

WEBINAR

**3 Innovative Ways
Thriving Churches
Deepen Engagement**

PRESENTED BY



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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

1

Attendance was
never the goal

2

Attendance grows
out of engagement

3

Engagement creates
passionate people

Church engagement is the new attendance

4

Culture is ripe for an alternative to consuming

5

Trying to attract people can work against the mission



NUMBER TWO

Tech-savvy ways to deepen connections



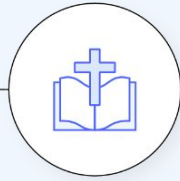
DISCOVER



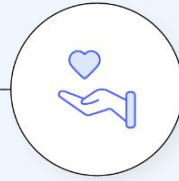
ATTEND



BELONG



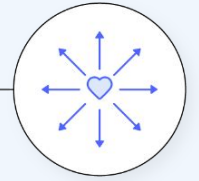
ABIDE



SERVE



GIVE

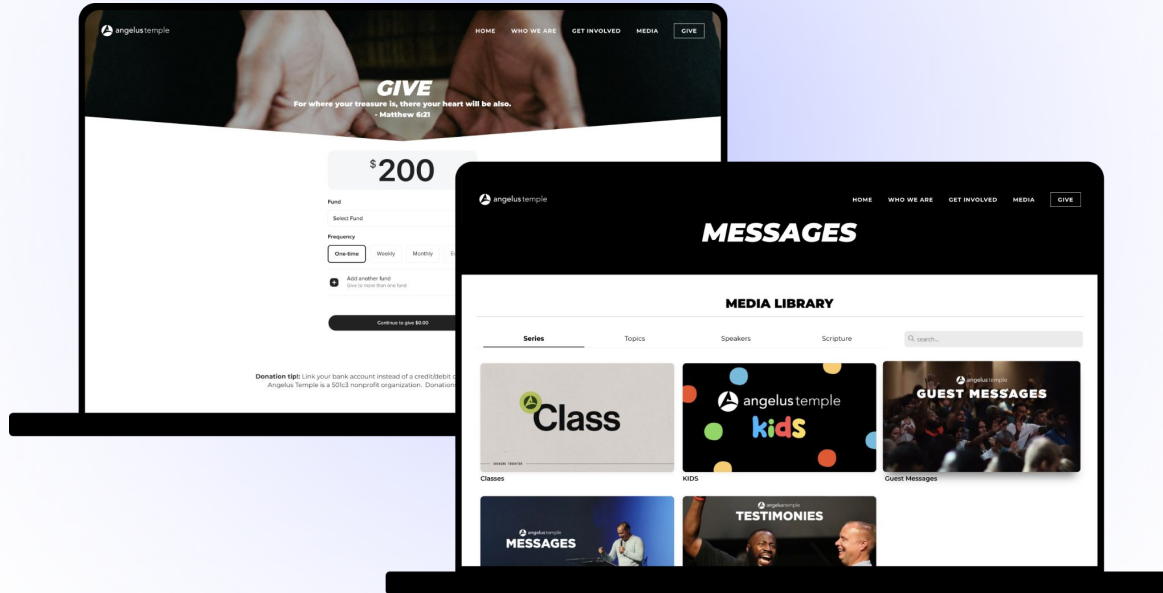


SHARE

**Build engagement through
'owned' digital spaces**

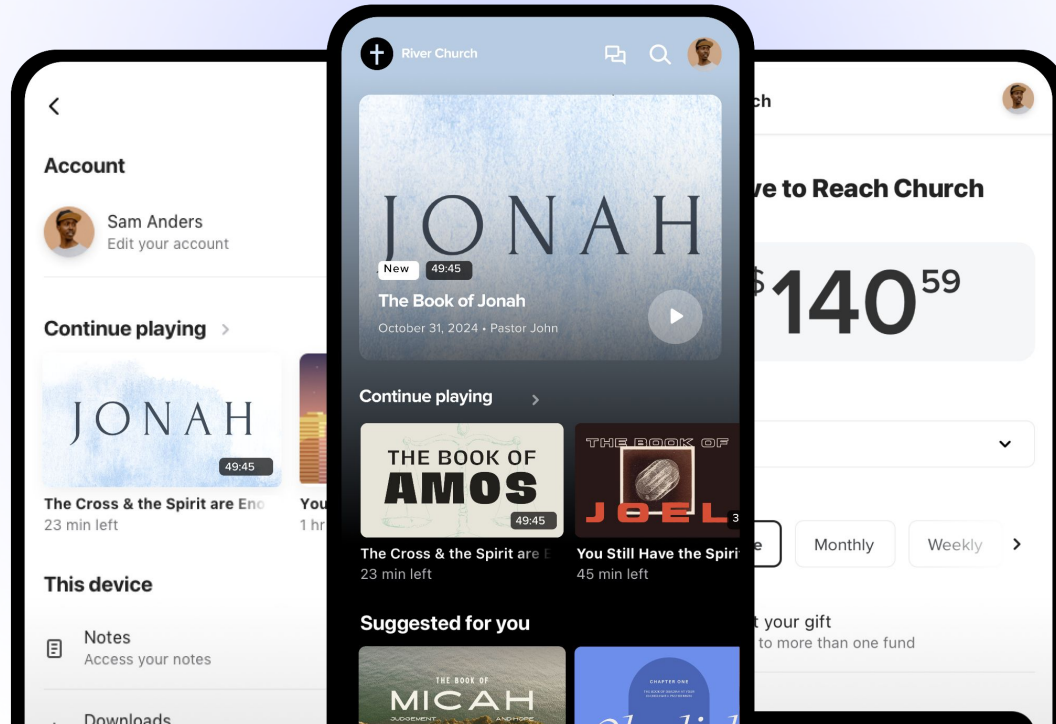
Your digital doorstep

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?



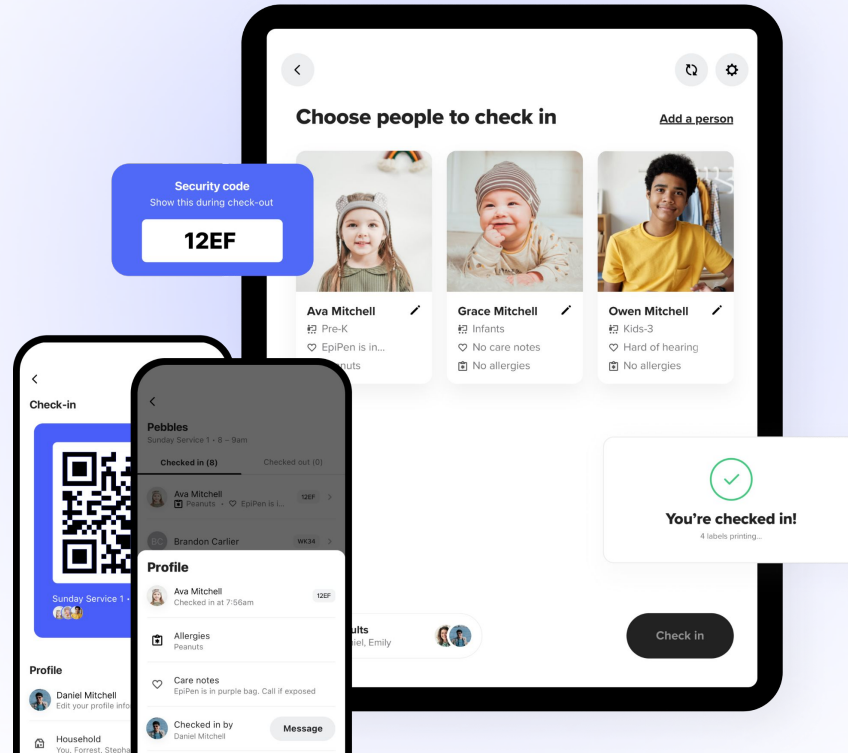
**Rented spaces =
increased distractions**

**Owned spaces =
increased engagement**

**Clear the path to
getting connected**

Make first steps simple

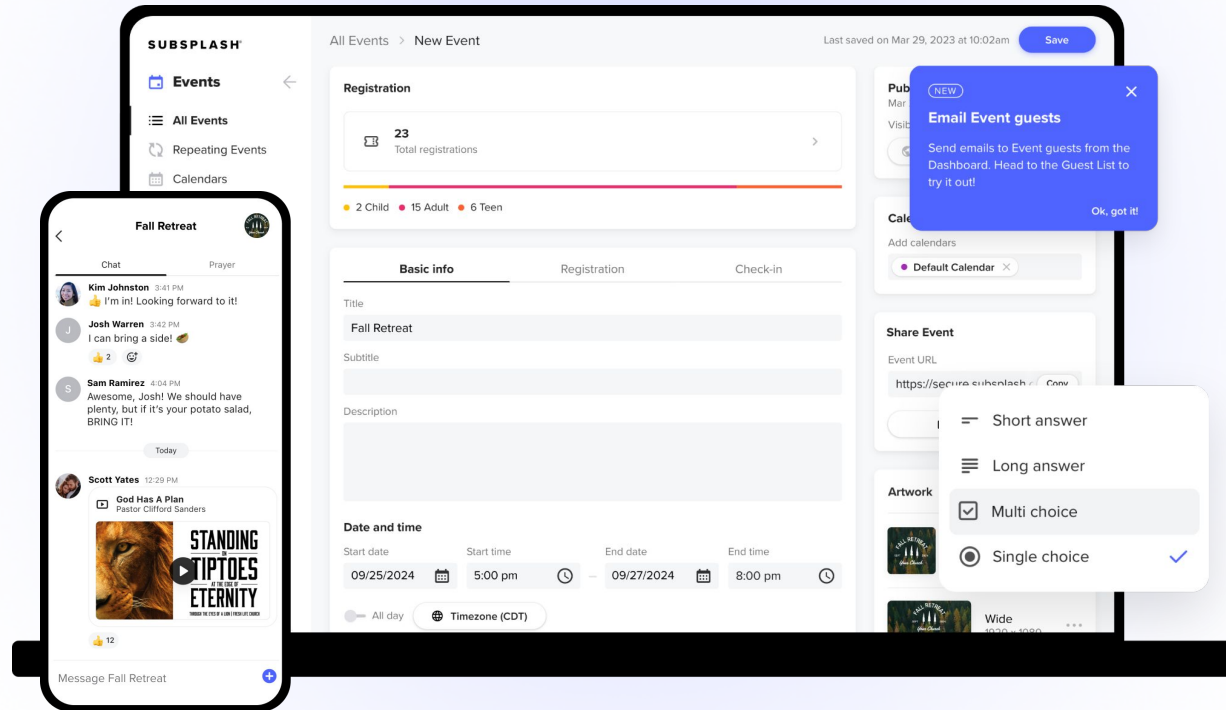
Do your tools create an experience that encourages people to return?



**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?





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

(Source: [Lifeway](#))

30%

of Christians actually
volunteer at church

(Source: [Lifeway](#))



**Establish a serving
culture on mission**

FREE RESOURCE

**Download your
copy today!**



SPECIAL PROMOTION

**Increase your
leadership
impact**

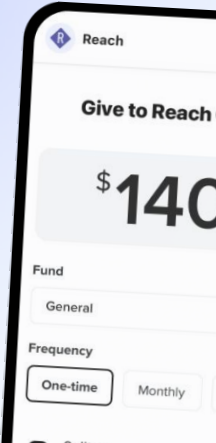
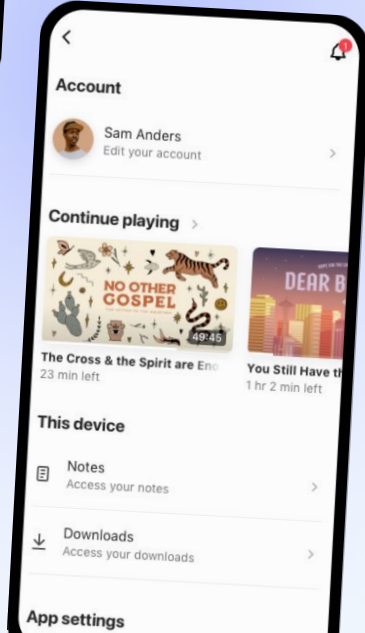
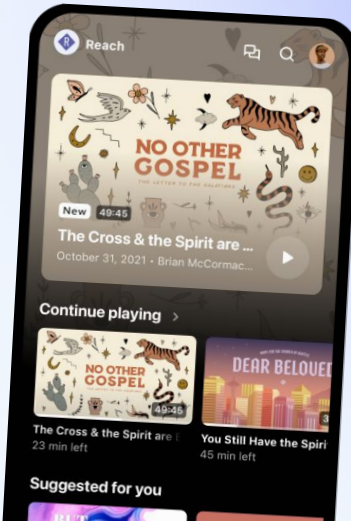
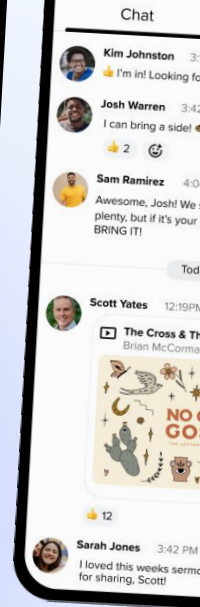
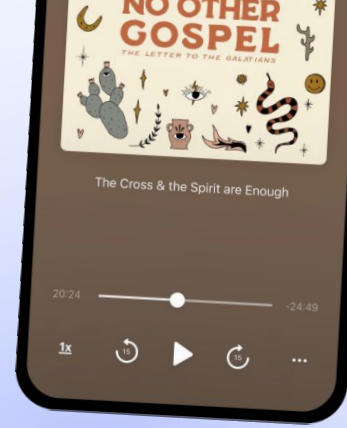
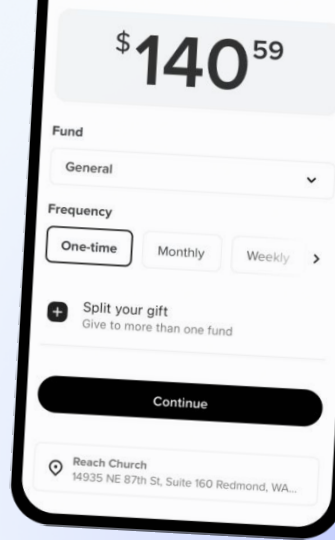
**THE ART OF
LEADERSHIP**

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