

WHAT WE'RE LEARNING FROM TYPICAL-SIZED GROWING CHURCHES

*And How **You** Can Be Among Them*





BIG STORMS



BLUE OCEANS



The storm (or *obstacle*) is the way to
open a blue ocean (or *opportunity*).



Key Research Question: How can your church grow by 10% to 20% if you are a typical-sized congregation?



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 Releasing children from poverty
Compassion
in Jesus' name

Church health will not improve until ongoing
evangelism returns.



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The obstacle: Only 1% of churches have an ongoing evangelism effort.



Case Study:

Baptisms in The Southern Baptist Convention

- 1972: 445,725 (peak)
- 2001: 395,900
- 2019: 235,748 (last pre-COVID year)
- 2020: 123,160 (COVID)
- 2021: 154,701 (first post-COVID year)



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The obstacle: The vast majority of churchgoers report being a Christian for eleven or more years (Church Answers national survey of 4,638 adult churchgoers).



Years as a Christian

■ Not sure I am a Christian (29)

■ Less than 1 year (7)

■ 1–5 years (90)

■ 6–10 years (139)

11+ years (4,373)

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The opportunity: Even a small group of outwardly minded people can change church culture.



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- **Compassion can help with regaining a heart for missions.**



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- ***Horizontal growth:*** Numerical growth by adding different times, venues, and campuses.

Obstacle: Large, single-site venues are not as popular.



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Opportunity: Smaller venues have several advantages over larger venues.



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- **Church in Chicago: People group from Myanmar doubled their attendance**



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- ***E-book:*** Big Storms and Blue Oceans: The Obstacles and Opportunities Facing the North American Church Right Now



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Included: Church Answers Central

- Safe and private
- Trustworthy and truthful
- Encouraging
- Always available
- Peers and Experts
- Massive archive



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Obstacle: Mobility has dropped to an all-time low while the median church size continues to decline.



Median Church Size in the United States



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- Weekly Attendees in 2000: 137



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- Weekly Attendees in 2000: 137
- Weekly Attendees in 2020: 65



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- **1940:** One in five people moved annually
- **2020:** Less than one in ten people moved annually



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Opportunity: People are moving into neighborhoods, staying, and not wanting to commute long distances.

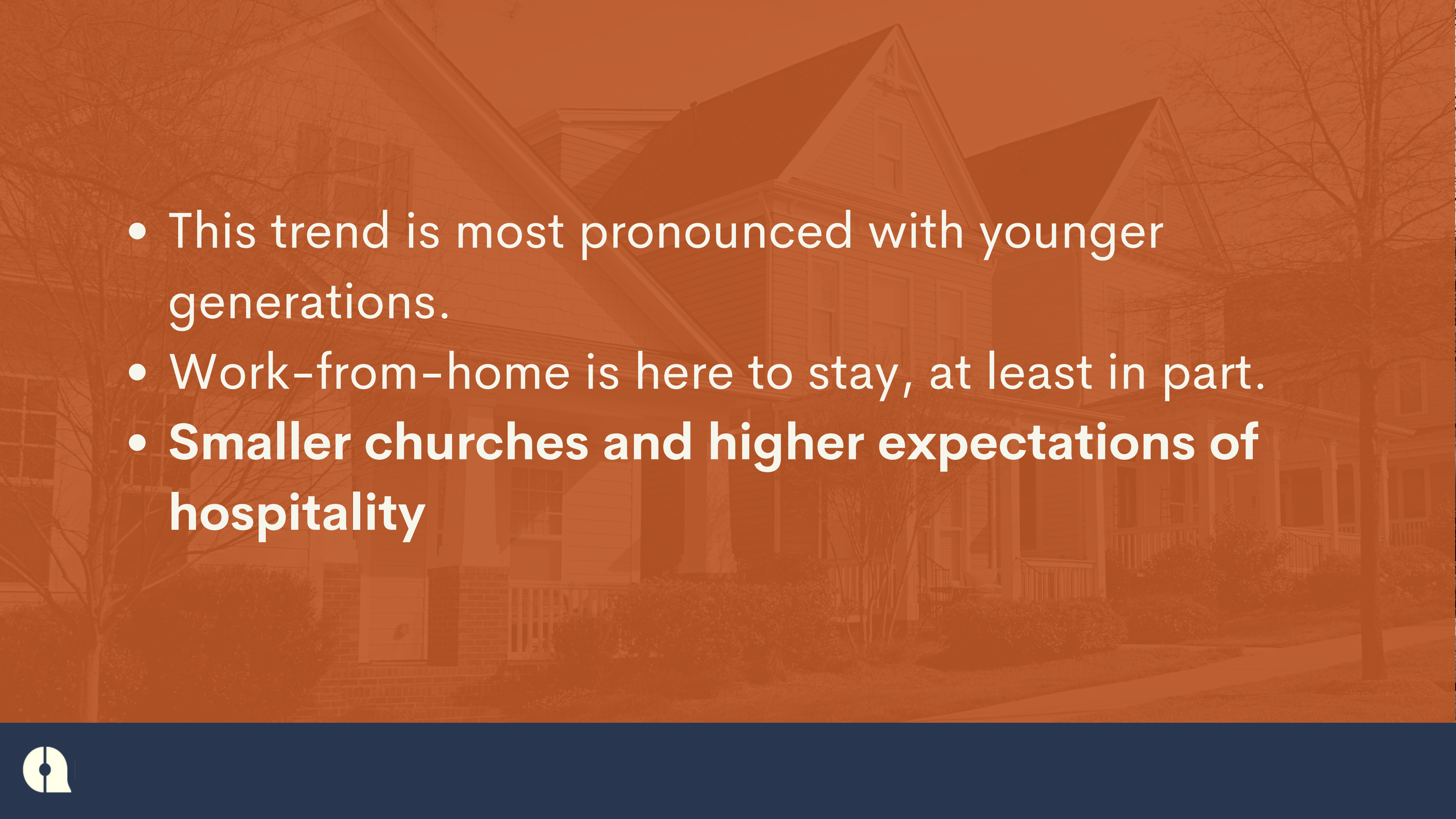


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- Work-from-home is here to stay, at least in part.
- Smaller churches and higher expectations of hospitality
- **Supporting missions is a significant way to renew an outward focus.**



A proven idea: Neighbor bags and putting something tangible into the hands of your people.



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What if you had a ***20% success rate?***



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QUESTIONS?

 **CHURCH ANSWERS**

A dark, blue-tinted photograph of a church interior, showing rows of pews and a cross on the altar in the background. A solid orange horizontal band is overlaid across the middle of the image.

THANK YOU!

The logo for Church Answers, featuring a stylized white icon of a person with arms raised inside a circle.

CHURCH ANSWERS