

What works



An invitation from a trusted friend

An in-home visit from a pastor or church member

An appealing event—such as a concert or seminar—hosted at the church

Ministries that regularly and effectively serve the poor

Mentoring and development opportunities for young adults



Attracting the Churchless to Your Church



Direct mailings from the church

TV, newspaper, billboard or radio advertisements

Unsolicited phone calls

Relying only on the church website

Celebrity guest speakers at the worship service



What doesn't