

# THE MAGNETIC CHURCH

## CONFERENCES

**If You Build It, They Will Come,  
If You Live It, They Will Stay.®**

### SCHEDULE OPTIONS

- # Friday 7 to 10PM; Saturday 9AM to 4PM: Sessions 1 - 4 complete with small group workshops; Sessions 5 & 6: highlights.
- # Thursday OR Friday 7 to 10PM: alternate sites, participant choice; Saturday: 9AM - 4PM. Content as above.

### CONFERENCE CURRICULUM

#### 1 Introduction to Evangelism as a Ministry of Lay People

- Q Opening prayers; scriptural foundations; portions of my personal journey from ethical Christian to believer to evangelist.
- Q Equipping all the saints for ministry; distinct roles: clergy - resource, lay - apostles; valuing all personality types (MBTI).

#### 2 Introduction Part 2: Moving Beyond and into the Future

- Q Moving beyond inexperience, ignorance, confrontational modes and stereotypes; recovering Jesus' "Walk With Me" model.
- Q Redefining the purpose of your church; avoiding pitfalls, frustrations & misdirection; how to practice evangelism while still respecting others' beliefs & traditions.
- Q The 21<sup>st</sup> century: realities of decline and recovery; encouraging change; shifting your church from "community" to "destination", from "reactive" to "pro-active", to help attract visitors & retain newcomers.

#### 3 Presenting Your Church: Signs, Property and Media

- Q Inviting the Community to Visit:
  - Why bother? What's your Message?
  - National trends; Demographic targets.
  - Recognizing "their" unfamiliarity with our "product", symbols, and terminology.
  - Responding to the different wants, needs and expectations of multiple, older and 3<sup>rd</sup> millennial generations.
- Q "Seeing" a church through visitors' eyes:
  - Signs: Roadside, Bulletin Board, Entrances, Special Services, Events & Interior.
  - Property: Grounds, Buildings, Parking Lots and Driveways; general access.
- Q Developing and using External Media:
  - Bulk-mail, Bulletin Boards, Coupons.
  - Cable TV, newspapers, Yellow Pages.
  - Web sites and the Internet.

- Q On-site Critique (& **tour**, if time permits).

#### 4 The Ministry of Greeting: Before / During/ After Worship; Developing Skills and Teams

- Q Greeting as ministry - not task, and as part of a complete incorporation process.
- Q Developing strong and versatile Teams; avoiding over/underwhelming visitors.
- Q Effective practice dialogue for greeters; the power of story telling; developing listening skills; getting educated.
- Q Materials for Greeters, and for Visitors.
- Q What to do before, during, after the Service; for subsequent clergy, lay visits.
- Q *Workshops* in mixed groups of four.

#### 5 Developing Effective Internal Communications Tools

- Q Using positive, clear language, clean design and good organization to overcome newcomers' unfamiliarity and encourage their participation.
- Q Auditing all existing forms; guidelines to create / upgrade Worship Bulletins, Newsletters, Welcoming Brochures, Annual Reports and Web pages.
- Q *Workshops* in mixed groups; if host church wishes, then leadership and property groups also meet at this time.

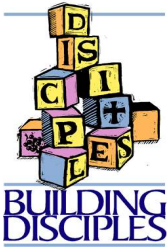
#### 6 Managing Growth: Highlights Tracking and Involving Visitors and Newcomers

- Q The basic system; records; personnel; procedures for lay and clergy visits.
- Q Tracking newcomers, critical first year.
- Q Adapting incorporating events and processes from the "3-6-9" Options List.

#### Structuring Groups and Organization For Growth

- Q Meeting Needs: Analyzing current profile, context, culture, structure (org. chart).
- Q Identifying each group's intended purpose, relative position in the overall structure and membership profile; assessing their evangelism potential, attitudes, inherent capacity for growth.
- Q Blueprint for the Future: Planning new groups and structures; setting realistic goals based on these plans; documenting the results and creating a budget to empower the future.

## SERVING CONGREGATIONS



The curriculum outlined inside extends and updates the many tools provided in my book **WELCOME ! \***

The plenary and work group sessions have proven to be very effective in both starting and re-energizing existing evangelism programs, and by renewing *hope* in so many churches. They have been manifestly successful in *inspiring, motivating* and *equipping* lay persons and clergy in:

- # struggling churches for whom evangelism may seem to be a tempting cure-all.
- # churches in interim periods which wish to examine their sense of mission while in the profile and visioning process.
- # large, "successful" churches without well coordinated new member ministry programs, often because of strongly held prejudices about emotional or "in-your-face" styles of some public evangelists.
- # churches which respond well to transfers within their denomination but without programs to attract, retain and educate those with other or no Christian experience.
- # churches whose members desire to review, renew and help ensure the continuity of their current mission endeavors.

### \* **WELCOME ! TOOLS & TECHNIQUES FOR NEW MEMBER MINISTRY**

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## FOR YOUR NEXT EVENT

Are you looking for a weekend retreat event to focus your *entire* leadership on ministry? Are you considering hosting a special event to inspire or revive interest in evangelism? Do you sponsor an annual 'renewal' event? If so, I would be very pleased to provide the program, to encourage many more of your members to reach out to a skeptical world.

My fees, modest and scaled to group size, permit very reasonable participant fees. I provide: over 200 **Powerpoint** 'slides'; a full Participant Program Guide; comprehensive Resource Handout; Publicity Kit: 3 forms / 6 posters; **FREE** website forms / resources.

## MY MISSION

- # To invite participants to embrace Jesus' inviting, generous model of evangelism.
- # Encourage the *spiritual development* of all participants, especially skeptics, as they learn to implement these programs.
- # Help participants understand how intimidating joining a new church can be for visitors, by providing real examples of physical, cultural and language barriers we so often confront newcomers with.
- # Provide authentic stories & "hands-on", *down-to-earth* examples of how they can eliminate or diminish these hurdles.
- # Equip them with proven, *immediately* doable action plans and projects consistent with denominational and church realities.

# Andrew Weeks

Presents

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CONFERENCES OF PRACTICAL  
NON-CONFRONTATIONAL  
EVANGELISM TO HELP YOUR  
CHURCH ATTRACT, WELCOME  
AND RETAIN NEW MEMBERS

For much more extensive information, I invite you to review also my biography, denominational references, and all the support and services I provide, at:

[www.magnetic-church.com](http://www.magnetic-church.com)

or to contact me at:

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