

THE TRENDS THAT CAN MAKE OR BREAK YOUR NEXT 10 YEARS



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TWO KEY DRIVING PRINCIPLES:

#1: No church should die.

#2: Every church can grow.



CHURCH ATTENDANCE

	2008	2024
WEEKLY OR MORE FREQUENTLY (CORE)	31%	25%
MONTHLY (CAPRICIOUS)	10%	7%
YEARLY (CASUAL)	16%	13%
SELDOM (CONDITIONAL)	24%	21%
NEVER (CLOSED)	20%	34%

Source: "Religion in America: The Plateau Is Real" by Ryan Burge in Graphs about Religion.
<https://bit.ly/3YmJMoB>. Burge uses the data from The Cooperative Election Study, 2008 to 2024.





**ONLY 1% OF CHURCHES HAVE AN
ONGOING EMPHASIS ON
EVANGELISM.**





A TYPICAL CHURCH WILL LOSE ABOUT 20% OF ITS ATTENDANCE EVERY YEAR.

- Death: 1
- Moving: 9
- Transfer: 5
- **Frequency: 5-10**



DEFINING GROWTH TERMS:

- *Conversion growth* occurs when a church assimilates new believers into the congregation who were previously not part of the body of Christ.
- *Biological growth* occurs when children are born, fostered, or adopted in church families, and these children are raised in the congregation with the hopes they become Christians—and thus church members.



DEFINING GROWTH TERMS:

- ***Demographic growth*** occurs when new residents to a community are looking for a church and decide to join a congregation.
- ***Transfer growth*** occurs when existing residents in a community move from one church to another within that same community.





IN THE LAST 25 YEARS, THE MEDIAN CHURCH SIZE HAS DROPPED BY HALF.

- Median church size in 2000: 137 weekly attendees
- **Median church size today: 65 weekly attendees**



THE UNCHURCHED IN THE UNITED STATES:

#1: Unchurched does not mean unfamiliar.

#2: Nearly 6 out of 10 unchurched people believe the church is good for their community.

#3: Only 38% of the unchurched said they viewed local churches favorably.



THE UNCHURCHED IN THE UNITED STATES:

#4: Surprise: The unchurched view the church as more relevant today than churchgoers do!

- Churched people: I trust the church but believe it's irrelevant today.
- ***Unchurched people:* The church is still relevant but not trustworthy.**



HOW TO SHIFT CHURCH CULTURE FROM STAGNATION TO EXPECTATION OF GROWTH:

#1: Redefine success: Lead metrics over lag metrics.

#2: Celebrate the bright spots in your worship services.

#3: Work with the willing.

#4: Focus on ongoing, quality programming.

#5: Resource ministries focused on the youngest generations.

#6: Go all-in for an invite culture with a gift-giving strategy.





**THE CHRISTIAN FAITH IS JUST AS
MUCH ABOUT USING YOUR FEET AS
IT IS USING YOUR MIND.**

