#### WEBINAR

## 3 Innovative Ways Thriving Churches Deepen Engagement

#### **PRESENTED BY**







#### **Carey Nieuwhof**

Founder | Carey Nieuwhof

#### Anna McIldoon

Sr. Project Manager | Subsplash

#### **Chris Sharpe**

CRO | Subsplash

Webinar recording will be shared via email tomorrow!

### welcome! Today's agenda

Engagement Vs. Attendance

#### Tech-Savvy Ways To Deepen Connections

#### **Reimagining Serving**

What will it take to be a thriving church in 2025 & beyond? 33%

## of churches in the U.S. are considered growing

(Source: Hartford Institute)



#### NUMBER ONE

## Focus on engagement vs. attendance

"If you want your church to grow, stop trying to attract people. Start trying to engage people."

- CAREY NIEUWHOF

#### **Church engagement is the new attendance**







Attendance was never the goal

Attendance grows out of engagement

Engagement creates passionate people

#### **Church engagement is the new attendance**





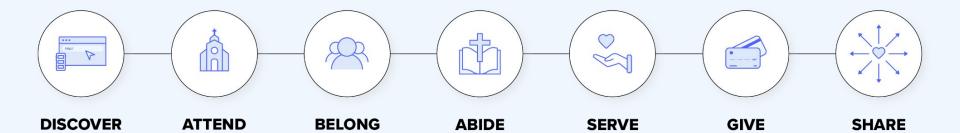
Culture is ripe for an alternative to consuming

Trying to attract people can work against the mission

## Tech-savvy ways to deepen connections



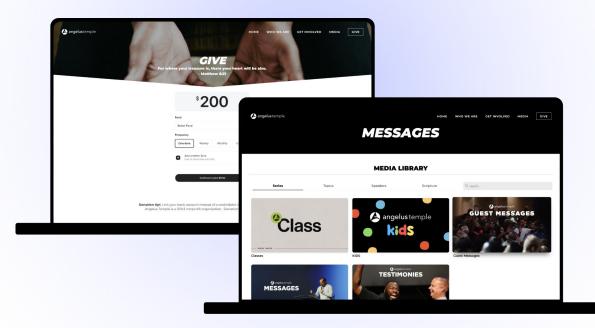
**NUMBER TWO** 



Build engagement through 'owned' digital spaces

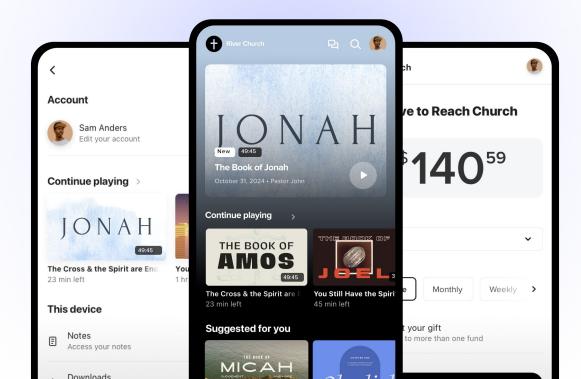
## Your digital doorstep

Your website is your **first impression** for visitors.



## **Reach people where they are**

Does your ministry have a mobile strategy to reach members beyond Sunday?



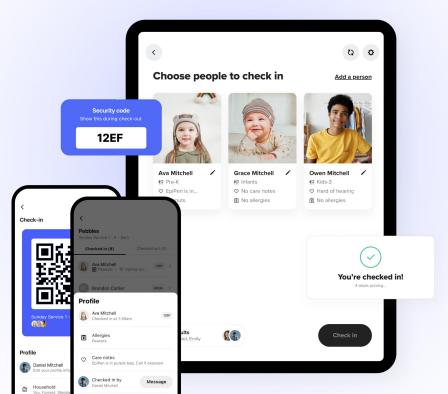
### **Rented spaces = increased distractions**

## Owned spaces = increased engagement

Clear the path to getting connected

## Make first steps simple

Do your tools create an experience that encourages people to return?



## Develop a strategy that fosters two-way conversation

## **Connection every day of the week**

What is your church's strategy for connecting people beyond Sundays?

	🔁 Events $\leftarrow$	Registration			Pub NEW X
	:≡ All Events	23			Visit Email Event guests
	Repeating Events	Total registrations			Send emails to Event guests from the Dashboard, Head to the Guest List to
	Calendars				try it out!
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#### NUMBER THREE

## Reimagine serving: From volunteering to engagement

"People who serve (as a rule) get the mission. They're on a mission. And they love the mission."

- CAREY NIEUWHOF

### 86%

of Christians say they want to serve

30%

MAIN

of Christians actually volunteer at church

(Source: Lifeway)

(Source: <u>Lifeway</u>)

## **Establish a serving culture on mission**

#### **FREE RESOURCE**

# Download your copy today!

Innovative Ways Thriving Churches Deepen Engagement

SUBSPLASH CAREY NIEUWHOF

Creative approaches to strengthen involvement and belonging

**SPECIAL PROMOTION** 

## Increase your leadership impact

### **THEART OF LEADERSHIP** A C A D E M Y with Carey Nieuwhof

#### **INCREASE YOUR IMPACT**

## **Experience the Difference**

