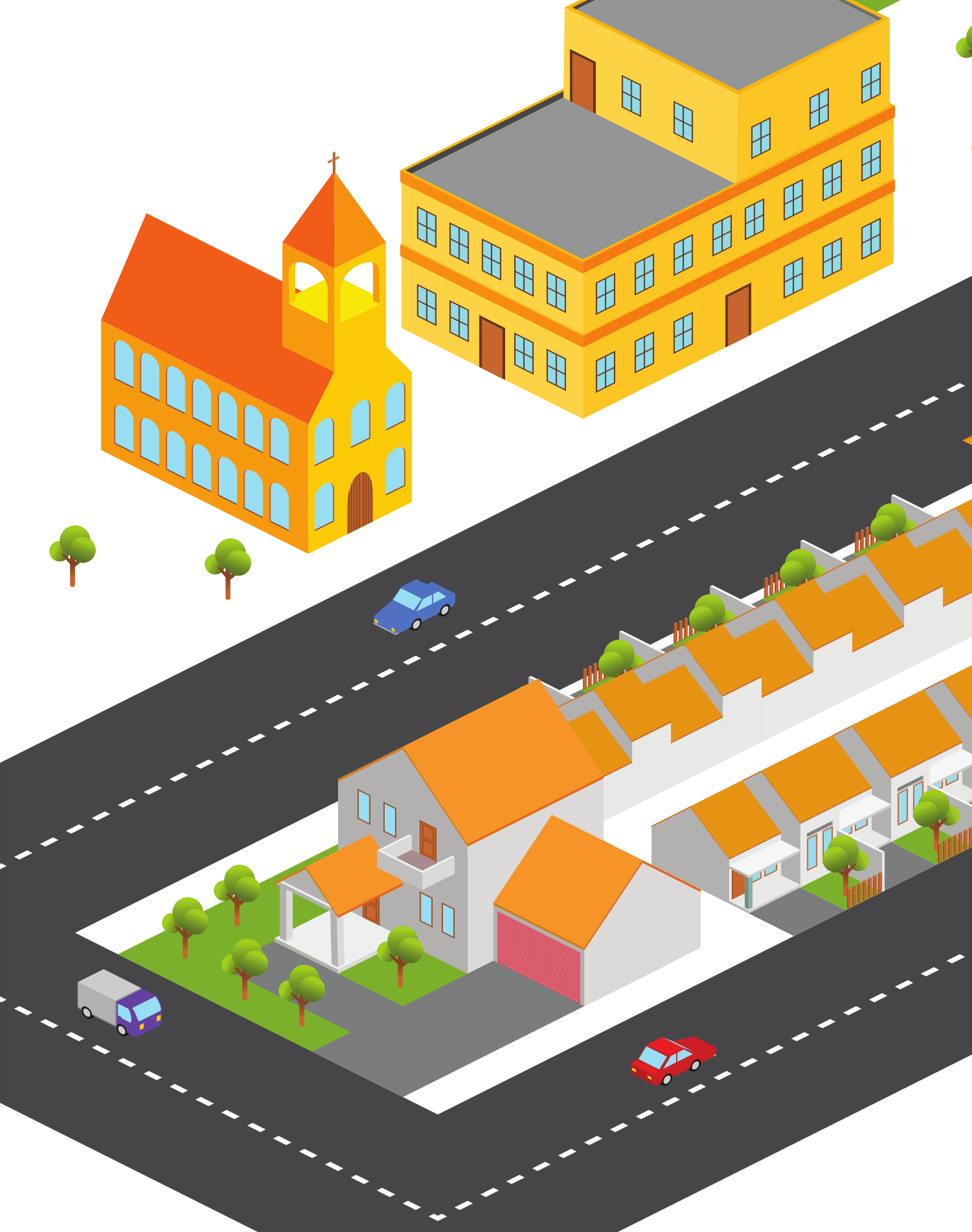




The big one thing in community rediscovery:

# The Ten-Minute Drive Time

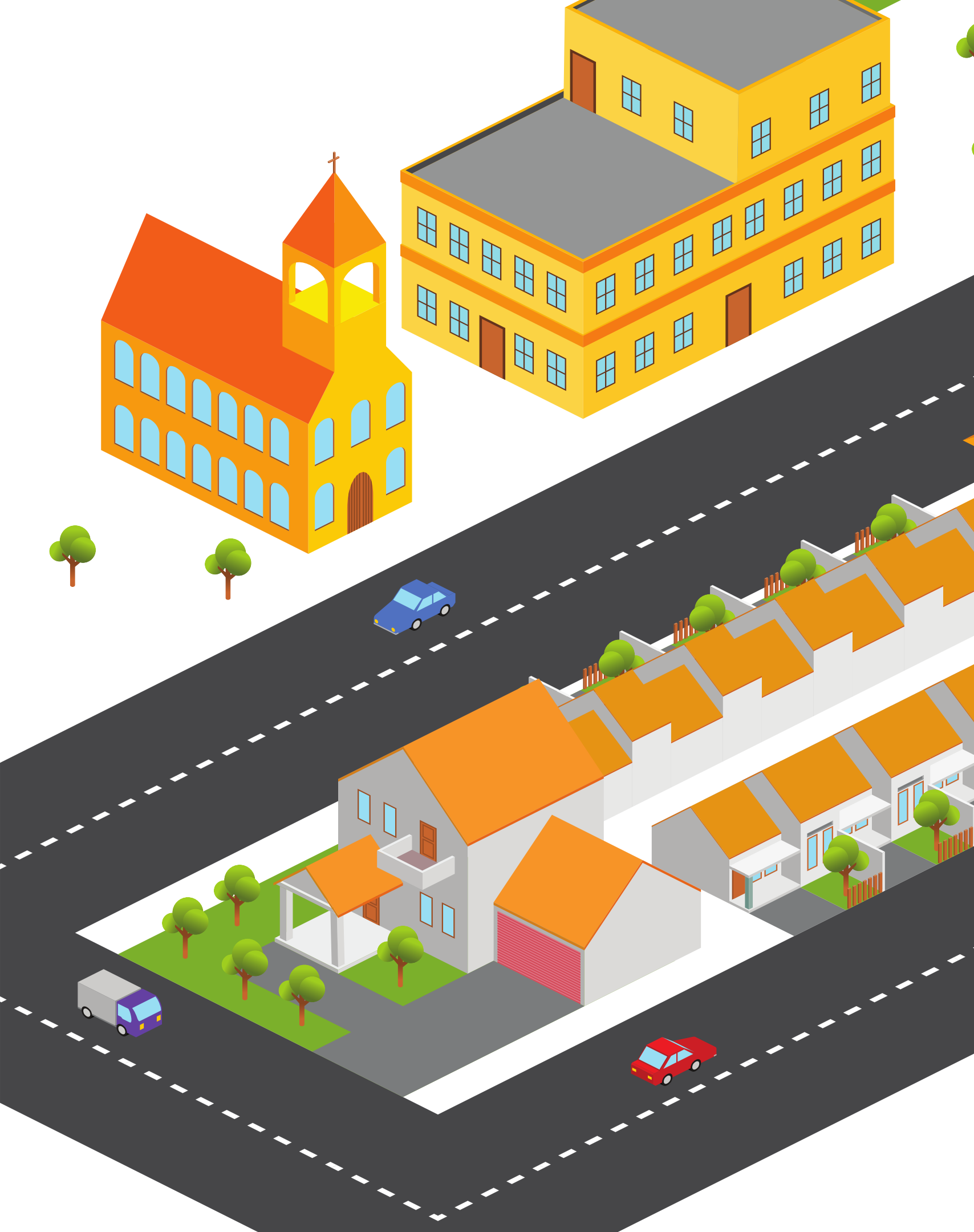




## The Ten-Minute Drive Time

- Baylor study 2017: The average church-attending American lives 6-15 minutes from their church.



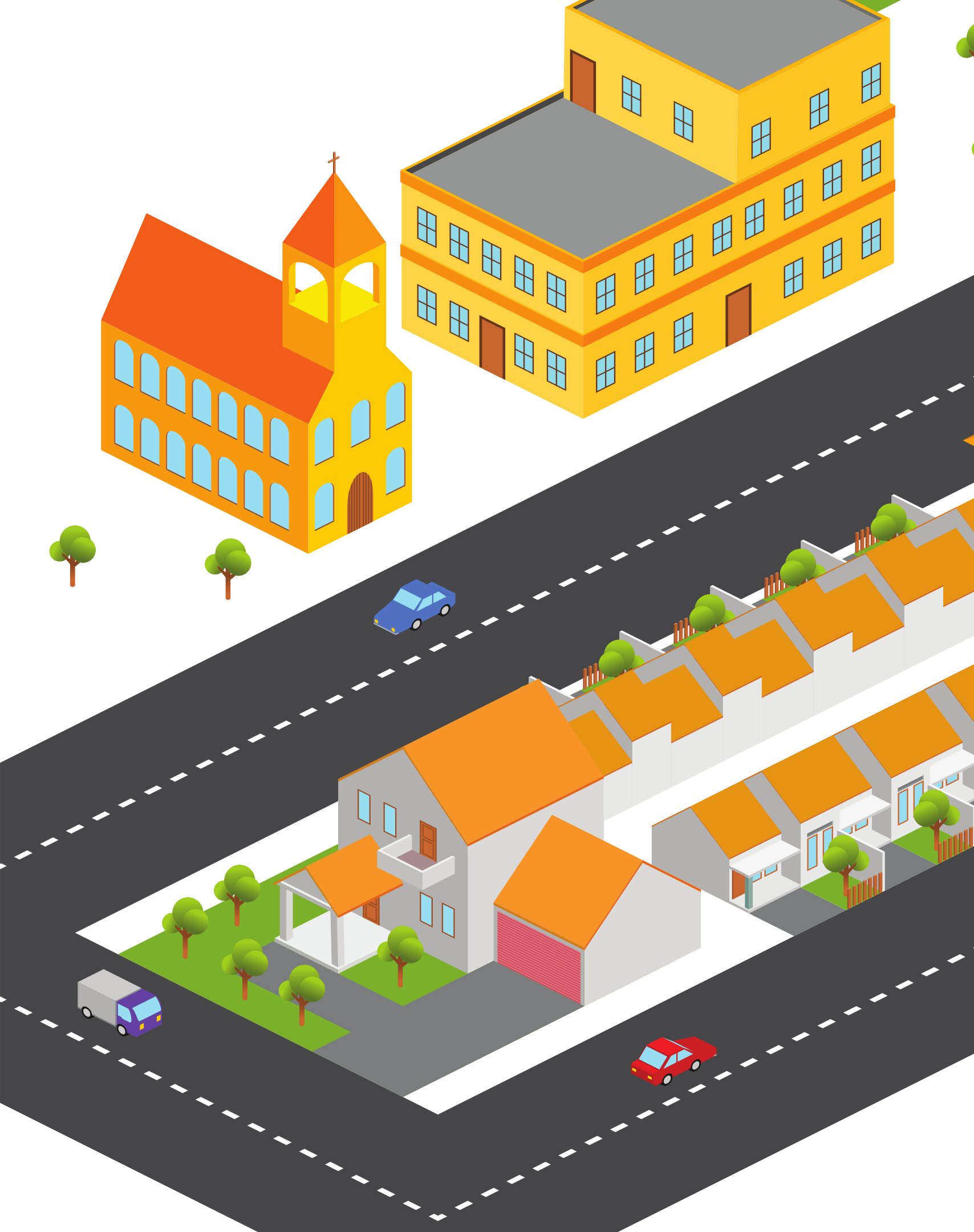


## The Ten-Minute Drive Time

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- Only 9% travel more than 30 minutes.



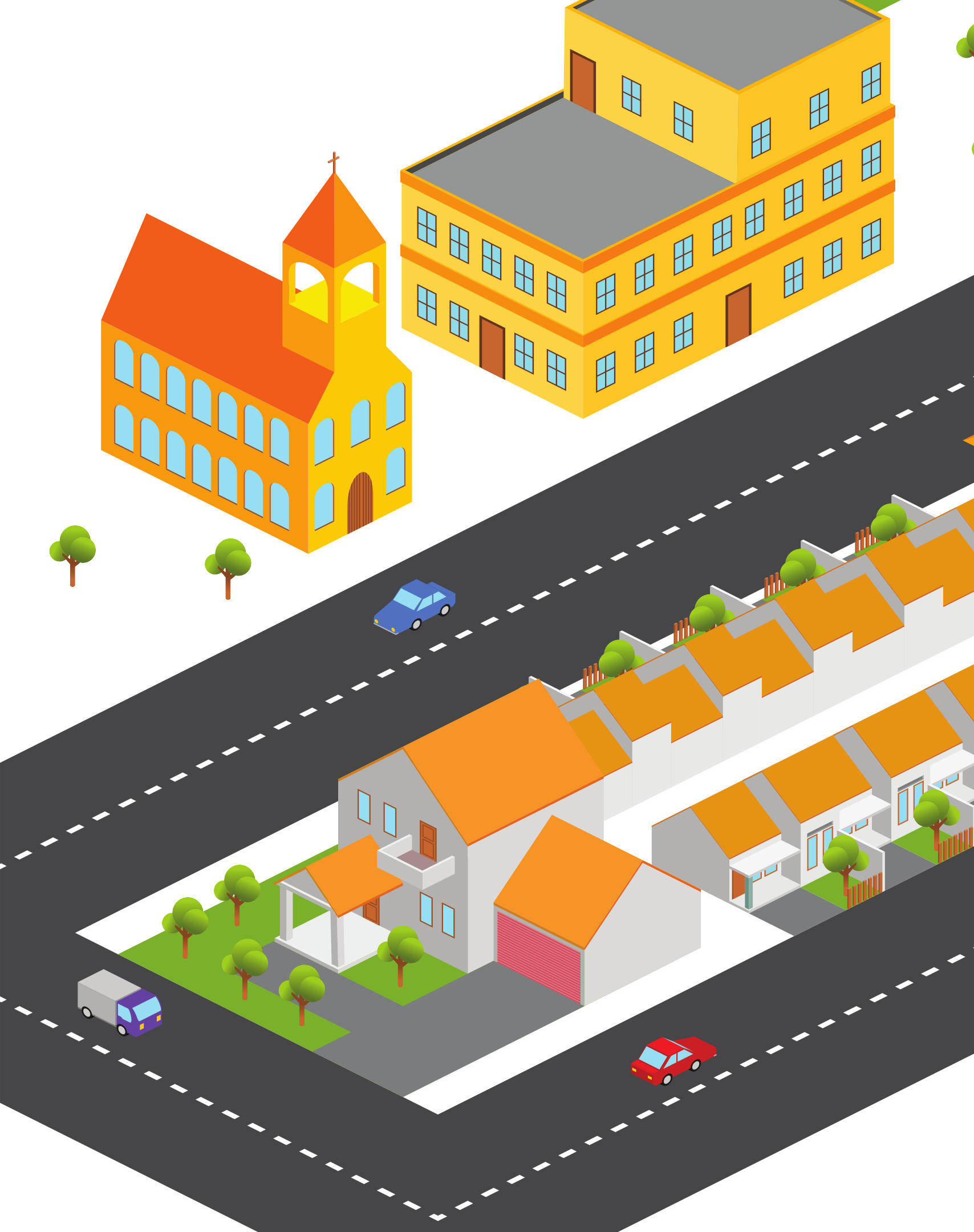




## The Ten-Minute Drive Time

- Knowing who lives within 10-15 minutes of your church is **CRITICAL.**





## The Ten-Minute Drive Time

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- Caveat: Rural areas have longer drive times. Urban areas have less drive time.



# The Ten-Minute Drive Time

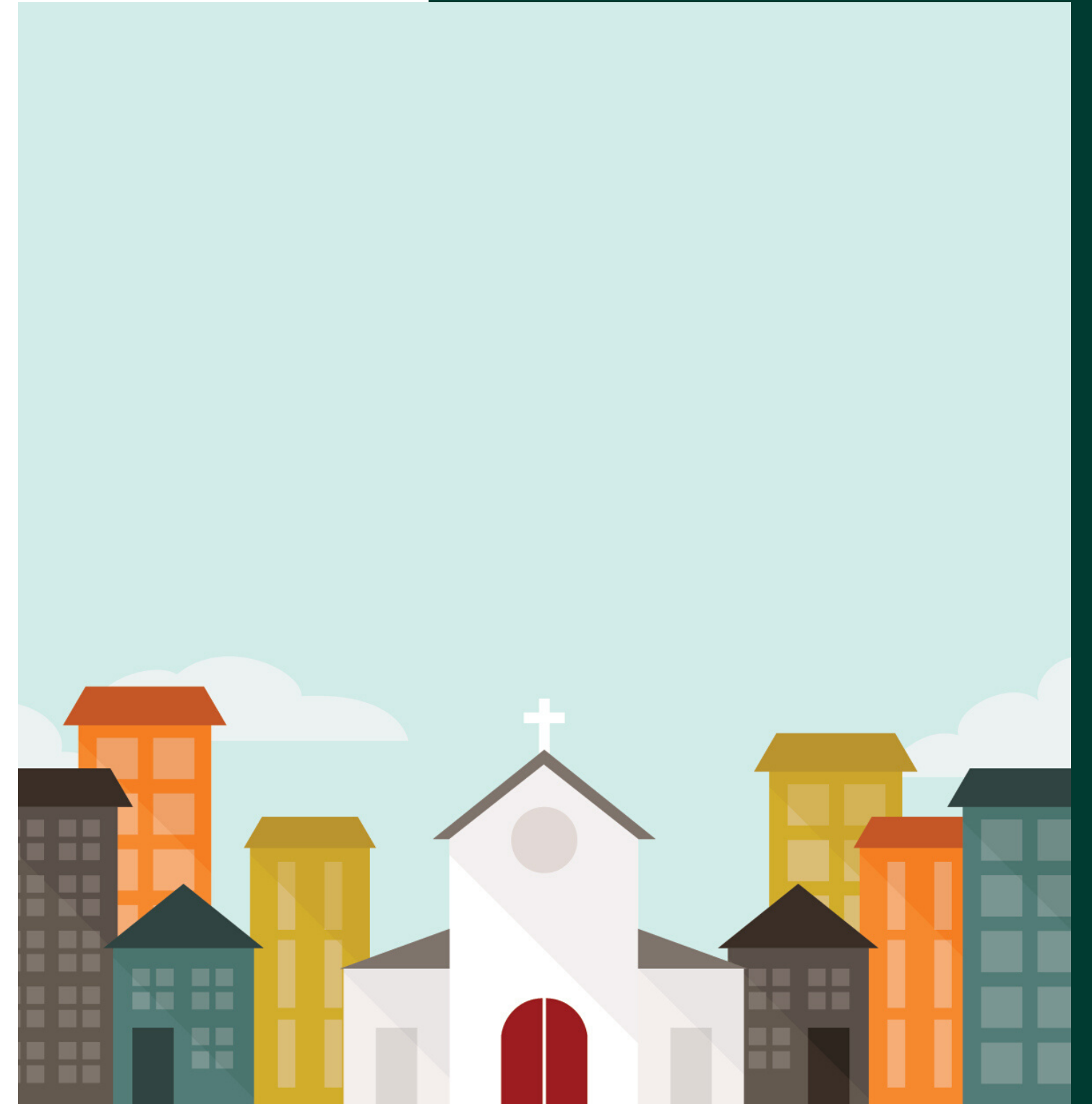
## **Why It Is So Important**



## The Ten-Minute Drive Time

# Why It Is So Important

- Drive time eliminates false boundaries.



## The Ten-Minute Drive Time

# Why It Is So Important

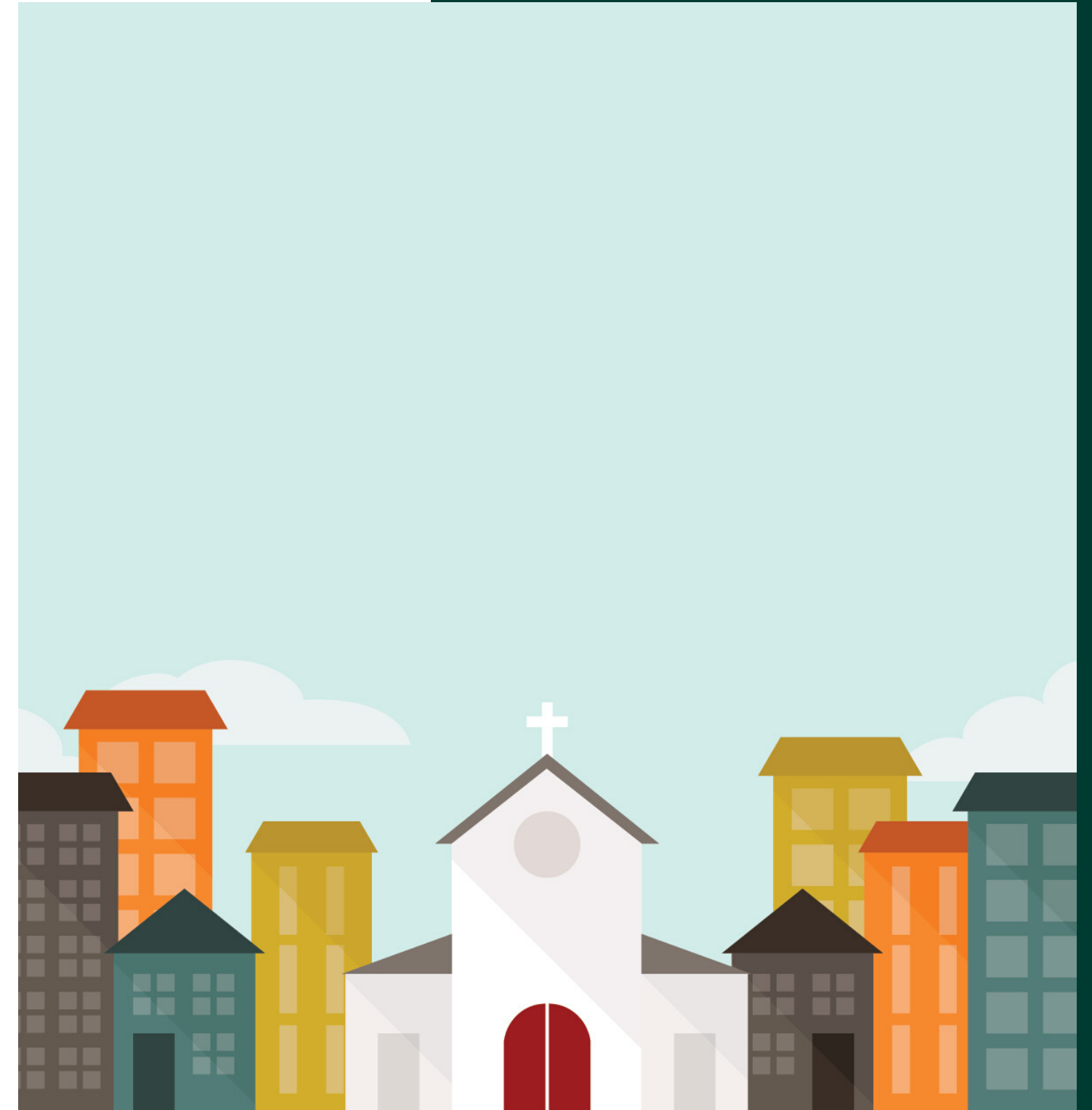
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- Drive time is how the community thinks.

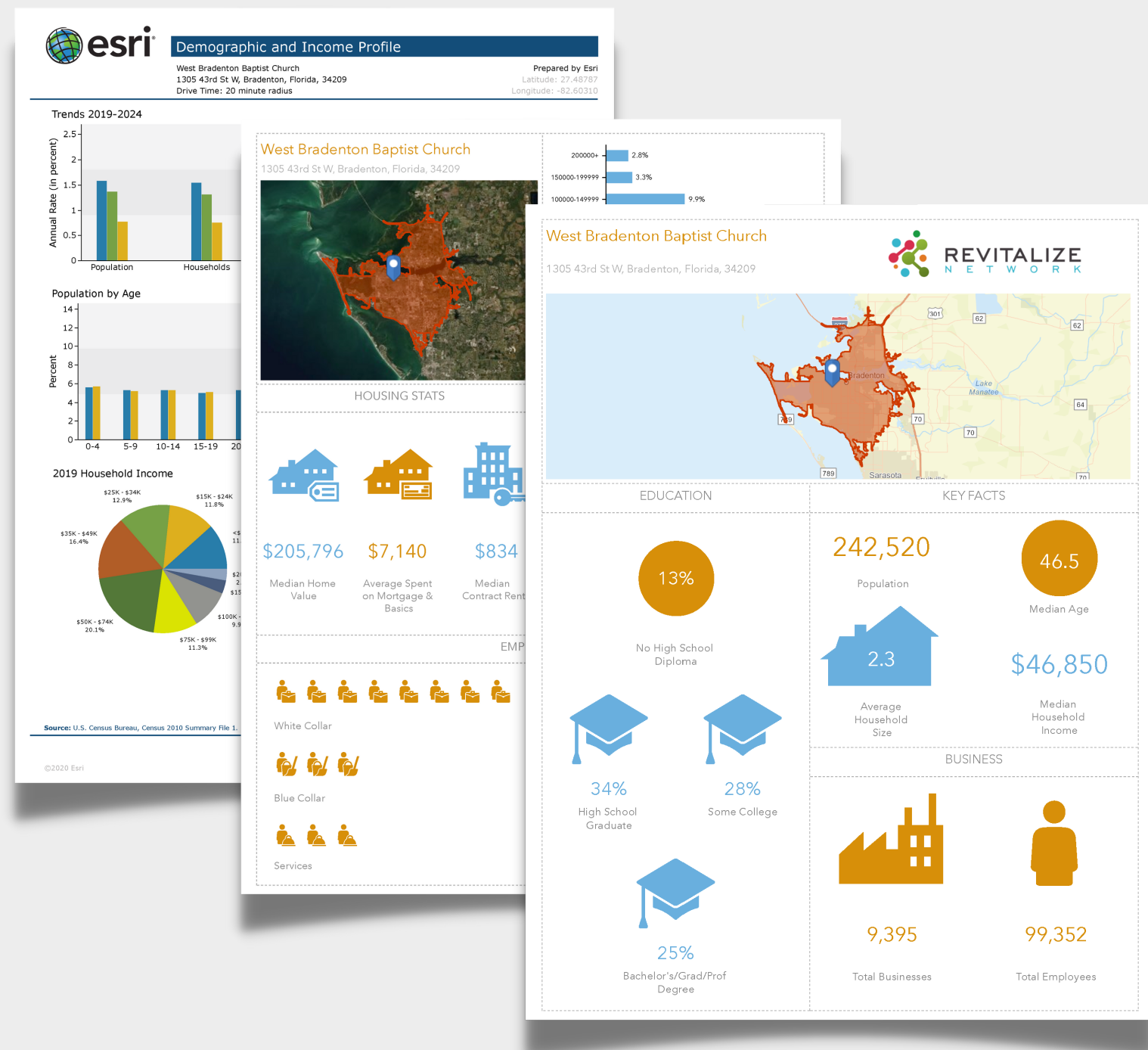


## The Ten-Minute Drive Time

# Why It Is So Important

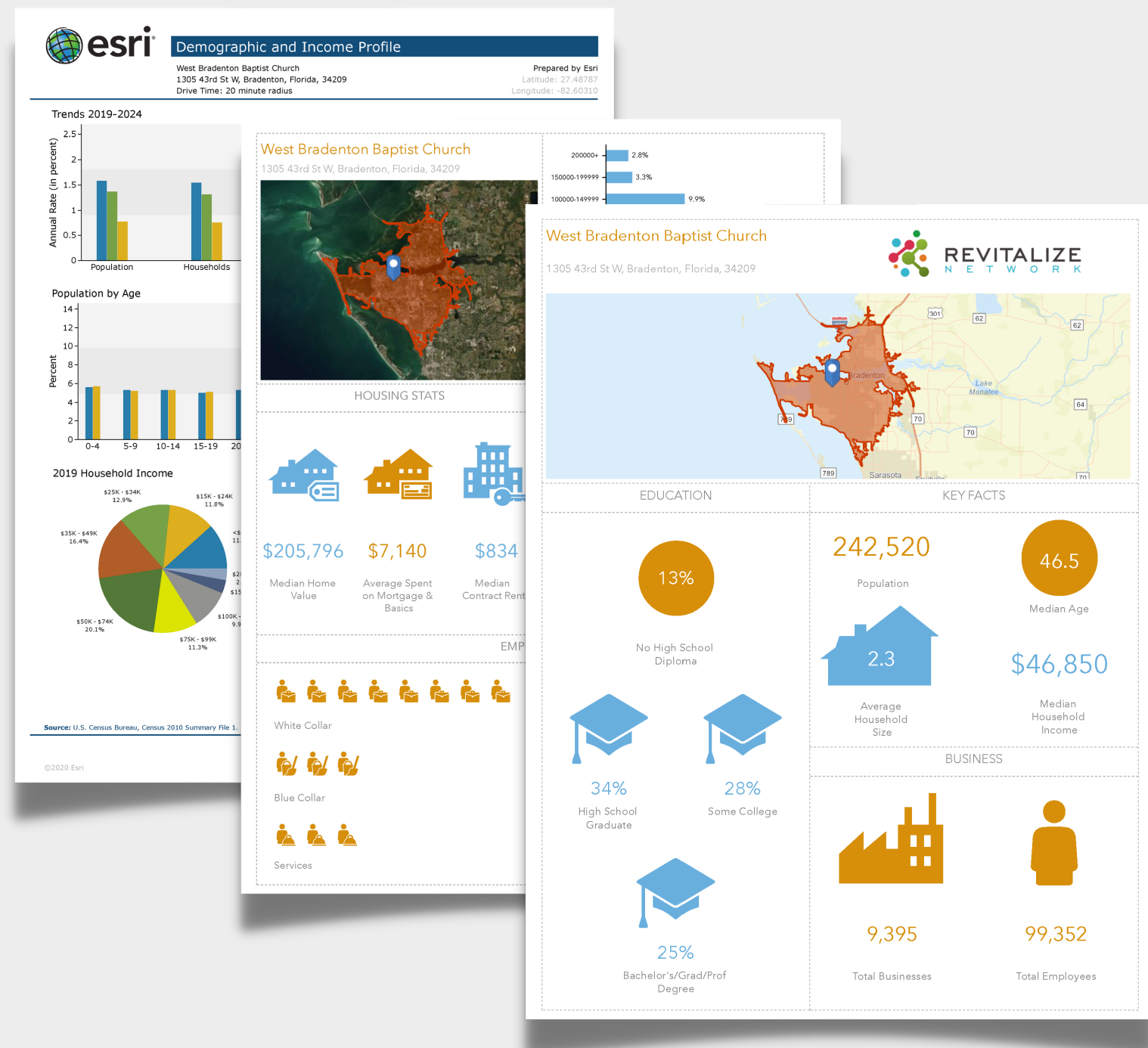
- Drive time eliminates false boundaries.
- Drive time is how the community thinks.
- Drive time is a more realistic view of the true ministry area.





- An example using **Know Your Community**

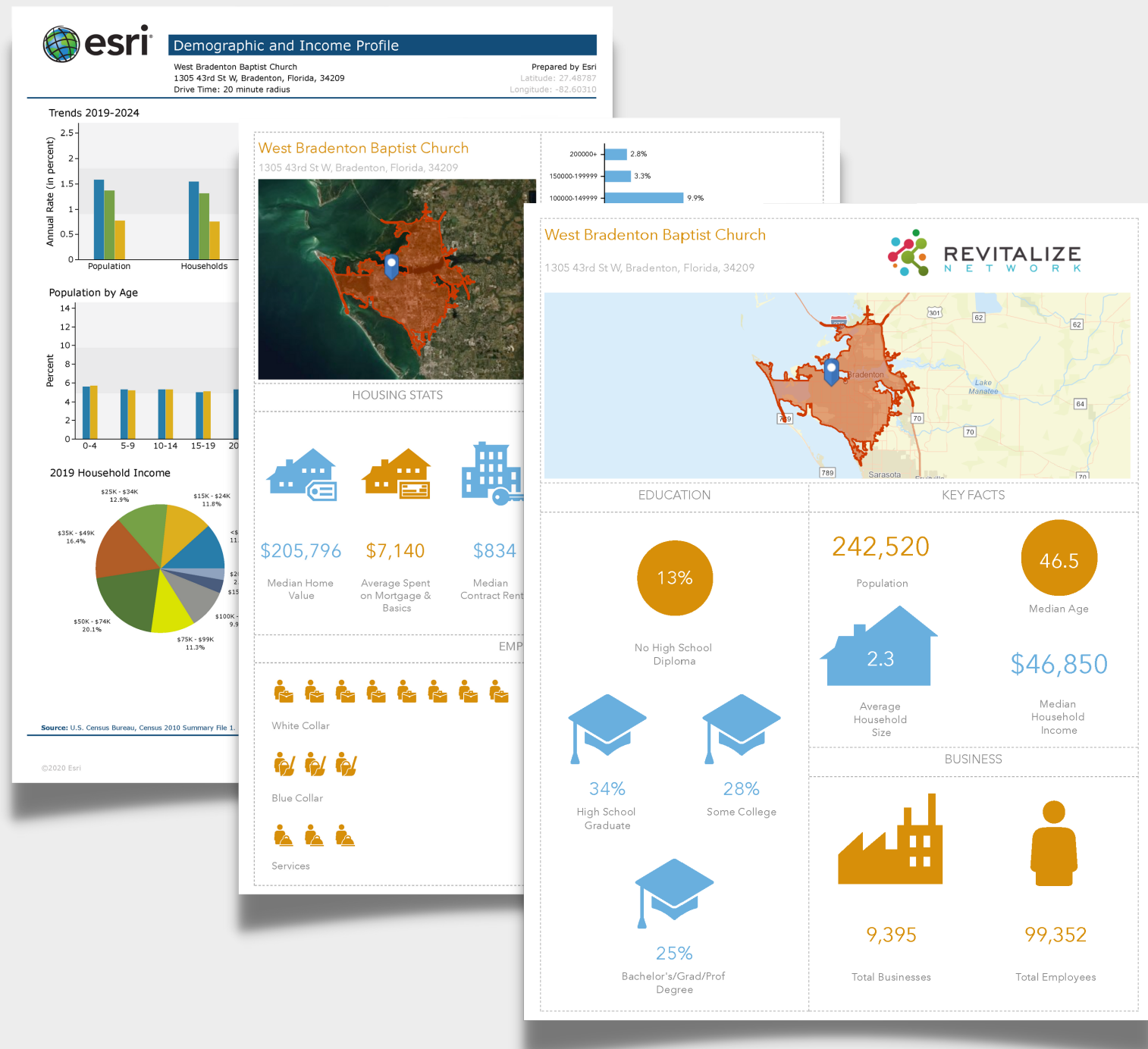




- An example using **Know Your Community**
- The one thing: rediscovery of your community.







- An example using **Know Your Community**
- The one thing: rediscovery of your community.
- The one metric: ten-minute drive time.





# CGS

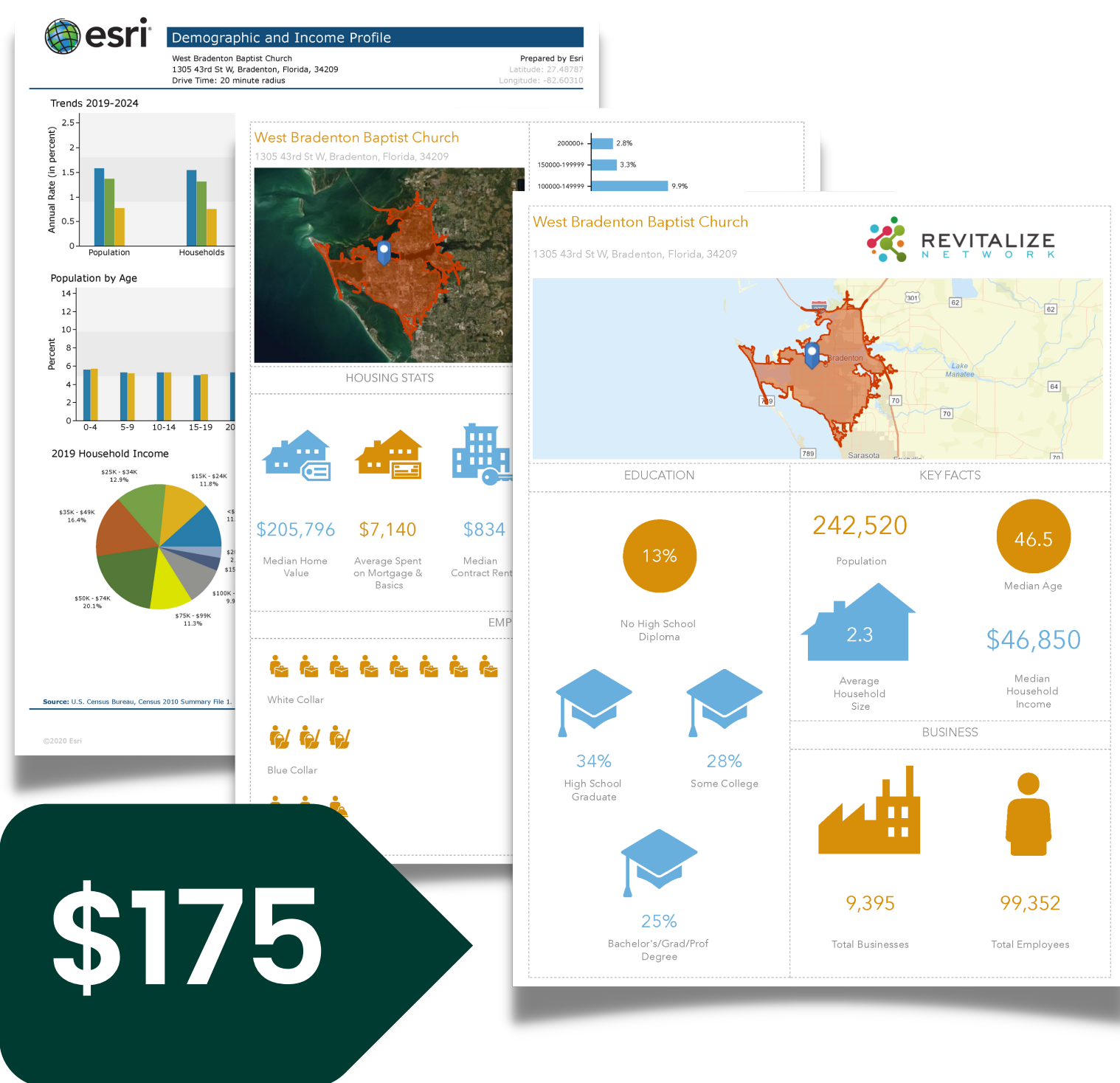
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# Know Your Community Report

- 37-page report that provides a wealth of information about the people living in your immediate neighborhoods.
- Bonus for ten days or first 100 purchasers only, whichever comes first
- Free 16 Quick Adjustments tool



Questions?