

Bill Tenny-Brittian
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Dinosuars & Rabbits

A Virtual World Perspective

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EffectiveChurch.com

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Additional Resources
Dinosuars to Rabbits
Easum, Tenny-Brittian

Dinosuars & Rabbits: A Multiplication Metaphor

Addition Versus Multiplication

Dinosuars:	1 clutch of eggs per year
Rabbits:	Almost continually fertile
Dinosuars:	Brooding maturity: 2-10 years
Rabbits:	Breeding maturity: 4 months
Dinosuars:	1 surviving hatchling/year
Rabbits:	7 surviving kits per litter
Growth Potential in 3 years:	
Dinosuars:	2-3
Rabbits:	476 million

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Additional Resources
Becoming a Level 5 Multiplying Church
Todd Wilson, et al
Exponential.org

The Focus of Denominations

- Multiplying Churches
- Ineffective Dinosaur Multiplication
 - 2-5 years per church start
 - \$2 million per church plant (when denominationally funded)

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Additional Resources
Effective Staffing for Vital Churches
 Easum, Tenny-Brittian



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Focus of Churches

- Multiplying Ministry
- Resource Heavy
- Results: Consumerism & United Way Syndrome



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Additional Resources
Net Results Magazine
 NetResults.org



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Focus of Church Members

- Participation and Consumerism
- Volunteers, Consumers, Nominal Members



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Additional Resources
Revival Outside the Walls (rotw.com)



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The Results

1. Cultural Chaos
2. Rise of the Nones
 - 17% of all US Americans (Pew)
 - 37% of all Millennials (ROTW.com)
3. 85% Churches in Decline – COVID (Leadership Network)
4. "Live Church" Attendance Nosediving
 - 30-40% of pre-COVID attendance
5. Online Live Viewership Declining
6. Few Conversion Baptism, Fewer Radical Disciples



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Additional Resources
Effective Church Blog
EffectiveChurch.com/blog




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The Biblical Mandate: Make Disciples

- Matthew 28:19
- Acts 1:8
- John 15

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Additional Resources
Dinosaurs to Rabbits
Easum, Tenny-Brittian



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Making & Multiplying Disciples Today

- Radical Discipleship Defined
 - A believer who's every facet of life is shaped by the gospel
 - A disciple who makes disciples




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Additional Resources

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Making Disciples Today: Overview

1. It's All About Relationships
2. The Three-Step Discipleship Today
 - A. The "Hook" ... Initial Contact
 - B. Relationship Building
 - C. Discipleship/Evangelism
3. Leverage or Lag
(and who can afford to lag today?!) 

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Additional Resources

Making Disciples Today 

1. The "Hook"
 - Personal invitations are still the key
 - Boost/advertise "events"
 - Comment, Like, and Share
 - Create hand-offs for everything
 - Be sure to have a sermon "So What?"



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Additional Resources

Missional Small Groups Workbook
– Bill Easum

The Apprentice Workbook
– Bill T-B


Go Big with Small Groups
– Easum, Atkinson

EffectiveChurch.net



Making Disciples Today


2. Relationship Building
 - Be intentional to reach beyond the Wons and Dones
 - Relationship building depends on:
 - Proximity
 - Predictability
 - Persistence
 - Approachability
 - It's an investment (time, resources, etc.)



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Additional Resources

Radical Discipleship Is What We Need
– Bill Easum



Making Disciples Today

3. Discipleship/Evangelism
 - Discipleship IS evangelism
 - Reality check
 - Most churches focus on the Wons and Dones
 - Few churches understand Nones and have no way to attract, retain, disciple, or evangelize the Nones
 - PROOF: # of conversion baptisms (vs. biological baptisms)




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Additional Resources
Radical Disciple Making: Creating Processes
 – Bill T-B

Making Disciples Today: How To

3. Discipleship/Evangelism
 - A. Leverage existing relationships
 - B. Mentoring in key
 - C. Develop life-transforming small groups
 - Applying Jesus to life
 - Confession & Repentance
 - Action & Commitment
 - Embrace the One More Sheep Rule




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Additional Resources
A Church Of Small Groups
 – Bill Easum

Making Disciples Today: How To

3. Discipleship/Evangelism
 - D. Embrace the One Sheep Rule (Lk 15:1-7)
 - Always room for One More
 - Always searching for One More (Inviting new people)




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Additional Resources
If You've Got to Herd Cats, You'll Need a Big Mouse
 Tenny-Brittian

Wrap Up

- Multiplying Disciples Requires a Culture Change
 - Culture Changes begins and ends at the TOP
 - YOU must model (Performance)
 - YOU must be consistent (Persistence)
 - YOU must cast the vision (Promulgation)



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What do you need to STOP doing to START multiplying?



<https://effectivechurch.com/start-with-your-to-dont-list/>

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Don't Stop Now!
Join the challenge and maximize your learning



The Rabbit Group
Changing Dinosaurs to a Multiplicaton Movement

Five Day Facebook "Challenge" Course
Begin the move from addition to multiplication
August 3-7

<https://www.facebook.com/groups/dinosaurs.to.rabbits>

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