

HOW TO GET EVERYONE IN YOUR CHURCH INVITING SOMEONE



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SESSION 5



**YOUR HOME ADDRESS IS NOT AN
ACCIDENT.**



IF CHURCH STATISTICS MADE A NOISE, THEY WOULD SOUND LIKE A BROKEN RECORD.

- Less than 20% of churches grow each year.
- At best, most churchgoers invite someone once or twice a year.
- **Only 1% of churches have an ongoing emphasis on evangelism.**



IF CHURCH STATISTICS MADE A NOISE, THEY WOULD SOUND LIKE A BROKEN RECORD.

- 80% of your neighbors are receptive to an invitation to church.
- **Yet, one in three churchgoers never invites anyone.**



WHAT HAPPENED TO THE CULTURE OF INVITATION?

#1: The cancellation of outreach programs 30 years ago.

#2: The lack of new equipping mechanisms in the church.

#3: Many churches have lived off the remnants of cultural Christianity for the last three decades.

#4: Transfer growth is more common than other forms of growth.

#5: An increasingly polarized and insular society.



SMALL STEPS CREATE BIG RESULTS – A SIMPLE EXAMPLE:

- The median church size is 65 people.
- The average household size is 2.6 people.
- **If the typical church sets the goal of growing one household each quarter, the congregation will add around 11 people. That's 17% growth in a year!**



SMALL STEPS CREATE BIG RESULTS – A SIMPLE EXAMPLE:

- What about one household a month? That's 32 people, or 50% growth in a year!
- **Can you add one household every three months? You can!**



WHAT GROWING CHURCHES ACTUALLY DO:

#1: Focus on *conversion* growth rather than *transfer* growth.

#2: Create consistent rhythms for outreach (seasonal campaigns, not one-offs).

#3: Build a fun and encouraging culture — joy motivates more than guilt.



WHAT GROWING CHURCHES ACTUALLY DO:

#4: Equip people to make inviting normal, not awkward.

#5: Set clear expectations for members through your membership class.

#6: Systematize follow-up with guests through trackers or outreach teams.

#7: Pray intentionally for opportunities with neighbors.





Key: Celebrate invitations made (lead metric), not just attendance growth (lag metric).





**APPROACH THE THRONE OF GOD
READY TO COLLAPSE INTO THE
ARMS OF JESUS.**

