



# Moving Your Church from Apathy to Growth





# Three Areas of Opportunity



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Expectation



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Expectation



Assimilation





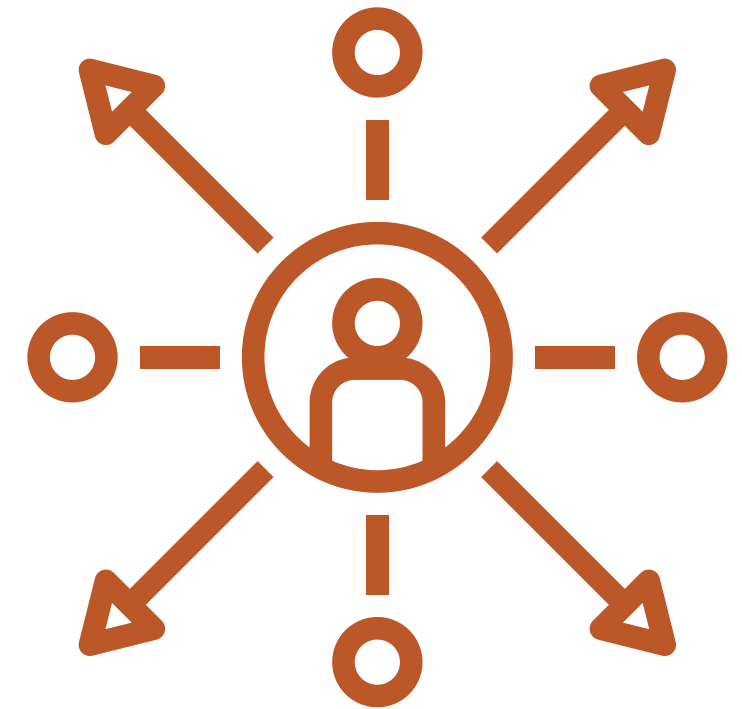
# Three Areas of Opportunity



**Expectation**



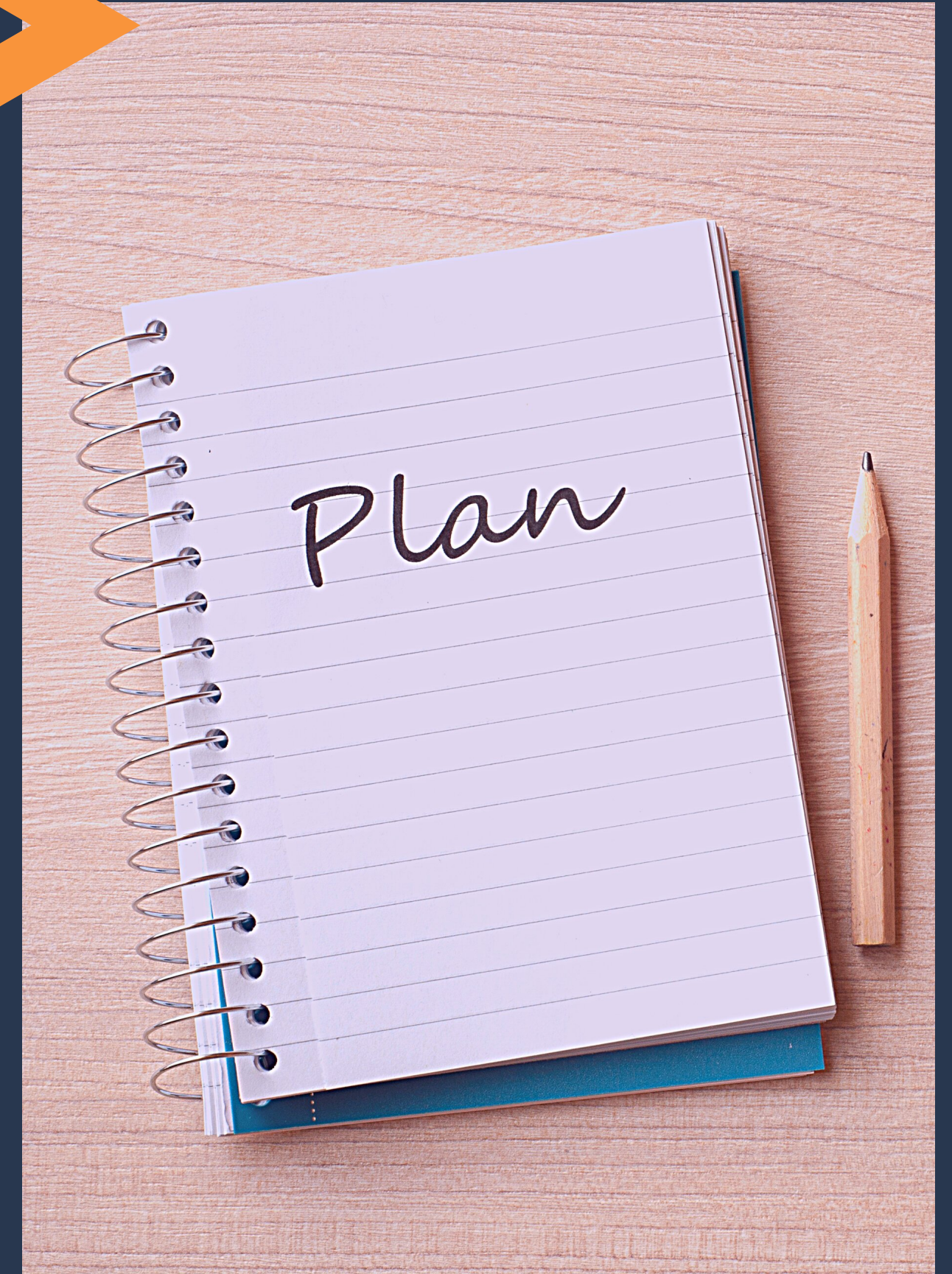
**Assimilation**



**Outward Focus**



The Key Is to  
Have a Plan for  
Each of These  
for 2022







**But Keep it Simple**





# Reverse Review





# Outward Focus



Reverse  
Review





# Reverse Review

## Outward Focus

- Looking beyond preferences to the needs of others







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- **An emphasis on connecting people to the church at least twice a year**





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# Reverse Review

## Outward Focus

- Looking beyond preferences to the needs of others
- An emphasis on connecting people to the church at least twice a year
- Weak before the pandemic. Anemic now
- Our resources include Pray and Go and Invite Your One



# Assimilation

 Reverse  
Review





# Reverse Review

## Assimilation

- Two broad categories: connecting with others and getting involved in ministry





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## Assimilation

- Two broad categories: connecting with others and getting involved in ministry
- Small groups: emphasize and start a new group
- Move someone from membership class to ministry
- **Welcome ministry (first impressions) is a good place to start**



# Reverse Review

## Assimilation

- Two broad categories: connecting with others and getting involved in ministry
- Small groups: emphasize and start a new group
- Move someone from membership class to ministry
- Welcome ministry (first impressions) is a good place to start
- **Check out: Closing the Back Door: Assimilation Checklist**



Expectation

 Reverse  
Review







# Reverse Review

## Expectation

- Missing in most churches





# Reverse Review

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- **Most effective: entry point class, typically called a new member class**





# Reverse Review

## Expectation

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- Most effective: entry point class, typically called a new member class
- **The covenant example**



# Reverse Review

## Expectation

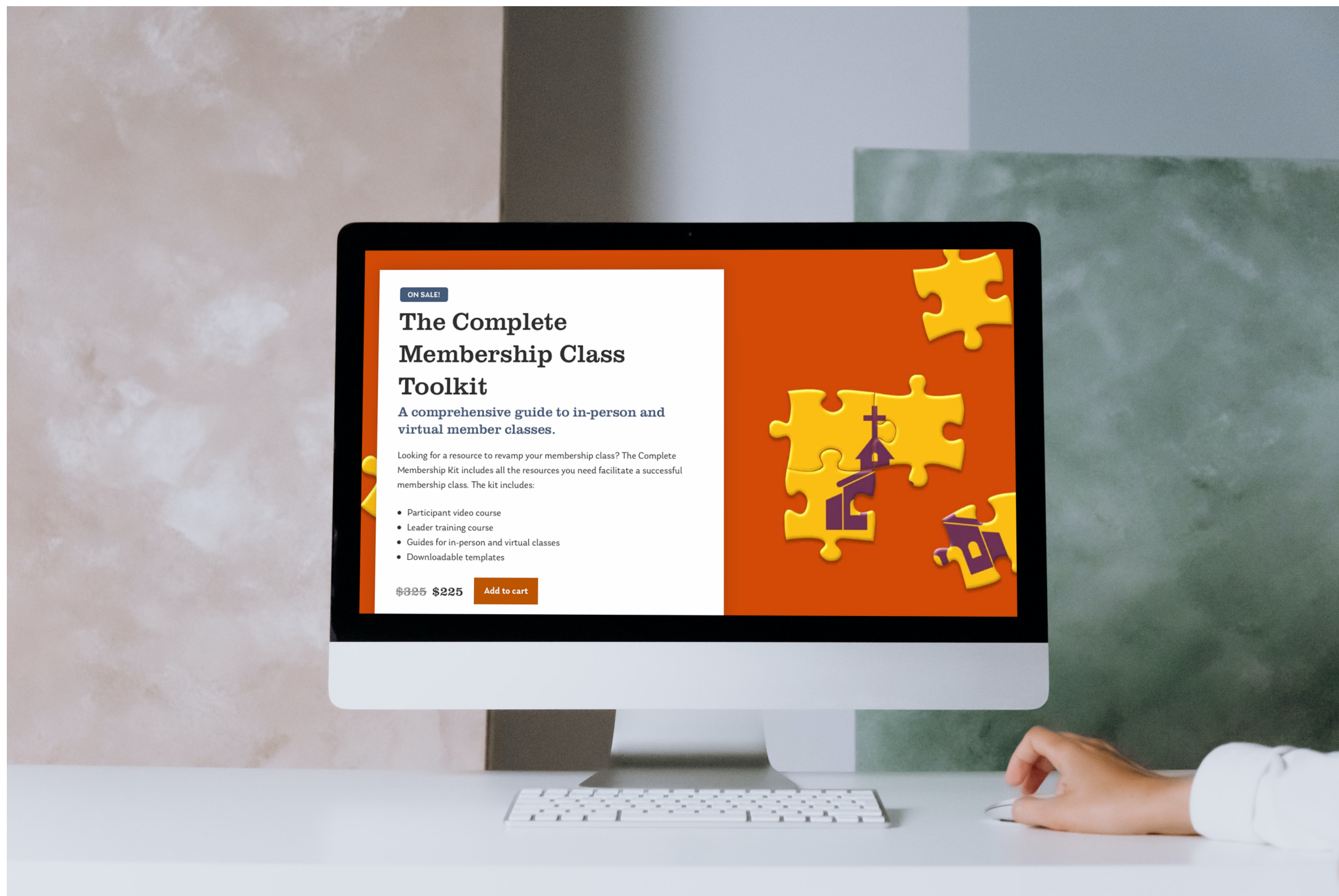
- Missing in most churches
- Most effective: entry point class, typically called a new member class
- The covenant example
- Church membership is often confused with civic club membership or country club membership





# »» TODAY ONLY: The Complete Membership Class Toolkit for **\$225.**

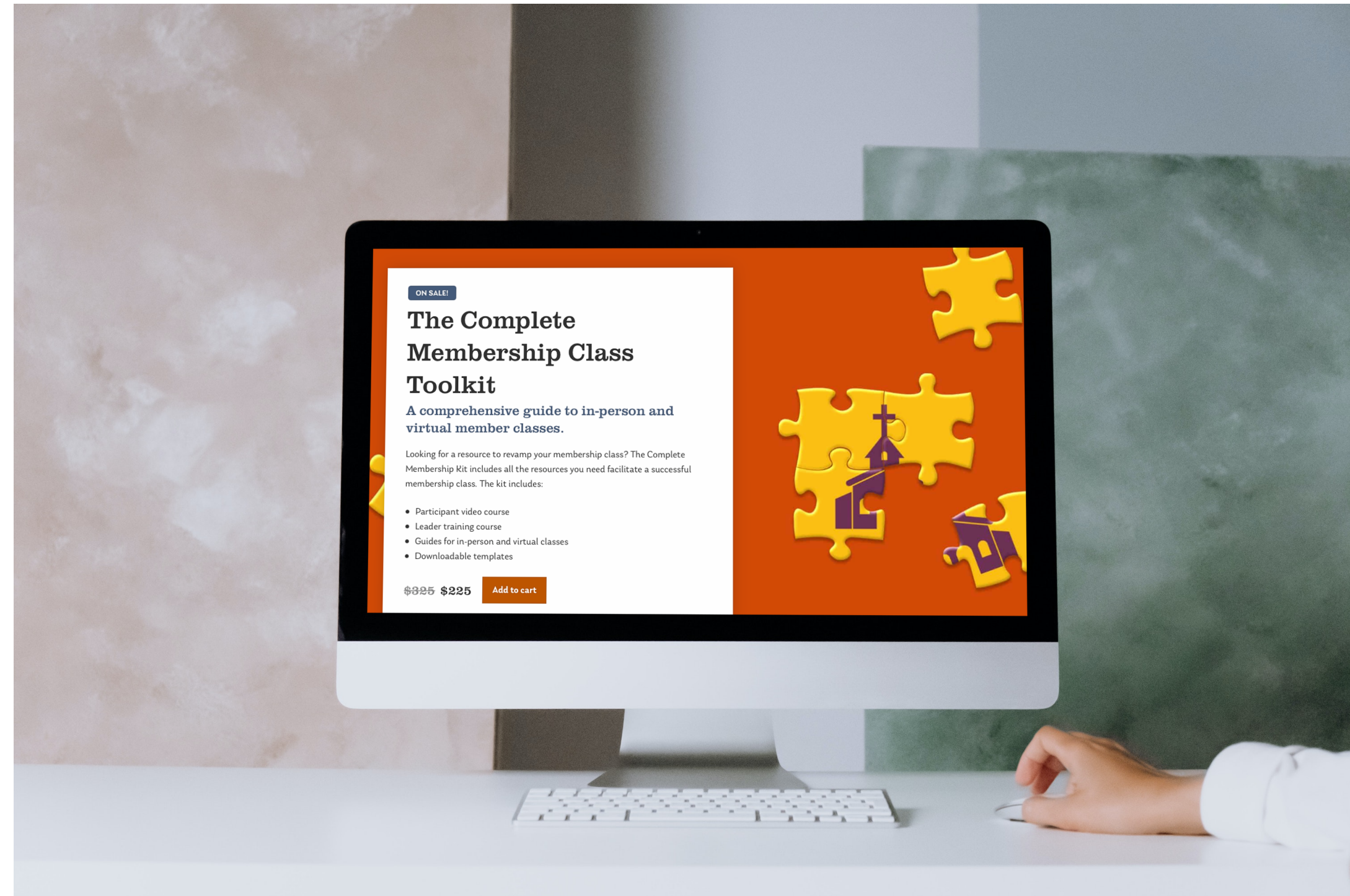
The price will increase to \$325.





# Includes

- Leader training
- Participant videos
- Student book
- Bulletin inserts
- An in-person guide
- A virtual class guide
- Much more!





➤➤ **SPECIAL BONUS OFFER**

**Closing the Back Door –  
The Church Assimilation Checklist  
is available for **\$79**, a \$150 savings!**





# Key Points







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- Apathy turns to growth when you focus on three main opportunities: expectation, assimilation, and outward focus.
- Keep it simple: try one or two efforts for each of the three areas.
- Typically a one-year plan.
- **All three were missing during the pandemic.**





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- Churches can leave apathy behind in the planning stages.





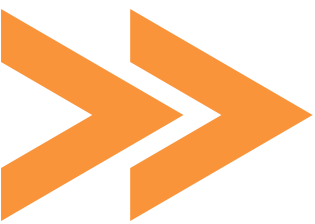


# Key Points

- The void has led to apathy.
- Churches can leave apathy behind in the planning stages.
- **The time is now.**







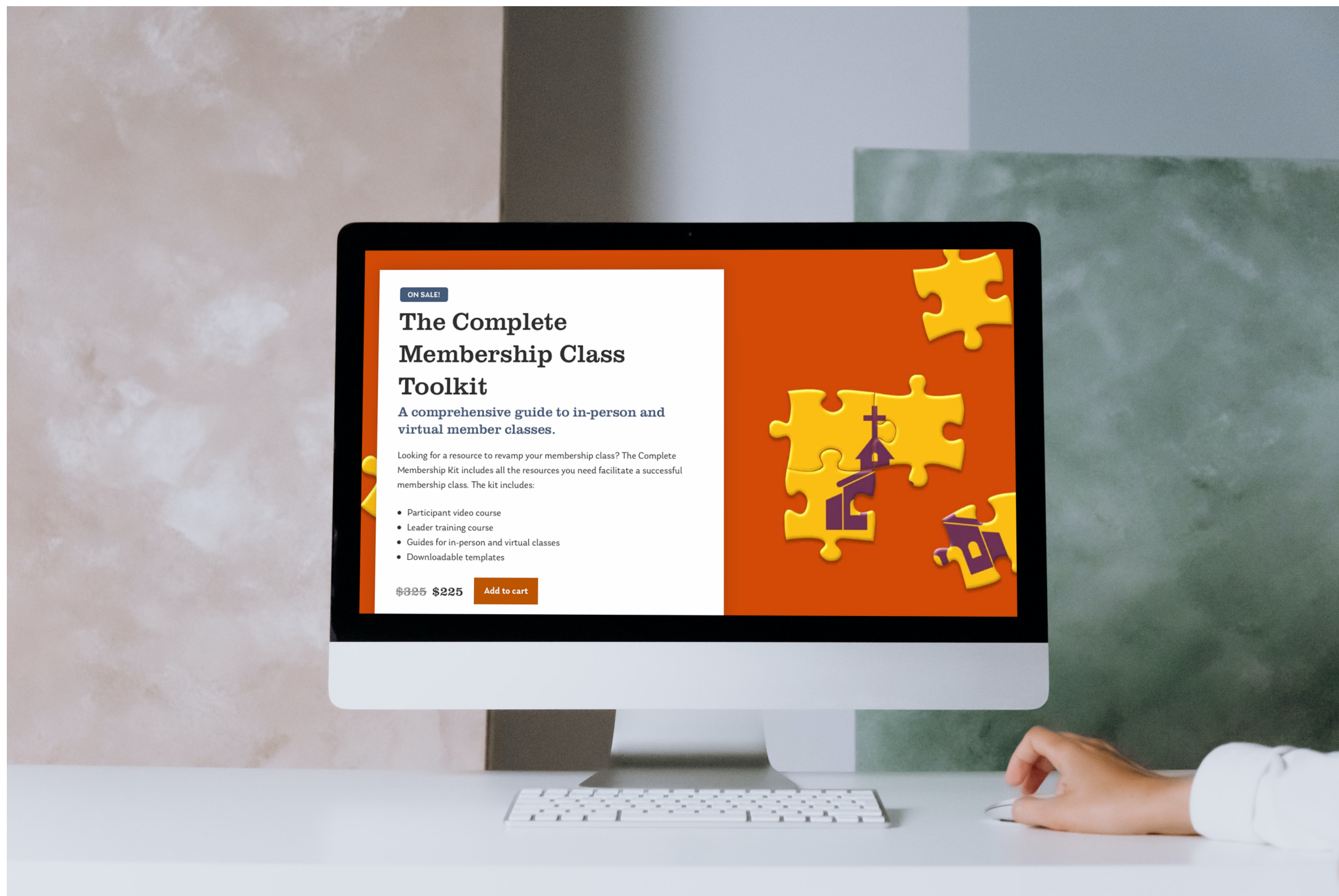
**A new member class is the best solution for raising expectations.**





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# Questions?

