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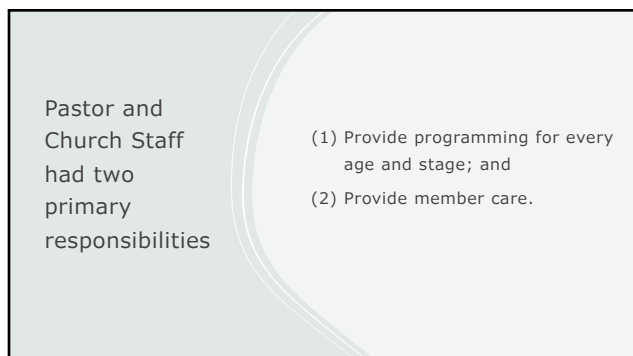
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Why It Worked

- Churches were homogenous and inadvertently targeted their membership
- Denominational loyalty
- “Everyone” went to church (not true, but perception was everything)
- Institutions were still largely trusted
- Authority was largely respected (pastors were considered professionals)
- Marketing wasn’t on steroids
- But the key was Biological Growth
  - Families were stable
  - Families didn’t often relocate
  - Kids grew up in the church and stayed in the church

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Times Have Changed

- Diversity is the community norm and works against homogenous churches
- There is little brand loyalty, let alone denominational loyalty
- “No one” goes to church (Nones are the fastest growing “religious” segment)
- Institutions aren’t trusted, especially not the church
- Pastors aren’t trusted
- Marketing is overwhelming
- Biological Growth is a non-starter
  - Families are unstable
  - Families relocate average every five years
  - Kids don’t come to church, let alone stay in church (~60% of those raised in church leave and do not return)

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**The Role of  
the Lead  
Pastor...**

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**Questions We Have to Answer Today ...**

- Since we can no longer depend on biological growth, where will new members come from?
- Since less than 15% attend worship on a weekend (and that's when the church is open!!), what will replace marketing?
- Since trust in institutions, authority figures, and especially the church is at an all time low, how can we rebuild trust? (Or *can* we rebuild trust?)
- Since "no one" *wants* to go to church anymore, how can we be faithful to the Great Commission?

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