

19 MINISTRY TIPS TO REACH NEW PEOPLE IN



SOLUTION GUIDE

The ministry ideas, how to's, tips and advice you need to do more ministry in 2019 PLUS... how our software, Realm, can help you achieve this ministry goal.

Our Goal Is To Help You Have Real Ministry Impact



With nearly four decades of experience in providing services and software to churches of all sizes throughout the world, ACS Technologies has learned a lot. We've collected data, gained vital information, and received thousands of first hand testimonials on best practices and methods that effectively help ministries the most.

This knowledge is the basis for our free ministry guides like the one you're reading right now. We also offer a whole lot of other services, making us the world's largest provider of ministry solutions to churches.

We know everyone needs a little help sometimes. That's why we are providing advice, examples, tips, and information to help you turn your ideas into real ministry impact — that's what we mean when we say "Ideas to Impact."

It is our aim to assist in strengthening how you're currently doing church in providing an alternative to your current efforts. Whichever the case may be, it's our goal to be a trusted resource for how you're serving God.

There are a bunch of ways we can help, and the visual aid on this page outlines ways we can connect with you and help strengthen your ministry.

Thank you for downloading this ministry guide. It is our hope that the knowledge included can help empower you and grow your ministry the right way.

If you're interested in learning more or taking the next step for your ministry, you'll find our contact information at end of this guide.



NEWNESS IS A GOD THING.

He has always been up to something new for his people. A new plan, a new covenant, a new age, a new Kingdom, and of course, new life. And now, you find yourself entering into a new year and a new season of ministry. So why not add some new ministry tips to your approach so you can reach new people?

This list has been put together with the awareness that some things are tried and true and always have a place in ministry. At the same time, our culture has adopted new habits, shorter attention spans, and deeper desires. The goal here is to help your ministry adjust to new patterns so you can introduce people to an everlasting God. Here's to all things new...

1

SAY MORE OF WHAT MATTERS

It's easy to get caught up in the scramble of trying to let everyone know everything that is happening to avoid the made-up fear that someone might not get involved because they didn't know what was going on. The truth is the opposite. People don't know what's going on because they aren't involved. And screaming more noise at them isn't going to move the needle (except in the rare case where they come upon a church activity that speaks to their passions).

A better approach than lambasting everyone with everything is to focus on two specific and very different forms of communication: 1) Tell everyone the "Why" of ministry, and 2) Tell certain people the what.

That means your announcements and emails and social posts should focus more on your ministry values and vision than dates and descriptions. It means you talk about the details with the sub-group who might be interested, but you talk about the purpose with the church at-large.

While this is true of your existing congregation, it's especially true of visitors. New people often couldn't care less that your youth group is holding a car wash. But if they know that the reason for the car wash is so the kids can build gift boxes to hand out to the homeless, now they're moved by your mission.

Cast more vision, more often, in more circumstances. Then your people will get engaged to a point that they'll actually care about the latest news, instead of tuning it out.

*Realm has specifically designed **communication tools** to target audiences for maximum effect.

2

STOP TALKING SO MUCH

In concerted juxtaposition to the first (and most important) tip, it's also wise to consider who you're speaking to before sharing too much. Do all event attendees need to hear the planning details? Do volunteers need to know what you're telling staff? Does the whole church need to hear about the special event for a small group of the church?

A big reason people tune out church news is because there is just too much that doesn't apply to them.

And much of your internal church news won't apply to new people. Ask yourself, if I didn't have the relationships in this church that I do, would I really care about that? If not, think about limiting the communication to the people who actually care.

If you want to make sure new people listen to what really matters, you have to stop saying so much of what is not applicable to the whole.

3

MAKE THINGS EASIER

People are busy. And, busy often leads to lazy. It's not that people aren't willing to "work for it", it's just that they don't see the point when everything in their life is forced to validate some kind of return on investment because time is in such short supply. But, if you can make things easy, more people will take action to participate.

If a family visits your church and they have to do a bunch of paperwork and stand in line just to drop off their kids in children's church (which, by the way, will make them late for service), they aren't going to love it.

They might understand because it's their first time and you want to make sure you have all their kids info. But, make them do that every week and they won't find Sunday mornings that easy anymore. Now you might argue, "well, if that small thing is really going to make someone leave the church, then they were never really connected in the first place."

Exactly! We're talking about making things easy for new people before and while they are getting connected to your church so that they'll have enough time to fall in love with your ministry and can become invested members of the Body.

*Realm has [child check-in tools](#) (and background checks) that make kids church easy peasy.

4 MOVE PEOPLE

OK, this one is metaphorical and literal. People need to be compelled (“moved”) to take action at your church. That’s where tip #1 and #3 come in. But once compelled, they need purposeful ways to take next steps that makes sense for them. Remember, people didn’t come to your church to stay where they are. They came knowing there was something new afoot. That means forward progress.

They want to be moved. They want to grow. And so does God. And so do you.

At your facility, this might mean posting signs at key intersections to direct people to a connection table, a restroom, or a giving kiosk.

In assimilation it might mean letting every visitor know: a) that you will follow up with them, b) how they can get connected, and c) what you expect from them.

Moving people requires leaders to be involved in the process. So make sure your leaders (and volunteers) are part of the process of moving people to their next best step.

*Realm has **assimilation tools** that help leaders move people on in customized pathways.

5

REFRAME YOUR VISION

It's important that you not only prioritize sharing your vision, but that you provide clarity. This is especially important for new people for two reasons: 1) They need to know quickly and consistently what your church is all about and why it matters, but also 2) Your existing members need to fully own your vision so they can share it.

If your vision and mission is antiquated and cumbersome, if your team leaders and volunteers can't repeat it to you, if you're not sure what the outcome would be if you actually achieved your goals, you might need a vision recast.

Think of it like this:

- **Your vision is the thing you would see if your mission were accomplished.**
- **Your mission is the calling that has been put on the heart of your church leaders.**
- **Your goals are milestones of achievement that you will attain as you press on in your mission.**

Vision, mission, goals. Make them simple. Make them powerful. Say them often.

6

SIMPLIFY STRUCTURES

Too many cooks in the kitchen is not just a kitchen problem. Too many leadership roles, too many “ministries”, too many committees, and too many opinions can muddy the clarity of your mission and vision, making it difficult for new people to understand what you’re all about.

After you clarify your mission and vision - and the goals that will get you there - you should organize your structures (teams, workflows, etc.) to match.

This might mean canceling or closing down some things that just aren’t working. It might mean starting something new.

Whatever the case, you have to maintain an organizational structure that is easy to understand and explain and that is scalable. This will allow new people to discern where they fit and to accommodate growth.

Now, you might want to develop more leaders and make more disciples. Of course you do, but that doesn’t mean you have to jumble your structures. Create structures that let leaders lead and multiply. It’s better to launch more boats than to fit everyone in a single vessel.

*Realm offers **team tools** that help organizational structures work better and simpler.



7

STAY SOCIAL

Determine where your current people are and where potential new people are on social media. Use your existing network to promote your values and vision online to reach more people. Then, by the time they visit, they already have a good idea of who you are.

Create posts that are hyper sharable. Get your people engaged in conversations online, so their friends will see and participate.

Polls, questions, videos, contests; all of these things get people doing more than just watching, they help people become part of the conversation.

Social media isn't going anywhere. If you want to reach new people, meet them where they are going... to online social media platforms.

8

GET PERSONAL

People want authenticity. They can go anywhere for moving lights and lasers. Self help and good advice is all over the internet.

People come to church because they long for relationships. Don't give them a cold shoulder when they're looking for a warm embrace.

A great way to get personal without getting intrusive is to teach your greeting team how to have healthy conversations. Ask questions like you really mean it, but don't prod. Listen, but don't judge.

The FORD method is helpful when teaching your team to ask questions of new people. Stick with the safe areas of: Family, Occupation, Recreation, Dreams.

Keep it safe, stay at a pace they set, but don't be afraid to get personal with new people. Then, find a way to record personal details so people know you're purposeful in caring.

*Realm has **personal profile tools** that help leaders stay in touch and informed about people.

9 RETHINK EXISTING MINISTRIES

Part of keeping your structures simpler means you'll have to rethink the way you do things. Ask yourself, does this ministry support our mission and vision? Is it aligned with our values? Is it set up for success and supported by our structures (leadership, resources, systems)?

If the answer is no, it's gotta go.

Not to say that you should give the axe to anything that's not 100% aligned. But greater priority should be given to the ministries that carry the heart and soul of your vision. And if you don't have ministries that embody who you are in and to the community, start them!

10

FIRE SOMEONE

It's not all fun and games. Sometimes you have a leader or staff member who is a great person, but they just aren't great where they are. Or maybe they just aren't great. Either way, keeping people in positions that don't serve the church doesn't serve them. How would you feel if everyone (including your boss) thought you shouldn't be in your role, but they didn't have the guts to tell you? Would that, somehow, be kind of them? Of course not.

Making the tough decisions isn't easy, but in the long run, if relationships are healthy, will most often lead to greater fulfillment for the individual and greater opportunity for the church.

Remember this - and make sure to convey it when you have "the talk" - ending a ministry role does NOT mean ending ministry relationships. If your church and your people are healthy, you should be able to experience changes in position yet stay constant in relationship.

When new people see that you can make a team change with integrity, they'll respect it. They'll also appreciate that you're willing to do what it takes to make sure ministry is healthy.



HIRE SOMEONE

You might have to fire someone to hire someone. Or maybe the role is already open. Regardless, the entirety of the church is built first on the person of Christ, then on the people Christ calls to fulfill its purpose.

Ministry is all about people. If your church is receiving new people, it needs people to welcome them. That means putting people in the right places to minister to others.

Hiring - for our purposes - does not necessarily mean hiring a paid staff member. It can also mean appointing someone to a position or role.

Remember tip #6, but don't be afraid to use people's God-given talents and strengths to (literally) flesh out your team and help new people identify with their leaders and volunteers.

*Realm has partnered with [Ministry Shield](#) to provide stringent background checks for church staff.

12

GET MORE MONEY

Who doesn't want that, right? More resources means more ministry potential. But if it were easy, everyone would be doing it. In keeping with tip #3, you have to make the giving experience easy. Make it crystal clear why people should give (to realize the vision and support the mission) then give them ample opportunity to do so in the most convenient ways.

When new people get to a point where they want to invest in your church, they'll be extremely put off if they have to change the way they normally transact with money, just to make a donation.

If you can cast compelling vision, people might be ready to start investing. But if it's not obvious - every week - why to give, where to give, and how to give, people will find excuses to "wait until next week". What's more, if your ability to accept donations limits people to checks and cash, you'll miss a huge segment of an otherwise willing group of donors.

*Realm has **giving and accounting tools** to make all your finances easier.



13 REDECORATE

This one is simple. If your church looks like it's fresh outta 1999, it's probably time.

Go on Pinterest, visit other churches, do whatever it takes to get a sense of style for your church. Then, apply that style consistently throughout your facility and decor.

It's less materialistic than it sounds. The point of creating an appealing space is to make new people feel like they are part of an organization that is relevant and aware of the world around it while also caring about how it presents itself to the community.

People want to be part of something they can take pride in. When your spaces feel like they haven't been attended to or considered since pastors still wore boot cut jeans, people won't think you take pride in what God has blessed you with.

14

GO BEYOND GREETING

We alluded to some of this in tip #8, but there's more.

After the greeting there is the follow up. First, capture people's information via a connection card or digital opt in system. Then put them on a path for assimilation that creates opportunity for them to know and be known. That is, to have people find out more about them, and help them find out more about the church.

The best way to do this is with strategically timed follow up. You might want to start with a phone call, then send an email a week later, then an invite to a special event.

Depending on how they respond, you might then have a leader follow up about groups or classes. Whatever your church can do consistently and with joy will have the most appeal to new people.

The point here, go beyond the greeting to help new people know they are seen and valued.

*Realm has [assimilation tools](#) that help churches walk people through custom follow up.



15

MAKE A PUNCH LIST

There is a good chance you have a lot of little things that need to be done at your church; setting out chairs, paint patches, a leaky toilet, just to name a few.

The temptation is to start finding an existing team to dump this stuff on. But then they just get bogged down with things that aren't really in their wheelhouse.

A great way to get new people involved, without forcing them to make a long term commitment, is to see if they'd be willing to help knock off some items on a punch list. You might be surprised to find a lot of untapped talent and skill within your church.

What's more when new people get an immediate sense of accomplishment and recognition for their contributions it hastens the formation of a relationship with the rest of your team.

16

DISCIPLE WITH TECH

The hardest part about discipleship is staying consistent. Which makes it difficult to measure growth. Sure, you can throw some resources at a person and hope they consume them. You can even set up some meetings and lead out strong. But more often than not, something comes along to disrupt the status quo and things fall apart before a disciple is fully formed and sent out into ministry.

As with assimilation, you need a step-by-step process that can be recorded and measured to help move people on in discipleship. You also need leaders to administer resources to create dialogue and accountability.

Set a course, clearly define steps for your disciples to take, then stay consistent so you can see it through all the way to releasing disciples into ministry.

*Realm has **proprietary discipleship tools** that empower leaders to stay consistent and resourceful.

17

PLACE AN AD

This one is simple. Social Media ads produce great results at a low cost. Placing an ad for your church services might not differentiate you, but placing an ad for a musician, or a special event, or for some other unique thing that you can offer will help people find your church as a resource and something they want to be part of.

Remember to use good images that represent you well and make the call to action easy to understand with just a quick viewing. Have fun with it and try various ads to find what works.

18

THROW A PARTY

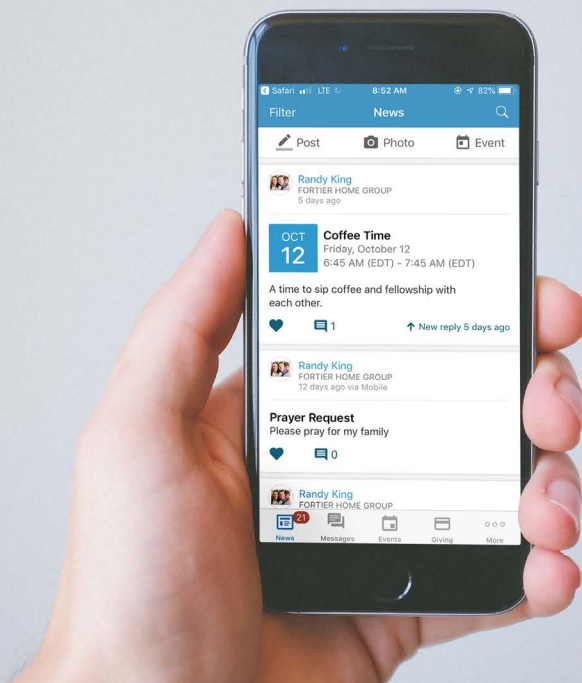
People love a party. A great way to attract new people is to find a local park, rent a bounce house, offer free food, and invite anyone in the area to come. It's a great way to reach families because the kids will draw to the bounce house like moths to light, then you have time to talk to the waiting parents, and offer them food that will save them some lunch \$\$\$.

You could keep it simple, like a potluck, or pull out all the stops and put on a movie, advertise (online) a free bowling party, do a cookoff, or organize a food truck event.

Get creative and watch new people start getting involved as you invite them into something that appeals to them.

*Realm has **robust event management tools** that help you plan the perfect event or party.





19

CONSOLIDATE SOLUTIONS

OK, full disclosure; this is the part where we make a plug for Realm. You've already seen several ways that Realm helps churches reach new people and manage the life and operations of a church. But something that sets Realm apart is how it's all-in-one. And that matters to new people.

New people don't want to start getting involved in your church only to learn they have to create different logins for giving, event registration, groups discussion, or discipleship processes.

Having one solution for all your church and ministry management needs means your team saves time so they have more to build relationship with new people. It also means new people know that the ministry they are part of has well-thought software solutions in place that will help with all the ways they want to get involved.



Hopefully, you already have mastered some of tips we've presented here. But if you need some help implementing them, Realm provides solutions that could make your life in ministry way easier.

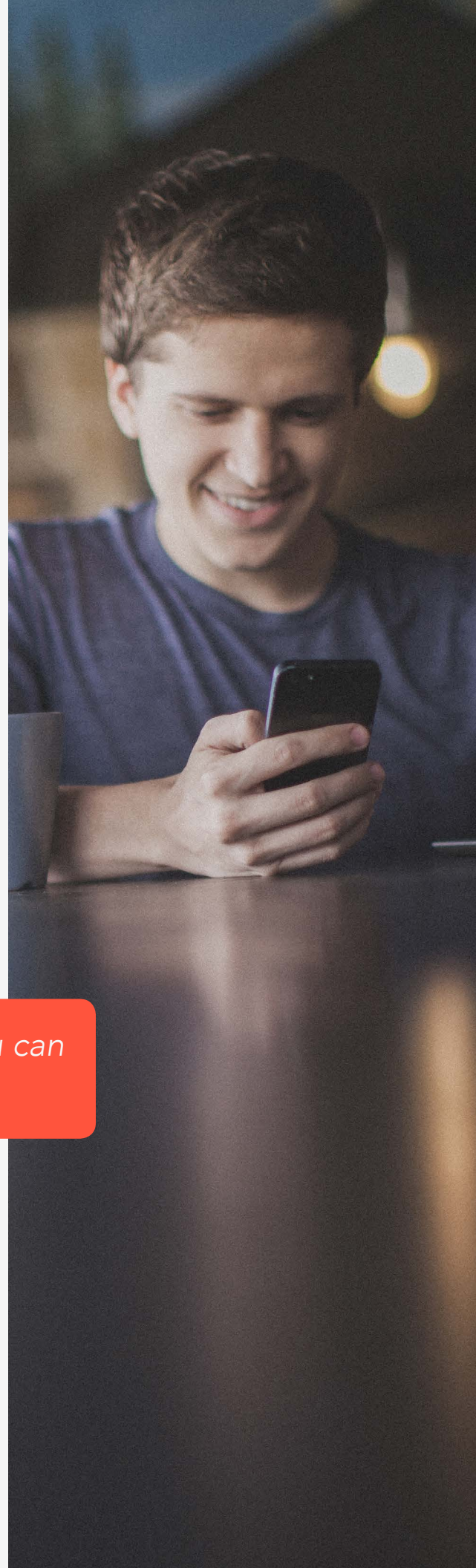
Realm is an all-in-one, all-mobile, ministry software solution that has tools (and has dedicated mobile apps for pastors and people) specifically designed to help with:

- **Assimilation & Discipleship**
- **Recurring & Online giving**
- **Volunteer & Staff management**
- **Communication & Community**
- **Child check-in & Attendance**
- **Groups & Profiles**
- **And more.**

Don't face the new year underprepared. Let us be a big piece of the 2019 puzzle that will attract and keep more new people at your church.

We bring it all together in one place so you can do more ministry in a new year.

We'd encourage you to explore all that Realm makes possible by **[taking a demo](#)**, walking through a **[self-guided tour](#)**, or **[speaking with an associate](#)** today!



Real ideas for real ministry impact.

This guide is brought to you courtesy of ACS Technologies. We're excited to share more information with you about our new ministry tool, Realm.

Realm offers something for everyone in your church. It is a totally new type of church ministry software that combines administration, accounting, and community into one system. It also connects your entire church and personalizes each person's involvement in your ministry.

People in your church and on staff will love Realm. They can access it online or from their phones whenever they want. It's quick, user-friendly, and simple to get started. Plus, we've got a dedicated team to make it a smooth transition and guide you the rest of the way.



Administration

- Track what impacts your ministry
- Modernize church giving
- Host organized events
- Know who's coming and going
- Generate insightful reports



Accounting

- Organize your finances
- Maintain vendor relationships
- Pay bills and write checks
- Reconcile your accounts
- Plan and monitor budgets



Community

- Put names to faces
- Connect people in smaller groups
- Facilitate communication
- Shepherd people through life
- Grow your outreach potential

Three easy ways to learn how Realm can help your church:

- 1 Attend: You're invited to attend a live Realm demo. Just pick the day and time that's best for you
realmchurch.com/demo
- 2 Watch: Take a quick look into Realm. Visit realmchurch.com
- 3 Talk: Ask us anything. We're here to help.
Call 1(800)736-7425 or email solutions@acstechnologies.com

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