



# **HOW TO GROW A CHURCH**

**Easily Effectively Economically  
MANUAL**

## **STEP 4**

**Live Events Activation  
Signage Implementation**



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



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# TABLE OF CONTENTS

Introduction ..... 1

Live Events Activations Title Page ..... 11

Live Events Activations ..... 12

Signage Implementation Title Page ..... 19

Signage Activation ..... 20

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# INTRODUCTION

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## 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

<sup>18</sup> Then Jesus came to them and said, "All authority in heaven and on earth has been given to me. <sup>19</sup> *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, <sup>20</sup> 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

<sup>42</sup> They devoted themselves to the apostles' teaching and to fellowship, to the breaking of bread and to prayer. <sup>43</sup> Everyone was filled with awe at the many wonders and signs performed by the apostles. <sup>44</sup> All the believers were together and had everything in common. <sup>45</sup> They sold property and possessions to give to anyone who had need. <sup>46</sup> 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, <sup>47</sup> 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 or sooner. 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 within 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.
- Completing this entire program is the beginning of a lifelong process of growing your church.

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](http://DrTillman360.com)

HOW TO GROW A CHURCH

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STEP FOUR

# LIVE EVENTS AND ACTIVATIONS



# LIVE EVENTS AND ACTIVATIONS

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## PURPOSE

1. To engage non-members in a manner such that ultimately, they will perceive your church as the “Go To” church for prayer, spiritual guidance, and social/fellowship opportunities.
2. To engage non-members in “non-religious” events in the community. These are ongoing opportunities for members to work alongside of non-members in community programs that are non-religious events, i.e. social justice, food give aways, job training, tutoring, helping with community needs, Boy Scouts, Girl Scouts, etc.
3. To present social events for non-members to become aware of your church, i.e. barbecue, movie nights, baby-sitting of parent’s date nights, plays presented by the church, etc.
4. To present opportunities for Evangelism.

Read “Taking it to the Streets: Evangelism Street Manual” and “Resurgence of Evangelism in the Local Church”. These are two excellent resources for information regarding engaging non-Christians in your local community. These can be purchased on [www.amazon.com](http://www.amazon.com) and [www.greaterharvestministries.com](http://www.greaterharvestministries.com).

## **NOTE**

**NON-MEMBER is synonymous with VISITOR**

**Before you develop your church's Live Events Activation Plan.**

- a. Complete the Community Assessment.**
- b. Complete the Visitor Conversion Blueprint.**
- c. Implement the Visitor Data Base.**
- d. Be prepared to collect Visitor Data information.**



## 1. Data Collection

Collect the exact same data information your church collects from Visitors that actually show up at your church. The people you meet in your Live Events may eventually become visitors of your church. You will want their contact information so you will be able to follow-up with them. If the Live Event occurs at your church you will already have the opportunity to obtain information.

## 2. The difference between Outreach and Live Events

**Activations** is the following:

- a. **Outreach** is the church acting specifically as a religious organization within the community.
- b. **Live Events** is the church pretty much acting as a member of the community contributing as any other organization would contribute. The church will not specifically engage in any religious activity in most city-wide events. However, your church should definitely be ready to obtain information from the people they meet so that your church will be able to follow up as needed to invite people to church events.
- c. Always use the Data Collection system your church has in place.

## 3. Live Events Activations

- a. **All Live Events should be well advertised throughout your community. Remember these are NOT religious events and they may be held outside right in your**

**community, inside your church, or on the church property.**

- b. **Start with Holidays. Celebrate as many holidays as possible.** Give bags or boxes of food for Thanksgiving. Offer gifts at Christmas, Mother's Day and Father's Day.
- **Halloween is one of the most popular secular holidays in) America. Capitalize on it.** Invite parents and their children to the church for a Halloween like event using another name such as Fall Fest, Pumpkin Carving, etc. (If you want to use the word Halloween that's ok also). Children will come in costumes. Don't panic. It's alright for them to come in costumes. People will come when you advertise free candy, gift bags, prizes, and giveaways. This event must be well publicized and advertised as free.
- c. The following are some ideas for Live Events
- **Big Game Night.** Invite people for Super Bowl Sunday, etc.
  - **Social events.** Have coffee and tea socials. Invite neighbors in for breakfast. Most contemporary unsaved people do not want prayer breakfasts, so do not do them.
  - Present **movie night** at the church or at a theatre. Perhaps even sponsor a theatre event at a local theatre.
  - **Sponsor a Neighborhood Street party.** You might also do the events at different times of the day.

- **Childcare.** Provide childcare at all events involving adults. Quite often adults do not attend events because they do not have a babysitter. Do not provide “daycare” services unless your church is licensed.
- **Sing-alongs.** Sing and play Christmas carols at specific locations around the church neighborhood. Do this on days leading up to Christmas.
- **New Year’s Event** for your community. This will definitely turn into a religious event. But that’s great as there is much to thank God for and plan for the following new year.
- **Community Talks Speaking events.** Arrange community talks with the police and fire departments, local urgent care providers, prenatal and parenting professionals, etc.
- **Back to school.** Give a party and school supplies to the children. Picnics work well for “Back to School” events.
- **Church Volunteers to help out for community events.** Make community events part of your church’s volunteer events. Volunteer to help out at community events.
- **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 may be more readily understood by non-church and unsaved people. Almost all non-church and unsaved people know what the word Pastor means.

- **Picnic** -Invite your community for a summer picnic or barbecue.
- **Free give aways-** work with a local fast-food restaurant such as MacDonald's to give free desert to the community. Many fast-food restaurants have in their budgets to work with non-profits to give away free food items. Even when they don't often, they will "volunteer" to work with a non-profit to "give-back" to their community.

## **SUMMARY**

- 1. Be prepared to treat everyone your church members meet at Live Events are treated the same h as a person who happens to be a VISITOR to your church.**
2. Become involved in at least three city-wide community events annually. Your church can sponsor an event or while not sponsoring become an active participant.
3. Ask the members to include your church in events they might be having on their jobs. Some businesses such as banks sponsor community events.
4. Find out what events your community sponsors. Many communities sponsor picnics, holiday events, etc.
5. Don't forget Live Events Activations are focused on the non-religious aspect of being part of your community and events that your church sponsors that are not geared at religious activities, such as the church annual picnic.
6. Be prepared to activate the same visitor welcome program as you do at the church.





HOW TO GROW A CHURCH

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STEP FOUR

# **SIGNAGE**

# **IMPLEMENTATION**





# SIGNAGE IMPLEMENTATION

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Signs are a visual graphics created to display information about your church in a manner such that a friendly invitation is displayed which says “this is the way and we want you to visit here with us”. Signs vary in form, size, color(s) and font based on the information you want to convey, i.e. direction or subject.

## **PURPOSE**

- 1. To become an open invitation to Visitors as they engage your church from the outside or from the inside.**
2. To provide visitors ease in finding your church.
3. To designate your church as the church in a specific location.
4. To make your church visitor friendly.
5. To allow visitors, once inside your church, the ability to move throughout your church facility easily and comfortably.
6. Visitors physically come from 3 sources and during their first few visits to your church they do need signage.
  - a. Walk-ins- people who have no previous knowledge of your church or members. These can also be people whom your members have met through community outreach and evangelism programs. These people often can often be motivated to come to your church based on the signage.

- b. Members bringing relatives, friends and associates. When they come separate from the person inviting them or come alone. They must be able to locate your church and the church entrance.
- c. Other churches. They typically need signs also.
- d. Signs that are positioned in the right places, with fonts large enough to be seen at a distance can be very inviting to visitors. Do not underestimate the value of appropriate signage.

## **SIGNAGE**

1. Review the Signage portion of the Church Assessment located in Step 1.
2. Please indicate whether or not your church is in a “church building”, store front, inside of another church, in an inside mall or outside mall or shopping center. Depending on the kind of facility your church is located in, you will need signs and directions for all entrances.
3. Take pictures across the street or a distance at which most of the church can be seen within a picture.
4. Take pictures from all sides of the location where your church meets. Some churches may not be in a “church building”. Be sure to include all entrances of the church. This is especially important if the church is not in a “church building.
5. Take pictures of the
  - a. parking lot.
  - b. sidewalks leading to the church.
  - c. front door and side doors
  - d. inside entrance of the church
  - e. hallways within the church that can be seen as a person enters the church.
  - f. restroom hallways or areas leading to the entrance of the restrooms.

- Before you start the placement of signs review your pictures (and memory) to determine the location where signs are to be placed.
- Identify the locations where you will place signs by marking with a circle on the photo.
- Next start the process of signage. Decide the WORDING, SIZE OF FONT, COLORS.
- Note- there can never be too many signs.

## 1. Outside signs

### a. Location: Outside front

- Usually located on the lawn or sidewalk in front of the church.
- If the church is on a busy street(s), place sign(s) on side(s) facing the streets (you may need two signs each facing traffic).
- **Dimensions: 4ft X6ft ( Yes, this is a huge sign!)**
- **Fonts** – Large and Bold
- **Text:** Name of Church, worship times, Bible study
- Address (it is not necessary to include Leaders names)
- The largest/biggest fonts will be the name and worship times.
- DO NOT ALLOW PEOPLE TO PARK IN FRONT OF THE SIGN THAT DESIGNATES THE FRONT OF THE CHURCH OR THE NAME OF THE CHURCH. Most cities will allow temporary “no parking” signs for specific days, i.e. Sundays, etc.

b. **Signs: Direction signs: Outside**

- **From parking lot** – 2ft x 3.5ft arrows in the direction pointing only to the front door of the church. The number of signs that are necessary will depend on the distance of the lot from the entrance(s) to the church.
- **From sidewalks** leading into the front door(s) of the church. The number of signs is necessary will depend on the distance of the lot from the entrance(s) to the church.
- **From street corners** (if permitted by the local ordinances).
- **Location: Front door sidewalk** or just outside of the front entrance.
- Vertical “Welcome” sign(s). Name of the church and picture of the Senior Leader, people in the church, etc.
- Vertical “Welcome” sign with only the name of the church.

2. **Inside signs** – these signs are extremely important in providing directions when the church is in a building such as a hotel, i.e., the church is not immediately visible to a visitor.

a. **Most of these signs can be mounted on an inexpensive stand that will go on the floor or fit nicely on a table.** The sign can be 1ft x 2ft with the wording located directly above the direction arrow.

**Visitor signs** – placement on a direction sign and/or on the Visitor table in the opening hall.

**Direction signs:**

- Sanctuary or location of preaching.

- Downstairs/ upstairs (if necessary)
- Rest rooms
- Leadership offices
- Bible study
- Children's church
- Nursery
- Chapel
- Signs as needed.

## **LEGIBILITY and recommended MINIMUM TEXT SIZE for CUSTOM SIGNS**

You can use this resource

[https://www.arasigns.com/index.php?seo\\_path=legibility-and-min-text-size-custom-signs](https://www.arasigns.com/index.php?seo_path=legibility-and-min-text-size-custom-signs)

### **3. LEGIBILITY**

**a. The most easily read and understood signs are those that have**

**- LEAST AMOUNT OF TEXT possible**

- "less is better" ... and easier to read, and
- most people will not bother to read all of the text on a lengthy "wordy" sign

**b. BEST COLOR CONTRAST** refer to the info sheet (at the website mentioned above under LEGIBILITY) for the best color combinations for custom signs. When in doubt use a pale blue background with fonts in dark blues.

- c. **SYMBOLS** Use standard symbols ( STOP signs, dog on leash, cars) instead of text, whenever possible.
- d. **LARGEST SIZE (height) OF TEXT** Some people CAN NOT, and most people WILL NOT try to read smaller print. So if you want the general public to know about your church make the fonts large enough to be seen across the street from your church from a moving vehicle Outside print must be able to be read from 500-1000 feet.
- e. **“SIMPLE, Easy-to-Read FONTS”**
  - “Fancy” and ornate fonts look nice, but they are often difficult to read. **DO NOT USE FANCY FONTS FOR ANY LOCATION REGARDING YOUR CHURCH.** In many cases, the size of certain “fancy” fonts has to be made much bigger to be readable, and therefore increase the size of the sign which results in a higher cost
  - “Highway Font’ is required by the FHWA and all 50 state DOTs for Traffic signs because studies have shown that this font is the #1, easiest to read. Another good choice is Ariel, but like FHWA Highway Font, it is, admittedly, a ‘bit boring’... but the message is very easy to read.

#### 4. Sign Materials

The best person to help you with materials is your local sign merchant such as Signs Now, or you can also go online for assistance on signs.

To receive consultation on your signs, go to [www.DrTillman360.com](http://www.DrTillman360.com)

- **Colors**
- **Fonts** - arial is best for signs
- **Font size**
- **Stands** - consider sandwich stands for corner signs
- Stands – consider metal
- Some signs can be made to be specifically tied to the fence. You will need to confer with a professional sign maker for this kind of sign to be professionally finished for your church.
- **Materials – outside** signs must be able to withstand the elements- heat, wind, rain, etc.
- **Materials – inside** signs – use some form of vinyl.



## **SUMMARY**

- 1. Use the pictures you took of your church to determine where you will place your signs.**
2. For sign dimension LARGER is ALWAYS better. BIG is always best.
3. The least amount of color is always better. Stay away from multi-color signage where ever possible.
4. Use dark blue fonts/almost black fonts (black is too sharp for the eye). Use a very pale (not white) blue or purple background.
5. Black and white should be used sparingly and only on the inside of your church for directional signs. Dark blue font and light blue background always works well.
6. If your church has a color theme use this color sparingly and very pale and light on your signs.
7. Do not use pictures on your outside signs. Pictures detract from the professional look of the sign and make the sign appear busy. Often the wording is lost with a busy background and pictures. Words with a pale or white background will communicate the meaning you want, i.e.

**EXAMPLE:**

**This is the sample of the CHURCH NAME sign:**

This is the only information needed on a permanent or temporary church sign. Perhaps this sign should be 4ftX6ft.

**Community Church**

**Sunday**

**11am and 2pm**

**Mid-Week**

**Bible Study Wednesday 7pm**

**Phone 123-456-7890**

You do not need any person's name.

There are exceptions:

- On a separate sign you can display the Senior Leader(s)'s picture(s).
- On a separate sign you can announce any upcoming event.
- Signs indicating any information other than the Name (i.e., special announcements) should be placed separately from the Church Name sign.







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.

Dr. Tillman can be reached at her private website: [DrTillman360.com](http://DrTillman360.com)

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