

HOW TO GROW A CHURCH

**Easily Effectively Economically
MANUAL**

STEP 2

**Visitor Conversion Assessment
Visitor Conversion Blueprint
Children and Teen Assessment
Children and Teen Implementation**



**GREATER HARVEST MINISTRIES
CHURCH GROWTH MINISTRY
Rev. Dr. Beverly Tillman**

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INTRODUCTION

GREATER HARVEST MINISTRIES/CHURCH GROWTH MINISTRY

The Greater Harvest (GH) Church Growth Ministry is a ministry founded by Dr. Beverly Tillman to support Senior Leaders and their church members in growing their churches numerically. Although this process will support growth of any size church, it works most beneficially for churches of twenty to two hundred members. The GH Church Growth process does not address spiritual growth, because spiritual growth relates to the process of transformational discipleship. However, as the church adds to its numbers, there should also be a process in place in the local church that supports discipleship growth and development. This aspect is left up to the Senior Leader who is responsible for the spiritual transformation of an unsaved person into a saved person, which happens when a sinner gives their life to Christ.

GH Church Growth Ministry supports church growth by using a strategic holistic model whereby each part of the plan contributes to all things working together for the good in a process that results in growing a church. Each part of the process must be treated as “a part of the whole”. This will allow a church to be able to grow as the Body of Christ. Whenever there is an attempt to grow a church based on developing each part independent of the other parts, the Growth Ministry process will not yield as much fruit and in some cases no fruit at all.

The growth process is supported by two main scriptures: Matthew 28:18-20 and ACTS 2:42-47.

Matthew 28:18-20 - The Great Command

¹⁸ Then Jesus came to them and said, “All authority in heaven and on earth has been given to me. ¹⁹ *Therefore go and make disciples of all nations*, baptizing them in the name of the Father and of the Son and of the Holy Spirit, ²⁰ and teaching them to obey everything I have commanded you. And surely, I am with you always, to the very end of the age.”

ACTS 2:42-48 - The Fellowship of the Believers

⁴² They devoted themselves to the apostles’ teaching and to fellowship, to the breaking of bread and to prayer. ⁴³ Everyone was filled with awe at the many wonders and signs performed by the apostles. ⁴⁴ All the believers were together and had everything in common. ⁴⁵ They sold property and possessions to give to anyone who had need. ⁴⁶ Every day they continued to meet together in the temple courts. They broke bread in their homes and ate together with glad and sincere hearts, ⁴⁷ praising God and enjoying the favor of all the people. *And the Lord added to their number daily those who were being saved.*

In Matthew Jesus gives the command *therefore go and make disciples*. In growing the church numerically unsaved people are converted to Christianity thereby becoming a disciples. In making disciples, the church is fulfilling the command to evangelize and the Church, the Body of Christ, grows.

In ACTS we note that *“the Lord added to their number daily those who were being saved”*. The members listened to the Senior Leader(s), i.e., Pastors and Apostles teachings. The members socialized and fellowshiped with one another. They gave to anyone who had needs. They met frequently. They celebrated communion together. They developed glad and sincere hearts, etc. And, amazingly, the *Lord grew their number daily those being saved*.

The GH Church Growth Ministry is based on the foundation that members participate in growing their church as they participate in fellowship with Visitors. Jesus will be edified and the Body of Christ will grow as Jesus adds to the number of Visitors being saved.

The GH Church Growth Ministry applies a system or process of activities and events that engages a church’s members with the visitors in such a way that the Lord will add to their numbers as the members *continuously* engage visitors who do not know Christ but will come to know Christ through fellowship with the Believers.

This is how the GH Church Growth Ministry process works. A Systematic Holistic Plan is developed which purposely “engages” visitors into the church ministry “prior” to the visitor actually giving their life to Christ and becoming a member (Christian). In other words, a person participates in the life of the local Church before he or she actually becomes a Christian and joins. Non-members are allowed to participate in almost all aspects of the church ministry prior to joining.

It is important that members actually accept this new way of engaging visitors, i.e., visitors being able to participate in New Members classes

and also participating in the other church ministries along with the members until the visitor makes the decision to give their life to Christ or to rededicate their life to Christ and join the church.

This is how the Growth Plan is developed and implemented.

The church does three assessments:

- Church Assessment
- Community Assessment
- Children and Teen Ministry Assessment

The church membership activates the three assessments through an “Implementation” process.

The church members participate in the following implementations:

- *Membership Paradigm Shift Mindset* in which members actually become excited to engage the visitors in the life of their church.
- *Visitor Conversion Blueprint* in which visitors go through a welcoming and incorporation into the fellowship of the church.
- *Signage Attraction System* in which a “system” of signs both designates important information about the church and directs the visitor starting from outside of the church to inside the church and in some cases throughout the church.
- *Live Events Activation* where the church members invite and engage visitors mainly to non-worship fellowship events hosted by the church.
- *Community Program Implementation* in which the church becomes fully involved in the community.

The process is holistic in that all of the separate parts of the plan begin working together as the implementation process progresses.

Implementing any one part of the plan on its own individually will not have the same impact on growing the church as implementation of all the parts of the plan in sequential order. Additionally, as an enhanced effect, this church growth process and plan also leverages the skills and talents of the members and leverages the ministries and activities already in play within the church.

There are three types of Visitors:

- Non-Christians whom the members already know, i.e. family, friends, neighbors, co-workers, etc.
- Non-Christians whom members do not know. Generally coming from the community.
- Christians who rededicate their lives.

(Of course, some Visitors will always come from other churches. These individuals are not specifically sought after to grow a church, since growing the Body of Christ occurs through adding “new” converts.)

Community involvement is essential to the process of church growth. During the GH Church Growth Ministry implementation process, emphasis is also placed on the church becoming an integral part of the community.

The GH Church Growth Ministry employs a Strategic Holistic Growth plan that is a strategy engaging a “holistic” process in which each part of the plan is integral and essential to the overall success of the growth of a lively and viable organism called the Body of Christ, His Church.

This is how to use series of Four Steps implementation process to grow a church.

A church will experience growth within three to six months with some churches experiencing the beginning of growth right after the Back To Church Sunday Event.

- Immediately establish the Church Growth Team for an orderly process.
- **IMPORTANT:** Step 1 and Step 2 should be read, developed, implemented and started within two months, i.e., eight weeks or sooner. In order to be maximally successful these two steps should be activated in no more than three months.
- Steps 3 and 4 should be completed in six months.
- It is important that all of the Steps be completed as soon as possible for growth and should not exceed 6 months. This program should be completed in chronological order. Developing only one or two steps or doing the steps out of sequence may not result in maximum growth.

May God bless you and be with you as you succeed in growing your church. May Holy Spirit be your guide and teacher.

Rev. Dr. Beverly Tillman
Senior Leader, Greater Harvest Ministries

You can connect with Dr. Tillman on her private website at DrTillman360.com

HOW TO GROW A CHURCH

STEP TWO

VISITOR CONVERSION ASSESSMENT

“Visitors are the life line to growing
The Body of Christ”



VISITOR CONVERSION ASSESSMENT

PURPOSE

1. To assess your church's readiness to provide an inclusion in most ministries of your church. After this assessment your church should know what ministries to open to allow visitors to attend.
2. To show you where your church can open ministries to accept visitors.
3. To move visitors who are not converted towards conversion.

1. GENERAL INFORMATION

- a. Name(s), phone numbers, emails(s) persons completing this questionnaire. If possible, allow the Youth Pastor or Leader complete this assessment along with the Senior Leader.

Date:

Name:

Email:

Phone:

Name:

Email:

Phone:

Name:

Email:

Phone:

Church Name:

Address:

City:

State:

Phone:

b. Senior Leader(s):

Name: _____

Title: _____

Email: _____

Phone: _____

Name: _____

Title: _____

Email: _____

Phone: _____

c. Youth Leader/Pastor:

Name: _____

Title: _____

Email: _____

Phone: _____

Name: _____

Title: _____

Email: _____

Phone: _____

d. Web-Site: <http://www.>_____

e. What information is available on the web-site?

- Are people able to give money via Website? Yes No
- Are people able to opt-in on the website? Yes No

f. Does the church email information to members and visitors through the site? Yes No

2. Visitor Conversion Assessment (Step 2)

The Visitor Conversion Assessment is an evaluation used by a church to determine the adequacy or effectiveness of the process to assimilate non-church members into Members, or non-Saved people into Saved people, or non-Christians to Christians.

There are three kinds of visitors:

- Unsaved people who are already known by the members,** i.e., family, friends, co-workers, etc.
- Unsaved people not specifically known** by anyone in your membership.

- c. **Saved people who are a) rededicating** their life to Christ or are **coming from another church** and are already Saved.

Based on your own assessment of your church, what ministries do you feel may need stronger leadership to engage Visitors? These leaders should be members who work well with the public and are willing to engage visitors. They should be able to show and teach other members how to engage Visitors. Visitors are your guests and should be treated with “extreme” hospitality.

3. General Information

a. Visitors

For the purposes of this assessment questionnaire a Visitor is considered as anyone who is a non-member no matter how long or how frequently that person has been coming to your church.

- b. Does your church have a Visitor’s welcome table?

Yes No

- c. Does your church maintain a visitor data base? Yes No

- d. What is your method of collecting the data? Yes No

Check all that apply: Computer hand written cards/forms,
 opt-ins other: _____

- e. On your data collection questionnaire do you ask visitors if they are saved or if they currently have a church? Yes No

f. How are visitors “assimilated” into you church community? (This is not the same as asking how a visitor becomes a member?)

g. Does the Pastor/Senior Leader greet Visitors after service on Sundays? Yes No

h. Do you have a formal way of meeting visitors? Such as a Meet and Greet fellowship with the members and Senior Leader(s) following service? Yes No

i. Is the invitation to Christian Discipleship extended during worship service? Yes No If No, please explain.

j. List the ministries visitors are invited to attend or become involved with “prior” to joining the church.

k. In your opinion is there an easy system in place for a person to join your church? Yes No Please discuss the system.

l. If a visitor were to ask “any” member of your church how to join how many of your members would be able to answer that question? _____

m. Are all members aware of all of the ministries offered at your church? Yes No

n. Can members start home ministries such as bible studies or women / men ministries, other ministries and invite both members and non-members to attend? Yes No, if yes, what ministries are provided off the church campus?

o. Is the call to Christian Discipleship extended during every church sponsored event? ___ Yes ___ No, If No please explain.

4. Visitor Welcome

a. Does your church have a Visitor Table or Visitor Does Welcome area? ___ Yes ___ No If yes, who is at the table and what does that person(s) do?

2. What do you place on the table?

c. Do you give gifts to the Visitors? Yes No, if yes, what do you give?

d. Does your church acknowledge Visitors during the service?
 Yes No Do your Visitor have to stand and identify themselves? Yes No

5. Visitor Data collection, i.e., personal information

a. Do you collect data on your Visitors? Yes No

- When a visitor comes into your church do you immediately obtain their contact information? Yes No, if no, then when is the information collected?

- When a visitor comes to your church what information do you obtain from them, i.e., name, phone, email? When do you obtain this information?

- Write what information is collected.

- Do you collect information on individual cards or a data sheet? Yes No

6. Visitors Follow-up

a. Do you follow-up with “all” visitors? Yes No, If you do not follow up with all visitors, discuss why you do not follow-up with “all” visitors?

b. What is the period of time between when a visitor comes to your church and the time they receive a follow up contact? Check all that apply: days weeks months never.

c. Do you monitor the actual time it takes for a visitor to receive a follow-up communication? Yes No

d. Do you give gifts to visitors? Yes No, if you do give gifts, what do you give?

e. What is your method of following up? Check all that apply:

f. Website: refer to Website section Texting Emails
 Phone Other

g. When you follow up for the first time, what information is communicated to the visitor?

h. Do you use a follow-up script when contacting visitors?

Yes No

i. Have you ever used any of the following, to advertise your church and if yes what has been your success?

j. Signs on public transportation, i.e., busses, trains, etc. What information is displayed on the sign?

k. Flyers/post cards, if yes, to whom do you give flyers?

l. Where do you distribute flyers?

m. Are any flyers passed out by your members? Yes No

n. Do you list all of the same information on all of your printed materials?

7. Visitor Church Involvement

a. What ministries are visitors allowed to attend, i.e. bible study?

Please list

b. Now list 10 ministries that you will allow visitors to attend. You must allow visitors to attend New Members Class so as to provide them with needed information about your church before they begin participating in church ministries. At every class invite visitors to conversion and/or to become Members of your church. If visitors do not wish to join or be converted do not insist.

c. Are visitors allowed to participate in “helping” at church events, i.e. dinners, games? Yes No

8. Visitor Meet and Greet

a. Does your church have a “Meet and Greet” time to fellowship before and/or after service? Yes No, if yes, where is the location of meet and greet?

b. Do you serve refreshments during Meet and Greets?

Yes No

c. Does the Pastor(s) join in with the Meet and Greet?

Yes No

SUMMARY

You must be willing to include visitors in most activities once they complete New Members classes. You must be intentional in extending the invitation to Christian Discipleship and inviting visitors to join your church on “all” occasions where there are visitors.

1. Allow visitors to join as many of the ministries as they want.
2. Make an effort to include visitors in your New Members Class.
3. Many visitors become converts and will join your church after attending this New Members Ministry. Always extend the invitation to Christian Discipleship during New Members Ministry.
4. Ensure that you have all of the contact information for visitors.
5. Ensure that the Senior Leader meets with the visitors informally after worship service and on all occasion when the Senior Leader is present.
6. Set up a visitor’s table or center.
7. Fellowship every Sunday with visitors and provide light refreshments. This also can be done during the week whenever the church members meet, i.e., Bible studies. When growing a church, Senior Leaders should try to always be present.

HOW TO GROW A CHURCH
STEP TWO

**VISITOR
CONVERSION
BLUEPRINT
IMPLEMENTATION**



VISITOR CONVERSION BLUEPRINT IMPLEMENTATION

The Visitor Conversion Blueprint is a design plan or process to be followed for assimilating Visitors into the church. This process is structured around the awareness that people want to belong “before” they decide to join.

PURPOSE

1. To support Senior Leaders and their members in growing their churches biblically.
2. To Support numerical growth with a “hands-on” approach to growing your church.
3. To empower the process of non-Christians becoming Born again Saved Christians. During the process of growing the church, Visitors who are not saved may convert to Christianity and subsequently become disciple members of the local church.
4. To support Senior Leaders in understanding the process by which non-members will want to become involved in the church ministries, social opportunities, and social justice actions before becoming actual members. When given the opportunity, visitors will often want to participate in life of the local church before they join.

1. BIBLICAL SUPPORT OF CHURCH GROWTH

Matthew 28:20 - Jesus, undeterred, went right ahead and gave his charge: “God authorized and commanded me to commission you: **Go out and train everyone you meet, far and near, in this way of life (make disciples)**, marking them by baptism in the threefold name: Father, Son, and Holy Spirit. Then instruct them in the practice of all I have commanded you. I’ll be with you as you do this, day after day after day, right up to the end of the age.” Message Bible

The Church is charged with making disciples to both save people and to “grow” the Body of Christ.

ACTS 2:43-47 - Everyone around was in awe—all those wonders and signs done through the apostles! And all the believers lived in a wonderful harmony, holding everything in common. They sold whatever they owned and pooled their resources so that each person’s need was met.⁴⁶⁻⁴⁷ They followed a daily discipline of worship in the Temple followed by meals at home, every meal a celebration, exuberant and joyful, as they praised God. People in general liked what they saw. **Every day their number grew as God added those who were being saved**”. Message Bible

Fellowship is pivotal to growing a healthy church. Watch God increase the numbers daily as local church members welcome and fellowship with the non-members attending their church.

2. Visitors are the key to growing the local church.

The words Visitor and Non-Member are used interchangeably. When Visitors join the church and become members, they enter into the next phase of Christianity which is discipleship. This program does not cover discipleship training of new members.

IMPORTANT NOTE: *It is strongly advised that a church complete the Membership Activation process prior to commencing with the Visitor Conversion Blueprint process. Membership Activation is the process in which members become socially involved with each other such that an atmosphere of comradery is developed; learn how to lead a person to Christ; learn how to make visitors welcome.* Also refer to Step1, page 121.

- a. Begin the process of the Visitor Conversion Blueprint by doing the following:
 - Start a Visitors Ministry. (Often this is assigned to the Evangelism Ministry or Pastoral Ministry.)
 - Create the position “Visitors Ministry Leader”.
 - Create opportunities for fellowship between your members and Visitors.
 - Start with the assumption that most Visitors want to “belong” before they join.

3. Understanding the “Visitor”

- a. Visitors – are defined as people coming to your church who are not members. Some visitors will continue to come for long periods of time before they decide to join. Other visitors will join right away.

NOTE: “Joining” does not mean a person has given their life to Christ. At the time a Visitor joins there must be an assessment as to whether or not the person is saved. If the visitor is not saved and wants to be a member of the church or someone on the leadership team should lead the person to Christ and discuss with the visitor the purpose of conversion.

b. Visitors

- Must feel **wanted and needed** by your church.
- Must be allowed to engage in activities, including ministries, in your church before joining.

c. Visitors come from 3 sources:

- Non-Christians that are walk-ins without previous knowledge of the church or its members.
- Non-Christians whom members already know, i.e., relatives, friends, associates, co-workers, etc.
- Christians who want to rededicate their lives to Christ.

d. Visitors can be saved or unsaved. Visitors can be churched or unchurched.

e. We will go through an entire section on greeting, engaging, and keeping Visitors returning to your church.

f. Churches must be open to including Visitors in church functions and activities, i.e. socials, bible studies, ministries, ongoing visitor recognition.

4. Visitors want to belong.

Create a Visitors Ministry Team. Appoint a Leader of this Ministry. Ask church members to join the Team Ministry. (This team may be the Evangelism Team). This ministry should have between 5 and 10 members.

a. Name of Ministry Leader:

Name: _____
Title: _____
Email: _____
Phone: _____

b. Names and contact information of the Team Members:

Name: _____
Title: _____
Email: _____
Phone: _____

Name: _____
Title: _____
Email: _____
Phone: _____

Name: _____
Title: _____
Email: _____
Phone: _____

IMPORTANT:

Invite and include Visitors to be a part of the New Members Class/Ministry.

- c. Open the “***New Members and Visitors Class***” to whoever is a new member or anyone who is not a member but wants to know more about the church. The invitation to Christian Discipleship and the invitation to join and become a member of the church **must be announced during every class.**

Visitors do not have to join the church, but as long as there is a Visitor present, you must invite them to give their life to Christ and invite them to join your church.

- Encourage Visitors (even if they do not join the church) to become acquainted with your church by going through ***New Members and Visitors Class***. Tell Visitors they can become members of church ministries even if they do not join your church. (perhaps a trial period). They can join the church whenever they are ready to join.

Decide which ministries visitors can be a part of and which ministries only members who are Born Again can be part of, i.e., Healing, Deliverance Ministry. **Additionally, Visitors should not become part of the Visitation ministries or teaching ministries unless the Senior Leader gives full permission.**

d. List the ministries that Visitors will be able to join:

e. From the ministries listed here decide which ministries non-members will be allowed to join.

- Children’s Ministry - all visiting children can go to or belong to the Children’s Ministry activities. Children whose parents are not members should be invited to all children’s activities. This includes children throughout the community. Children can “often” be the catalyst for church growth.
- Bible Studies

- Intercessory Prayer Ministry (one on one or individual prayer should be followed through only by members appointed to pray individually for people with prayer requests.)
- Women's Ministry
- Men's Ministry
- Married couples Ministry
- Millennial Ministry
- Mid-week ministries and activities
- Helping at church events

f. List other ministries or activities non-members will be able to join.

g. List other ideas for Visitor inclusion in ministry

5. Church Events

The goal is for members to invite their family and friends to events given by the church.

- a. Follow up on the Membership Paradigm Mind Shift section where members are activated to participate in bringing people they know to church activities and events. It is of paramount importance to activate members to feel comfortable about asking non-members to come to church- sponsored events and religious services.
- b. Senior Leaders and other designated leader members should always be at events and gatherings where visitors, i.e. non-members are present.
- c. Church members should always wear name ID badges, i.e. Senior Leader/Pastor, Ministry Leader, other, etc.
- d. Members are always encouraged to bring non-members to church gatherings -and functions.
- e. Your church must have at least one event each month separate from worship where non-members are invited to participate. Review or study the “Live Events” section of the Church Growth process.

- f. Live Events are open to
 - non-members and visitors throughout your community.
 - Members are strongly encouraged to bring people they already know who are not members.
- g. Be sure to place all church events and activities on the church calendar and to openly and continuously promote the events to members. Always remind members to bring at least one person with them to church and events given by your church. Be specific about how many to bring. Saying bring anybody, or tell your friends, or open to everyone, is different from saying “bring one”.
- h. Some events will be advertised throughout your community. Encourage members to tell their friends, etc.
- i. Members must be always encouraged to bring people they already know to worship and other church activities and events.

6. EVENTS

- a. **BACK TO CHURCH SUNDAY (BTCS)**
- b. **This is the “Kick-off” and the most important event for growing your church. Do this event first!**
- c. **All members are told to invite “anyone/ everyone” who previously attended your church to come back to celebrate “Back to Church Day/Sunday”. Make the effort to**

ensure all past people who have ever attended your church are invited to come back. These past people may or may not have ever joined your church. invite them.

- d. Members should also invite as many of their friends as possible with the emphasis on “Back to Church Sunday/ Day”.
- e. Invite people who have never been to your church. Make flyers to pass around for people at work, school, etc. (Everyone known by any of your church members).
- f. Invite your community and people who are the church neighbors.
- g. Celebrate this day with a social such as lunch, barbecue, party, etc. “Hospitality” is the key to this event. “We” want people to come back.
- h. Pass out information about the church. Tell people who attend that you are growing your church.
- i. **Invite old/previous members to come take a look and you would like to invite them to come back.**
- j. **Organize this key Sunday event to take place within 1 to 2 weeks after you announce the “church growth program” to your members.** This is an important window of opportunity to start growing your church.
- k. You may not have your entire growth program completed however this is the time when members are most excited to

grow the church. Do not miss this opportunity to initiate BTCS as the start of your growth. When BTCS takes place there is a good chance people will join that day or within the next few weeks. Be sure to let Visitors and non-members know that they can start participating right away before they join.

- I. **From this time forward commence with “Meet and Greets” (socials) after every Sunday service.** This is a must. Serve coffee, tea, soft drinks, chips, popcorn, cookies, etc. for non-members and members. Have fun.

7. Plan an Event for every month.

- a. **Monthly Events** - NOTE if your church is already having an event in any given month there is no need to have more than one event that month, unless, of course, you want to do more than one event. Every event must involve an all-out effort to invite visitors. This is especially important for non-worship related events. At non-worship events and activities, people will come just for fellowship, (even people who claim to not like church).

Note as an incentive to members, you might want to change some activities from what you are already doing, to new and different activities. Let your membership decide what events they would like to do.

8. Opportunities to grow:

a. Invite – invite- invite

- **Easter** – egg hunts, Maundy Thursday, Good Friday, etc.
- Mother’s Day
- Father’s Day
- National Holidays
- Specific denominational events/days, i.e. Founders Day
- **Halloween**
- **Thanksgiving**
- **Christmas**
- **New Year’s** celebration
- Superbowl Sunday
- Baptisms
- Sports playoffs
- Baby showers
- Other, etc.

- b. The most important “religious” events for motivating visitors to “show up” at your church will be Easter, Thanksgiving, Christmas, and New Year’s.
- c. The most important “non-religious” event is Halloween and Easter Egg Hunts.
- d. Halloween presents the greatest opportunity for children and their parents to eventually become members of a local church. Do not let your church miss this opportunity. Your church should present a seasonal event such as a “Harvest Fest” (or whatever name you choose). Do not make the name religious, (i.e. Hallelujah Party) around the same time as Halloween. Invite visitor children and their parents for free candy, treats, and games. Invite people whom the church members know and invite visitors from your community.
- e. **Always collect Visitor data from all events involving non-members.** So that you can always follow-up. You must follow-up.

9. Greeters and Ushers

- a. Organize Greeters to greet and welcome Visitors outside of your church before visitors enter. Greet visitors inside of your church.
- b. All Visitors are directed to the Visitor Table/ Area/ Center.
- c. Discuss your system of ushering. Based upon what has been discussed so far ask your members for a suggestion to better accommodate visitors.

- You may need to add more Greeters and Ushers. Often Ministry Leaders will take opportunities to usher and interact with Visitors.
- Always begin the greeting processing on the “outside” of your church.

10. Visitors Greeting Table or Center

- Assign Visitors Ministry Team members to the Visitors’ Table.
- Pass out and make available on the table
 - Information about the Church, i.e., Name, Senior Leader(s), schedule of all events coming up, worship times, hours open, weekly activities.
 - Small gift items, i.e., pen, candy, introduction card.
 - Visitor Data collection cards. Using cards works better than sign in logs.
- Data Collection Cards.
 - **Use Data Collection Cards for “all” church events and worship services.**
- These cards must be completed immediately when the visitors are being welcomed. (Once the visitor has walked away it will be almost impossible to retrieve the card (you will forget or they will forget and often Visitors become annoyed when you ask them to finish completing the card once they have left the Greeting Table).

- e. Use separate data collection cards for each adult attending. Children can be added to their parent's cards/ information. Teens can complete their cards. Husbands and wives should each complete separate cards.
- Name
 - Phone
 - Email
 - Age/ birth day (to send cards, calls, etc.)
 - Request for prayer (check off)
 - Address
- f. Prayer Cards should be handed out along with the Data Collection Cards. Set up a separate system responsible for contacting visitors regarding their prayer requests.

11. Visitor Follow-up

- a. Follow up by Wednesday of the upcoming week within 5 days of data collection or meeting the non-member.
- b. The follow-up message should contain the following information:
- Thank you for attending XXXX Church
 - Looking forward to seeing you soon again.
 - Mid-week events.
 - Any major event coming up.
 - Ask if they would like to receive a prayer call. If your church is going to use texting you must ensure that

someone is available to respond to the text and can take messages.

- For more information you (the visitor) can reach us at xxx-xxx-xxxx

c. You must follow up by Wednesday of the upcoming week.

- Additionally, Visitors should be followed up monthly for 3 to 6 months. Keep a log for follow-ups.

d. Use any or all of the following methods to follow-up.

- Texting
- Email - automated
- Phone calling - this is the most preferred in churches under 50 people along with texting and emailing. If you call also always send email and text.
 - Use a script. So that everyone who makes calls will be communicating the same message.
- When people are contacted always ask if the Visitor/ non-member would like prayer for themselves or others. **Set up a system** by which a member will follow up to pray or the person making the initial contact will pray.

12. Website

Websites are not specifically discussed in this program.

However, the website should only contain basic and to the point information, because if too much information people will be turned off and will stop reading the website.

- a. Strong advice: websites should be plain and simple. Keep all verbiage, colors, and information short and to a minimum.
 - Church name, address, phone number
 - Leadership Name(s)
 - Opt-in section requesting the same information as your data card.
 - Upcoming weekly events
 - Upcoming future events
 - Donations
- b. Assign a church member the responsibility to follow up on opt-ins. Members can take turns.
- c. Allow members to volunteer for whatever assignments they would like to such as listed below.
 - Visitor Ministry Leader (usually chosen by the Senior Leader)
 - Visitor Team
 - Visitor follow-up from Sunday and Mid-week services

- Data collection
- Ushers and Greeters for both outside and inside
- A person from Leadership for greeting and as needed.
Sometimes Leadership must follow up.

SUMMARY

1. Make the invitation “call” to Christian Discipleship AND an invitation to join the church during:
 - Every Sunday worship service.
 - All mid-week services.
 - All “New Member and, Non-Member” Classes.
 - Ministry meetings as frequently as needed.
 - At social events (Yes, you would be surprised at how many people will join given the chance).
2. Set up a Visitor Greeting Center/Area/Table at the inside entrance to your church. Direct Visitors to this area before they enter the sanctuary or worship area, before they participate in social or fellowship events at your church.
3. Set up a Meet and Greet Center/Area for “after” worship services for members, visitors, Senior Leaders, and ministry I Leaders so that members can meet visitors and fellowship. (Even if there are no visitors at the time, socializing and fellowship will always turn out to be worth the effort). Always find opportunities for members to meet and greet each other.
4. Establish the practice of having at least one (1) Live Event each month. Refer to Live Events Activation. This is generally a non-worship event that allows for socializing with visitors and members. A member of senior leadership should “always” be

present at fellowship events whether visitors or only members are present.

NOTES

List 10 opportunities for changes that will directly impact the growth of your church by incorporating visitors into your fellowship.

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HOW TO GROW A CHURCH
STEP TWO

CHILDREN

AND

TEEN MINISTRY

ASSESSMENT



CHILDREN AND TEEN MINISTRY ASSESSMENT

1. GENERAL INFORMATION

- a. Name(s), phone numbers, emails(s) persons completing this questionnaire. If possible, allow the Youth Pastor or Leader complete this assessment along with the Senior Leader.

Name:

Title:

Email:

Phone:

Name:

Title:

Email:

Phone:

Church Name:

Address:

City:

State:

Phone:

Website:

b. Senior Leader(s):

Name: _____

Title: _____

Email: _____

Phone: _____

Name: _____

Title: _____

Email: _____

Phone: _____

c. Name and contact information of the Youth Leader/Pastor:

Name: _____

Title: _____

Email: _____

Phone: _____

Name: _____

Title: _____

Email: _____

Phone: _____

2. CHILDREN'S MINISTRY ASSESSMENT

- a. Children's Ministry is one of the most important ministries within the church for many reasons. i.e., parents look for churches with children's ministries and activities. Parents want to be able to enjoy services without having to take care of their children while in service. Parents want to be assured that their children are learning about Christ.
- b. Children are able to learn about Christ at a young age.
- c. How child(ren) friendly would you rate your church on a scale of 1-10 (10 the highest). _____
- d. List the number of children of each age group participate in your children's ministry on the average?

Under 3 _____
4-5 _____
6-8 _____
9-12 _____
13-14 _____
14+ _____
16+ _____

- e. Does your church have a written protocol/procedures for child care? __Yes __ No, If yes, does it address adult to children ratios, outdoor/ indoor procedures for safety, background checks? __Yes __ No

- f. Does your church do background checks on “all” persons including Teens working with the children? Yes No, If No, please explain.
- g. Do you allow Teens to teach and work with your children? Yes No, If No, please explain.
- h. Do you have a written safety procedure in place for children and the teens and adults working with the children, i.e., going to the lavatory or outside with the children? Yes No
- i. Do you have a system in place for parents to leave their child(ren) and teens under the church’s care during church services and other non-service events? Yes No, If yes please explain your system? Yes No
- j. Do parents have to sign a parental release in order to leave their child(ren) and teens under 16 years in the church’s care? Yes No
- k. How often do parents and care givers sign the release?
- l. monthly, annually, etc.? Please attach a copy of the release.
- m. Are child care and activities presented by your church provided during “all” adult events, so that parents and caregivers can bring their children? Yes No, If no please explain.
- n. Taking into consideration that you may not have many children, how are children broken up into age groups?

- o. What is the age of the youngest child you will take into your care?
- p. List the age-appropriate activities you provide for each group in your church's care?
- q. Do you offer mid-week activities for child(ren) and teens?
- r. Yes No, If yes, what activities do you provide?

Children:

Teens:

- s. Does your church have a child care, i.e., babysitting service?
 Yes No If yes, is it licensed. Yes No

For programs, please list children and or teens.

- Bible study

Children:

Teens:

- Vacation Bible School-

Children:

Teens:

- Field trips- if so where

Children:

Teens:

- Back to School Day

Children:

Teens:

- October Halloween replacement activity

Children:

Teens:

- Thanksgiving Program

Children:

Teens:

- Christmas Program

Children:

Teens:

- New Year's Program

Children:

Teens:

- Overnight Programs

Children:

Teens:

- Off campus trips

Children:

Teens:

- Birthday Parties

Children:

Teens:

- Non- birthday parties

Children:

Teens:

Other

Children:

Teens:

NOTES

List 10 opportunities for changes that will directly impact the growth of your church by incorporating Children and Teens visitors into your fellowship.

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HOW TO GROW A CHURCH
STEP TWO

CHILDREN AND TEEN IMPLEMENTATION



CHILDREN AND TEEN IMPLEMENTATION

PURPOSE

1. To affect new and different ways to integrate Visitor youth and teens into the life of your church ministry.
2. To make learning about Christ a high priority among Visiting youth and teens.
3. To develop a ministry that will accept and engage VISITOR non-member youths and teens as part of your church fellowship prior to the visitors actually becoming members.
4. To make young visitors and teen visitors a high priority in the life of your church community.

This Youth Ministry has sections on both Children and Teen Ministry. Each ministry is separate and should be treated separately.

How thorough you are in the treatment of each ministry with respect to number of activities depends upon how many young people you have in the church already and the number of adults willing to work in these ministries.

If you have two or more children or teens, your church should be providing activities for these young people. Although teens can always help out with the younger children, this should not be the sole responsibility of the teens or the only church activities the teens are involved in.

1. Implementation of Children and Teen Ministries

- a. If your church does not have a Youth Ministry, assign a person as the Youth Ministry Leader as soon as possible before attempting to grow your church. Even if your children and teens are limited in number it is mandatory that you assign someone to that role. The Youth Minister will have responsibility of youths from 2 years to 18 years old.
- b. The purpose of this implementation plan is not to assign roles to leadership, but the purpose is to assure proper leadership, direction and care of your children and teens while they are in the care of your church.
- c. The extent to which you engage youth in your church depends upon the size of your youth and teen membership. Most churches have children and teens, however, if your church does not, then you should go ahead and develop this ministry and recruit young people from your community to come in and be a part of the ministry. Be ready for the youths to show up.
 - When a young person accepts Christ as their Lord and Savior the parent must be notified. If the parent is not a Christian or doesn't belong to your church a private counseling session should take place with the parent(s) to ensure the parent understands what the child has committed to do by becoming a Christian, i.e., learn more about Jesus. Go to church regularly. Be baptized at the appropriate age.

- Circle 10 activities that your Children’s Ministry is currently doing or is planning to do within the next 12 months.

2. During all Children events and activities extend the invitation to join your church. Explain what Christianity is and accepting Jesus. The following are events for children and teens.

- Bible study
- Vacation Bible School
- Field trips- if so where
Field trips can be as short as a walk around the neighborhood for young children.
- Back to School Day
- October “Halloween replacement activity”
Highly recommended that your church opens its doors to your community for a Fall Fest (or by any other name you choose). Parents bring their children and children bring their parents and other friends.

a. Advertise this “events” throughout your community.

- Thanksgiving event
- Christmas event
- New Year’s event
- Overnight events (You might want to limit this event for children already coming to your church.)
- Music ministry
- Dance ministry
- Off campus trips

- Birthday Parties
- Non- birthday parties
- All childcare and teen activities should be made available during all activities and events at your church that involve adults who have children. Even if the adults do not have children of their own, it is a great idea to have someone to be responsible for young people when adults are having activities, i.e. bible study, mid-week activities, etc. Many adults are responsible for children that are not their own, i.e., grandparents, aunts, uncles, neighbors, etc.

3. Teen Ministry

- a. Teen events are generally parallel to children events however this involves an entirely separate ministry with discussion and activities revolving around more mature discussions. Teens wherever possible should participate in the adult ministries such as Ushers, Greeters, Visitor Greeting table, etc.
- b. Set aside a Teen “Meet and Greet” area and time. This is to be hosted by church member teens. If you do not have any teens in your church do not set aside a special location. However, an adult member should be engaging the visiting Teen to greet them and to extend an open invitation for them to bring their friends. (If there is not Teen ministry now is the perfect time to start one.)

- c. Some churches train Teens for preaching, dancing, choirs, etc. Senior Leaders must make this decision to include Teens in such activities. Engaging teens in church activities should always involve prayer, discussion with ministry leaders and others as necessary.
- d. **During all Teen events and activities extend the invitation to Christian Discipleship.** Whenever a teen accepts Christ the parent must be notified. If the parent is not a Christian or doesn't belong to your church a private counseling session should take place to ensure the parent understands what the child has committed to do by becoming a Christian. Learn more about Jesus. Go to church regularly. Be baptized at the appropriate age.
- e. Circle 10 activities that your Teen Ministry is currently doing or will plan to do in the next 12 months.
- Bible study
 - Vacation Bible School
 - Field trips- if so where
 - Field trips can be as short as a walk around the neighborhood for young children.
 - Back to School Day
 - October "Halloween replacement activity"
 - Highly recommended that your church opens its doors to your community for a Fall Fest (or by any other name you choose).

Parents bring their children and children bring their parents and other friends.

f. Advertise this “event” throughout your community.

- Thanksgiving event
- Christmas event
- New Year’s event
- Dance Ministry
- Overnight events
- Off campus trips
- Birthday Parties
- Non- birthday parties

g. Set up a calendar with at least one teen activity per month.

Develop a calendar with schedule for inviting teens to the teen events.

SUMMARY

Always, chaperones must sign legal forms to be able to be with children. No one who has a history of sex offence should be allowed to work with children. Children and Teens parents must sign forms to leave their children and teens under the care of another person other than the parents themselves. A church is liable for taking care of young people.

- a. Remember the goal is to include visiting youths and teens in your church's ministries and events.
- b. Young people will often invite their parents to church events.
- c. When youths have events, senior leadership must always chaperone and participate. This sends the message to visiting parents that their children and teens are important to the life of the church.
- d. Church leaders must always be active in the community when youth events take place in the community.
- e. Always obtain Children and Teen contact information (just as you would an adult visitor). The Visitors Ministry must make it a priority to follow up with the parent(s) and guardians of the youths and teens.
- f. Always have a future event or on-going events to invite people and teens back.
- g.** Always wherever possible advertise events throughout your community.



Rev. Dr. Beverly Tillman, Senior consultant, author, and speaker. As a Church Founder and former Pastor, she is committed to supporting Senior Leaders and their members to grow their churches. Her 25 years of experience has given her the skills required to effectively impact and train churches to grow their membership. She is passionate about growing churches through activating the Body of Christ to win souls and impact families and communities. She has her Master of Divinity and Doctor of Ministry from Fuller Theological Seminary, Pasadena, CA where she studied church planting, growth, and leadership.

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