

Diocese of Atlanta



Membership Growth

Presentation 1—For Congregational Leaders

an adaptation from Project Resource

Office of Congregational Vitality



Ever experienced this?



We're
Searching for
Volunteers

Office of Congregational Vitality



What is “Circle of Stewardship”?



A resource for BEST PRACTICES
for Congregational Stewardship



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A resource for BEST PRACTICES for Congregational Stewardship



Membership Growth



Annual Campaign



Planned Giving

Office of Congregational Vitality

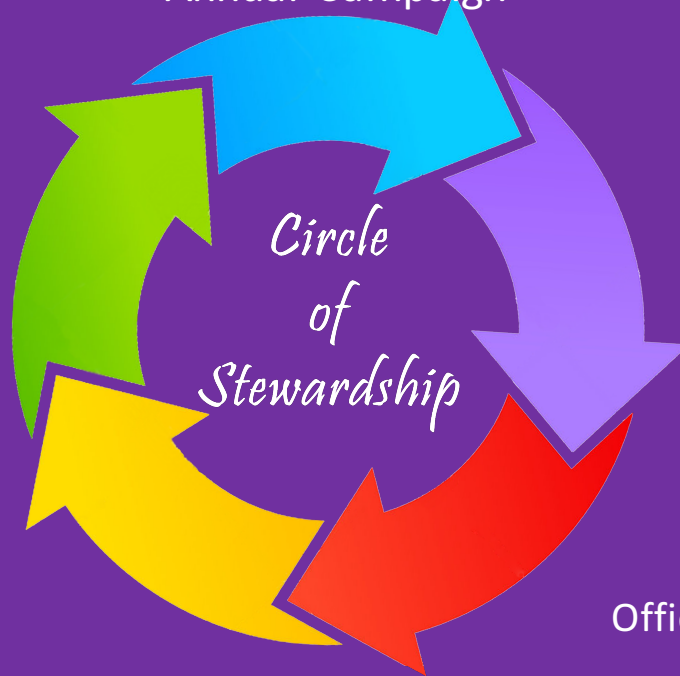




Annual Campaign



Membership Growth



Planned Giving

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Membership Growth as Resource



This Session's Focus:
Membership Growth

¹ http://www.episcopalchurch.org/files/new_facts_on_growth_2014_final.pdf



Membership Growth as Resource



“Come and See” Campaign



“Come and See” Campaign



Ancient Slogan



Basic Sales
Technique



Measurable Goals



“Come &
See”



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1. Ancient Slogan



The “come and see” slogan:

- Jesus saw them following and asked, ‘What are you looking for?’ They said to him, ‘Rabbi’ (which translated means Teacher), ‘where are you staying?’ He said to them, ‘Come and see.’ They came and saw where he was staying, and they remained with him that day. John 1:38-39



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Personal
Invitation



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2. Personal Invitation



- What do you love about your church?
- When was the last time you made a recommendation to a friend (restaurant, product, book, movie)? Or a friend made one to you?



Discussion



TABLE DISCUSSION:

- When was the last time you shared about a personal church experience that meant a lot to you?
- When was the last time you invited someone to church?



Personal Testimony



Watch:

Come and See: Welcoming the New Member

Saint David's Episcopal Church
Roswell



DIOCESE of ATLANTA
The Episcopal Church in Middle and North Georgia

Office of Congregational Vitality



Discussion



TABLE DISCUSSION:

- Create a “commercial” for your church based on a personal testimony



“Come and See” Campaign



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Personal
Invitation



Pledges of
Conversations

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“Come and See” Campaign



- Parishioners are trained to make personal invitations to someone they know to “come & see” their church
- Parishioners pledge a measurable number of personal conversations/invitations they will make on a pledge card
- Works in conjunction with year-round stewardship; raise money in the fall, raise people in the spring



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“Come and See” Campaign



Intended Results:

1. Congregation turns from inward (maintenance) focus, to an outward (growth) focus
2. Expand volunteer base & donor base of a church, more possibilities for ministry
3. Provide structure & training for members to share their experience of church
4. Provide measurable goals to bring people into contact with the church
5. Allow for differing levels of comfort with “sharing faith”



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Examples



Parishes that are trying things like this:



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“Come and See” Campaign



- A tour of resources:
 - Link to video overview
 - Planning overview
 - Direct mail
 - Checklist
 - Underwriting
 - Congregational training
 - Sample letter



“Come and See” Campaign



For more information about the “Come and See” Campaign for Membership Growth, please contact:



Canon for Ministry

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Circle of Stewardship

Circle of Stewardship was adapted from Project Resource, a service resource, by The College for Bishops, The Development Office of the Episcopal Church and The Episcopal Church Foundation.

“Come & See” Campaign for Membership Growth information developed for the Diocese of Atlanta by the Rev. Canon C. John Thompson-Quarthey and Sally C. Ulrey

Photos: Bill Monk

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