

HOW TO GROW A CHURCH

**Easily Effectively Economically
MANUAL**

STEP 3

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

COMMUNITY

ASSESSMENT



COMMUNITY ASSESSMENT

PURPOSE

1. To identify and familiarize your church with the resources of people, businesses, institutions available in the local community.
2. To identify locations of prominent importance.
3. To identify people of prominent importance, i.e., Mayor, school principals, Fire chief, Police Chief, etc.
4. To familiarize your church with other places of worship within the community.
5. To know the neighbors located within the immediate surroundings of your church.
6. To know what resources are offered within your community.
7. To identify places that would be amenable for Outreach and Evangelism.
8. To identify the demographics that define your city and specific areas around the city.

NOTE: Step 4 is Live Events Activations. Live Events is the opportunity to interact with your community in non-religious events and situations. It can present opportunities for Outreach and Evangelism. You must know your community in order to most effectively serve the community in which your church is established. This Community Assessment is the most efficient and accurate way to understand and become involved in your community.

1. GENERAL INFORMATION

a. Name(s), phone number(s), emails(s) persons completing this questionnaire.

Date: _____

Church Name: _____

Address: _____

City: _____ State: _____

Name _____

Email: _____

Phone _____

Name: _____

Email: _____

Phone: _____

Name: _____

Email: _____

Phone: _____

Name: _____

Email: _____

Phone: _____

Please indicate affiliation: Apostolic Baptist
 Denominational Non-Denominational
 Pentecostal Other

b. Senior Leader(s) contact information.

Name: _____

Title: _____

Email: _____

Phone: _____

Name: _____

Title: _____

Email: _____

Phone: _____

Name: _____

Title: _____

Email: _____

Phone: _____

Name: _____

Title: _____

Email: _____

Phone: _____

c. What is the current church attendance number?

- Weekly Worship services _____
- Midweek services _____
- Other _____

d. Name of City or cities currently served by your church and zip code(s)

2. **Provide map(s) of your city.** Print the maps large enough so that you are able to write on them to identify locations. Excellent maps may be found on the city web-site, Google, police department, fire department.

a. Provide a copy of your City's demographics. This can be found on the city website, google, police department, etc. Summarize demographics below.

b. Ethnic groups

c. Number male, female

d. Age groups

e. Income

f. Number of households

3. Provide an enlarged map of the area around your church in each direction. Develop maps each with boundaries that are round, rectangular, and square.
 - a. City Maps can be found on google, city website, police station.
As you go through this assessment, identify the areas mentioned in this assessment by locations numerically.
 - b. On another piece of paper make a numerical list corresponding to the numbers on the assessment map.
 - c. Have you ever sent information, invited, or told people living in the area about your church? Yes No
 - d. What media did you use to do this? Flyers, radio, word of mouth, etc. _____
 - e. Have you ever done Street Evangelism near or around your church or anywhere within your community? Yes No
 - f. Identify on your maps where you evangelized.
 - g. Does any member of your church attend City Hall meetings?
 Yes No

4. Does anyone from your church communicate with any of the Public officials in your city, i.e. the Mayor, Alderman, Ward Chair, etc.? Yes No, If yes, how often do you converse with or meet with them?

a. Has a public official ever been invited to your church to speak?
__ Yes __ No, If yes, for what occasion(s)?

**5. FOR EVERY LOCATION PLEASE IDENTIFY IT ON YOUR MAPS
BY CORRESPONDING NUMBER**

a. Parks and Recreations Department:

Contact person

Park Name

Address

Phone

Contact person

Park Name

Address

Phone

b. Does your church use any of their services? Yes No, If Yes, what services does your church use?

c. City Parks:

- List the parks and their addresses or locations on the maps.
- Identify by number corresponding on your map.
- Does your church have events at any of the parks?
 Yes No
- Circle the parks where your church has had events.

Community Center: Map number

Contact person(s):

Phone:

Address:

d. Does your church use the Center for any church events?

Yes No

e. Do you attend any events given by the Center? Yes No, If Yes, in what events does your church participate?

f. Schools within 2 miles from the church and contact person(s):
grammar, middle, high schools. Map number _____

Schools:
Contact person(s):
Phone:
Address:
Schools:
Contact person(s):
Phone:
Address:
School:
Contact person(s):
Phone:
Address:

g. Local Colleges Map number: _____

College
Contact person(s):
Phone:
Address:
College
Contact person(s):
Phone:
Address:
College
Contact person(s):
Phone:
Address:

h. Libraries Map number: _____

Library

Contact person(s):

Phone:

Address:

Library

Contact person(s):

Phone:

Address:

i. Shopping Malls Inside and Outside Map numbers: _____

Shopping Mall:

Contact person(s):

Phone:

Address:

Shopping Mall:

Contact person(s):

Phone:

Address:

Shopping Mall:

Contact person(s):

Phone:

Address:

j. Major Department Stores Map number: _____

Store:

Contact person(s):

Phone:

Address:

Store:

Contact person(s):

Phone:

Address:

k. Police stations Map number: _____

Police Station:

Contact person(s):

Phone:

Address:

Police Station:

Contact person(s):

Phone:

Address:

l. Fire Stations Map number: _____

Fire Station:

Contact person(s):

Phone:

Address:

Fire Station:

Contact person(s):

Phone:

Address:

m. Major City Landmarks and Locations Map number: _____

City Landmark:

Contact person(s):

Phone:

Address:

City Landmark:

Contact person(s):

Phone:

Address:

City Landmark:

Contact person(s):

Phone:

Address:

n. Grocery Stores Map number: _____

Grocery Store:

Contact person(s):

Phone:

Address:

Grocery Store:

Contact person(s):

Phone:

Address:

o. Street or strip malls or corner stores located near the church.

Map number _____

Mall/Corner Store:

Contact person(s):

Phone:

Address:

Mall/Corner Store:

Contact person(s):

Phone:

Address:

Mall/Corner Store:

Contact person(s):

Phone:

Address:

p. Local neighborhood “mom and pop” fast food restaurants. Map number

Mom and Pop Fast Food:

Contact person(s):

Phone:

Address:

Mom and Pop Fast Food:

Contact person(s):

Phone:

Address:

q. List 4 Major Fast-food restaurants i.e. MacDonald’s, Carl’s Junior, etc. within 5 miles of your church.

Major Fast Food Restaurant:

Contact person(s):

Phone:

Address:

Major Fast Food Restaurant:

Contact person(s):

Phone:

Address:

Major Fast Food Restaurant:

Contact person(s):

Phone:

Address:

6. CIRCLE annual public events held in your city AND STAR the events your church participates in.

- Christmas events City picnic Thanksgiving events
- Back to School event Halloween parties or events
- Easter events, i.e., Easter-Egg hunt or other events
- Other city public events

a. Have you ever Prayer Walked around your church or around the city? Yes No, If Yes, what did you learn about your city?

b. Have you ever done a Spiritual Mapping of your city? Yes No, If yes, what did you learn about your city?

c. Have you ever walked the neighborhood of your church?
 Yes No

d. Do the neighbors within the vicinity of your church know your Pastor by name or by sight? Yes No

e. Have the neighbors been invited to your church? Yes No

f. Do they show up? Yes No, What events do they show up for?

g. Do any of the clergy on your church's staff minister at local funeral homes? Yes No

h. List the activities or events that your church is actively involved within your community?

- i. Does your church or community ever have city-wide religious events, i.e., revivals? Yes No, If No would you be interested in doing this? Yes No

- j. Are there disadvantaged neighborhoods in your community?
 Yes No

- k. Identify the area(s) on your maps by number and by street(s), areas, apartment complexes, etc. If your church is in a disadvantaged area, do you provide any services or activities to your neighborhood?
 Yes No, If yes, what services or activities do you provide?

l. Do you participate in any public social action or justice activities in your community? Yes No, If yes, what do you do?

m. What ministries at your church are involved in social action(s) and what do the ministries do?

r. Does your church have a Street Evangelism Ministry?

Yes No

s. Do you train the members to evangelize their family and other people they know? Yes No

t. What does this ministry do and how often are they engaged in the ministry of Evangelism within their community?

u. Does your church have an Outreach Ministry that is different or separate from the Evangelism Ministry? Yes No

v. What does this ministry do and how frequently?

SUMMARY

1. Become very familiar with the people, events, and opportunities within your community so that your church can be an active participant.
2. Become knowledgeable of the opportunities within your community that your church will be able to partner.
3. Know your local public officials.
4. As you go through your community identify people and places where your church can make a Christian impact on the community.

HOW TO GROW A CHURCH

STEP THREE

COMMUNITY IMPLEMENTATION

PROGRAM



COMMUNITY IMPLEMENTATION PROGRAM

PURPOSE

1. To engage your community so that eventually the community will identify your church as the “Go To” church for prayer, spiritual and community needs.
2. To develop an ongoing relationship with people in the community such that people from the community will start frequenting your church.
3. To provide non-emergency services as needed, i.e. social justice opportunities such as food give aways, training, tutoring, helping with community needs, community police discussions, etc.
4. To present opportunities for Outreach, Evangelism, and Live Activations.
5. To be able to develop a comradery with the community through interacting with the public officials and the people.
6. Absolutely know and become familiar with the people within the neighborhood surrounding your church. Invite them to everything going on in your church, i.e., both religious and non-religious.

Read “Taking it to the Streets: Evangelism Street Manual” and “Resurgence of Evangelism in the Local Church”. These books are resources for churches that want to interact with their communities. They can be found on [amazon.com](https://www.amazon.com) and www.greaterharvestministries.com.

1. Before you develop your church's Community Implementation Plan

- Complete the Community Assessment
- Complete the Visitor Conversion Blueprint
- Complete setting up the Visitor Data Base.

Collect the same visitor data your church collects from Visitors that actually show up at your church. The people you meet in your community may eventually become your visitors. **Treat people from your community as though they are your visitors.**

2. Locations and people groups.

Thoughtfully identify five locations in your community that the people in those locations, once they became familiar with your members and/or church, would more than likely start to visit.

a. Example: local colleges, apartments or homes near your church.

List 5

After a thorough discussion of the 5 locations, choose 3 locations or people groups that your church will develop relationships over the next few months. Apartment complexes, schools/colleges, neighborhoods are good starters for getting people to know your

church. Often in these locations people know each other and start passing the word around about your church.

b. List at least 3 of the groups or locations you have chosen to interact with on a regular bases.

3. Events

a. Identify 5 **citywide events** that your church will participate in on a regular bases. The most important events to participate in are the following:

- **Christmas**
- **Halloween** (You will follow up the City event with an invitation to your church worship, Fall Fest Event, or another non-Halloween event presented by your church). Halloween will bring the largest number of children and parents to your church. Plan carefully what you intend to do for recreation and treats.

b. **Citywide picnic** or any other citywide event. Lists events

4. Community / Visitor Data Base

a. Use the same Visitor Date Base you use at your church. Be sure to identify the event or location where you collected the information.

- Name
- Phone
- Email
- Address
- Saved/ not saved

Follow up with this data you collected just as you would follow up with a Visitor who came to your church. Follow up within the week. Refer to Visitor Follow up in the Visitor section of the Growth Plan.

5. **Community Outreach**

Pass out and have available for all “outside” church events:

- Data collection cards.
- Information about your Church, i.e., church name, address, hours of worship and bible study, and, schedule of all upcoming events.
- Small gift, i.e., pen, candy, introduction card.

6. Data Collection Cards.

Use separate data collection cards for each adult attending.

Children can be added to their parent's card/ information. Teens are to complete their own card. Husbands and wives should each complete their own card, because most likely they each have their own email address.

- Name
- Phone
- Email
- Age
- Request for prayer (check off)
- Address

7. Community Follow-up

You must absolutely follow up within the upcoming week. This will give you the best opportunity to invite people to your church, to your next event, to next Sunday, and to pray for people as needed.

Follow up by email, text, and phone. For city events and meeting people outside of the church, people do not expect phone calls.

The follow up message should contain the following information.

- This is XXXX Church.
- Great meeting you.
- Sunday service(s) and Mid-week events.

- Any major upcoming event.
 - For prayer follow up with the church at XXXX.
- IMPORTANT
- You must be sure that someone is available to respond to the text, email and phone calls.

a. Invite – invite- invite

Refer back to the Visitor Conversion Blueprint. The opportunities listed below are suggestions presented in the Visitor Conversion Blueprint. Invite people in your community to the events that you have already chosen. Also, after becoming involved with in your community you may want to further include some of these as additional events or change some events to those that would be better suited for the community.

Circle the events your church will host.

- Easter** – egg hunts, Maundy Thursday, Good Friday, etc.
- Mother’s Day
- Father’s Day
- Vacation Bible School (do not use lettering VBS)
- National Holidays
- Specific denominational events/days, i.e. Founders Day
- Halloween event**
- Thanksgiving**

- ___ **Christmas**
- ___ **New Year's** celebration
- ___ Super bowl Sunday
- ___ Baptisms
- ___ Sports playoffs
- ___ Baby showers
- ___ Other, etc.

The most important events are Easter, Halloween, Thanksgiving, Christmas and New Year's. Read about Halloween in the Visitor Conversion Blueprint. Use some other event title for this event, i.e., Harvest Fest.

b. Community Resources

City Hall and Mayor's office. They will know and have access to most city events. Go to events where you can introduce yourself / your church and start inviting people to your church as you participate in events.

Parks are great places to have church picnics where you can invite the community. Additionally, your church can invite the community to outside events in the church parking lot and the church lawn. Remember these are seasonal events where you can tell people about upcoming events at your church.

As part of your Outreach invite Police and Fire Departments to speak at your free community events.

c. Landmarks

Know all landmarks. These locations are often public meeting places where your church will be able to pass out information and talk with the community people.

d. Evangelism

Evangelism is the ministry of letting people know about Jesus such that people will want salvation or will want to rededicate their lives to Christ.

Much of your community work will be with people who are unsaved. So, you will have the opportunity to lead people to Christ.

Train members how to interact with unsaved people and how to lead them to Christ. Read “The Resurgence of Evangelism in the Local Church”.

Treat people in the community as though they were Visitors coming to your church. Get their data!

e. Your church neighborhood

Everyone within a mile of your church should know your church exists. They may not know the name, but they should know there is a church.

Suppose there are several churches in the area? (To be sure in many cities generally there can be several churches in one area). If you pass out information with your address people will

find you. For example; 123 Main Street, behind McDonald's. People will find you and if they get your church mixed up with the church next door to your church, so be it. They were led to a church!

Get to know your neighbors within walking distance from your church. Go door-to-door. Introduce yourselves. Pass out information. Have neighborhood car washes, lemonade stands, signs out on Sundays, etc.

Review the Signage Section. Signage must be the correct size, color, font and words.

f. **Open House.**

Invite people who live in the neighborhood to come learn about your church. Invite them to socialize. Offer free snacks and drinks. Advertise that everything is free. Make sure people meet the Pastor. If the Pastor has a title other than Pastor, such as Apostle, Prophet, etc., you might want to use easy to understand titles, such as Pastor, which generally is more readily understood by non-church and unsaved people. Almost all non-church and unsaved people know what the word Pastor means.

g. Merchants

The reaction of merchants to churches depends upon how well members of your church get to know and engage the merchant. This is why it is important to know your city and who lives and works in your city.

- Be sure you have some familiarity with your local merchants. In general, markets, pharmacies and fast-food restaurant often give goods and or donate to non-profits.
- Places such as McDonald's and other major fast-food places will sometimes allow you to hold bible studies in their location. Do not ask for permission just eat their food and meet.
- Places such as Starbucks will also allow you to eat and drink their foods and meet.
- Often small family owned restaurants or other family owned establishments will allow churches to advertise church events.

SUMMARY – become the “go-to” church.

1. Engage your community. When your members are out in the community as a group always be ready to pass out information about your church. Always be ready to invite people to the next event hosted at your church or to the next worship service.
2. Be sure the neighbors and merchants around the church know about you, when you meet, what you offer, what you can do for them. Also they might be able to do something for you or even help you with events. Remember, most people want to “help”.
3. Start an Evangelism Ministry. If you do not have one in your church start one immediately. If you do have an Evangelism Ministry be sure it is active and knows your community.
4. Start an Outreach Ministry. If you do not have one in your church, start one immediately. If you do have an Outreach Ministry be sure it is active and knows your community.
5. When your Leadership and members are active in the community there is much the Holy Spirit can do through you to increase Visitors to your church.
6. Often meeting in public places, i.e., restaurants, fast food places, coffee shops, McDonald’s, will engage community people to join you. When they do join in tell people about

your church. Always have flyers and information on hand to give out.

7. Get to know the people who live in the areas adjacent to your church. Invite them into your church.



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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For more Bonuses and Resources go to www.drillman360.com and www.greaterharvestministries.com

