

# HOW TO FIND MORE PEOPLE TO KNOW, LOVE AND SERVE

*Bring more people into your church every Sunday  
Increase your church's presence in the community  
Connect more effectively with your church's neighbors*



# INTRODUCTION

## BRINGING THE PEOPLE YOU SERVE INTO FOCUS

### **We all are well aware of the challenges churches are facing:**

- Declining attendance & membership
- Re-engaging the de-churched
- Reaching the unchurched
- Younger generations turning away from the church
- Reduced giving
- Cultural irrelevance

So how do you, as a pastor or church leader, turn this around, make disciples and build the kingdom?

The key to rekindling and growing faith is actually more simple than it seems. It starts with knowing the people you serve in your community. Who are they? How many people are there? What are their needs and life concerns?

Once you know more about the people in the community, it's important to understand the people within your church. What are their unique gifts and passions? How are they like and different from the people in your ministry area?

Yes, as a faith leader, you want to share the Good News. But communicating that message, in today's world, can often get lost in the sheer volume of information everyone receives. This noise not only includes media overload but may lead to negative perceptions about Christianity and faith.

How do you reach through these distractions and touch hearts? How can you "be all things to all people" while sharing the message of Christ?

At ACST we're acutely aware of these challenges. We've developed a unique set of personalized ministry tools, support and expertise to declutter the process and provide practical, actionable steps that will equip you and your church to Find, Nurture & Empower More People to Serve.

It all begins with four simple first steps. You must "find..." the people in your community to know and love them.



# STEP 1

## FIND... *WHERE THEY LIVE*


A common church leader mindset might be: “I know my community. I’ve been living here for x number of years. I go to community functions, local sports, I shop, I run into people. I ‘get’ who they are.”

But how much do you really know about them?

The first step is NOT to take a deep dive into their psychographics and motivations. Knowing and loving your community starts with a simple demographic understanding of your ministry area. Communities certainly change over time. You may be in a neighborhood where the economic status, ethnicity or age group has changed over the last several years. What it used to be is not what it is today.

At ACST we start with basic “where” data. We uncover current demographic trends and metrics. It might not seem like much, but it provides critical data that helps you get a better picture of the community around you.

At this early stage, you’re not trying to formulate strategies or communication plans. You’re simply trying to understand the people God has called you to serve. To bring them into focus. Missionaries try to understand the “people groups” they serve. Secular marketing calls this “market segmentation.” We can help you understand and group communities using factors like age, gender, family and household composition, occupation, cultural background, life interests, and communication preferences.





# STEP 2

## FIND... WHY THEY LEFT OR AREN'T COMING TO CHURCH

Equipped with basic “where” information, now you want to begin to understand “why” your neighbors are not connected to your church. In the last several years “What’s your Why?” has become a buzz phrase. For instance, when you join a gym or health program, the trainer may ask, “What’s your why?”... meaning are you trying to simply lose weight or gain stamina and muscle tone? Do you want to look good at your daughter’s upcoming wedding?

Imagine if you knew the “whys” of all the people in the community around your church. To say it simply: “What’s their why for not coming to church or for leaving the church and not coming back?”

Again, it’s easy for us to assume what their “why” is. We can create all kind of scenarios:

- When COVID hit, people got used to staying home on Sundays, doing church remotely and now don’t want to come back.
- Christianity has been attacked in the media and people have a negative view of church.
- The younger generation just thinks the church is irrelevant.

With comprehensive , anonymous research, you can discover the real issues. Some call this “Psychographic Assessment.” Whatever the name, you can learn that people’s “whys” are sometimes quite different from what you thought.

At this stage, we’re still not ready to formulate a strategy. We’re simply listening. However, “why... I don’t come to church” is a critical building block to eventually creating relationships and ministries that lead to “why not... come to church?”

You won’t be judging people for how they respond or what they think or feel. You’ll become more responsive and empathetic to their underlying needs and personal challenges.





# STEP 3

## FIND... WHO THEY ARE

Now your ministry becomes more focused. We're diving into the heart of the matter... actually the heartbeat of the people in your community.

Despite all the distractions of life, the polarization in today's society, the strong, even divisive discourse, the attacks against Christianity... one fact remains: People's personal needs drive their behavior.

Jesus, the church and Christianity have always addressed the struggles and challenging issues that all people face. The culture may have changed. But personal problems haven't. People still deal with:

- Fear of the unknown future
- Relationship issues
- Financial hardship
- Sickness
- Divorce
- Family challenges
- Trying to find meaning in life
- Work and career problems
- Emotional trauma
- Loneliness
- Grief and loss

Understanding "who" they are... who they **really are** and their struggles... opens the door to sharing the Good News and loving our neighbors.. Actionable, contextual intelligence helps you speak to real, expressed human needs.

For instance, someone might have an issue, perhaps sparked by social media, that the church takes a particular political stand, and says, "That keeps me away."

But that same person might have a child with a disability or they are going through a divorce. By connecting with their personal challenges, the church can overcome their false perceptions. Connecting neighbors with the love of God by building genuine relationships makes God real and available. . Your neighbors will begin to see your church and personal faith as an answer to their questions and a pathway to abundant life.





# STEP 4

## FIND... WHAT ARE THE NEW WAYS TO START (OR RESTART) A CONVERSATION

Now we're moving from understanding to action. Equipped with this essential information – the where, why and who – we now move to the “what” to develop an informed strategy and approach.

But please understand, we aren't coldly identifying and classifying people like we're a marketing organization trying to manipulate them into buying a product. No, all the information gathered is simply allowing us to gain knowledge, wisdom and insight so that we might serve more people.

When the apostle Paul went to Athens (or any of the cities on his missionary journeys)... he, “observed... the city.” He also knew their mindset. They loved “...to spend their time in nothing other than telling or hearing something new.” In essence, Paul surveyed the population, understood their context and adjusted his communication accordingly. Then at the Areopagus, he noticed their idol dedicated “to an unknown god” and adapted his message to connect with that cultural perspective.

Knowing the where, why and who information, he designed his message to speak to what was really on their minds... and ultimately what was most pressing within their hearts.

At ACST we don't just supply cold, hard facts. We help you reach out with unique conversation starters, invitations and seeker questions that will touch people. After all, faith is not forcing a set of prescribed rules and practices on someone. It's meeting people right where they are and seeing them with the eyes of God.



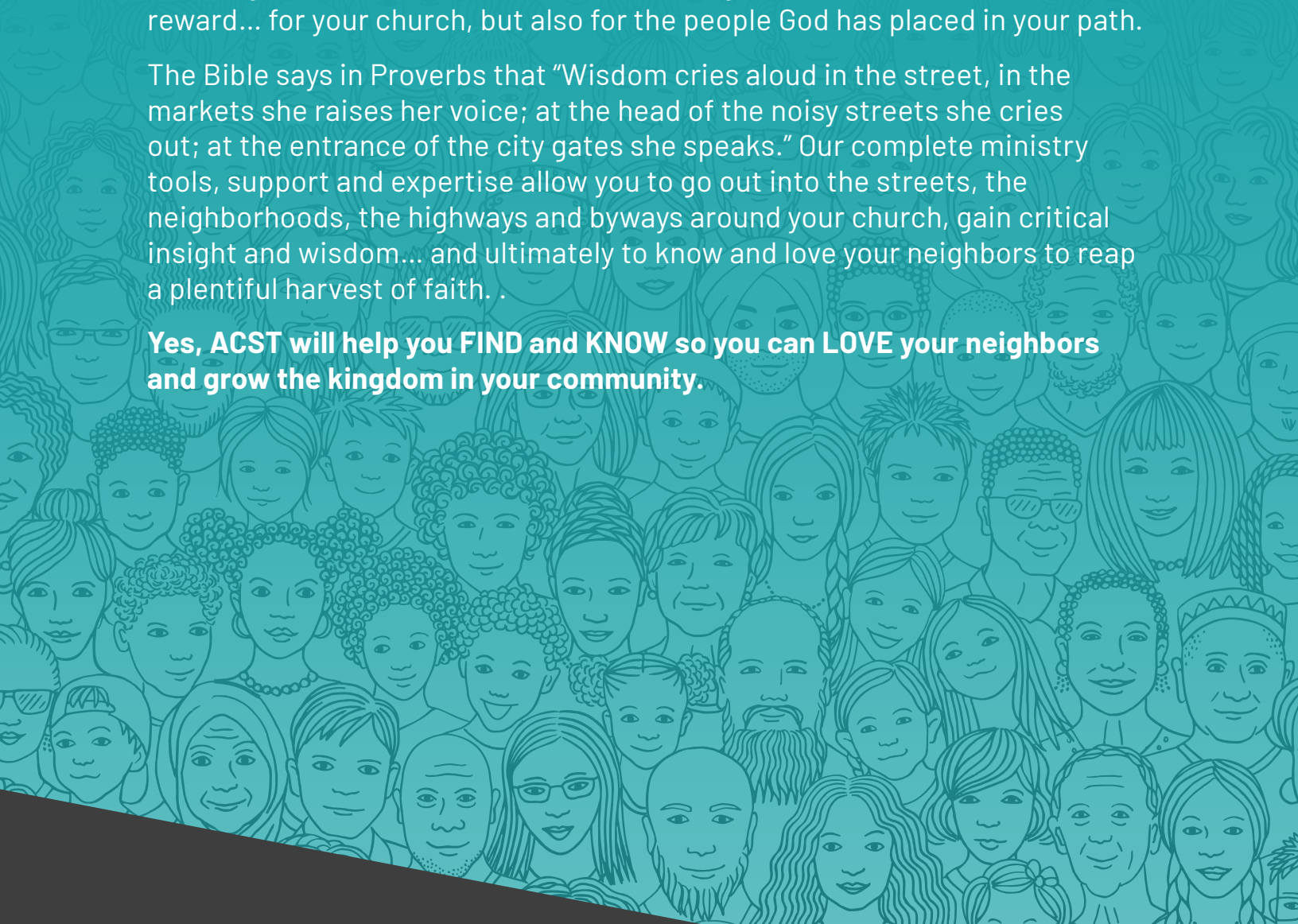
# GET READY TO FIND...

**TO KNOW, LOVE AND GROW**

You might feel like your church is marking time. Or maybe even moving backwards. However, with these four, simple but powerful steps, you'll be reaching a whole new realm of understanding. And this wisdom has its own reward... for your church, but also for the people God has placed in your path.

The Bible says in Proverbs that "Wisdom cries aloud in the street, in the markets she raises her voice; at the head of the noisy streets she cries out; at the entrance of the city gates she speaks." Our complete ministry tools, support and expertise allow you to go out into the streets, the neighborhoods, the highways and byways around your church, gain critical insight and wisdom... and ultimately to know and love your neighbors to reap a plentiful harvest of faith. .

**Yes, ACST will help you FIND and KNOW so you can LOVE your neighbors and grow the kingdom in your community.**



# Choosing the Right Ministry Partner

## The know-how you need from experts you trust.

ACS Technologies is the original pioneer of Church Management Software (ChMS). We are firmly dedicated to serving local churches all over North America by providing the best-in-class ministry software and service solutions that help you fulfill Christ's mission for your Church.

## Tools and support to strengthen churches.

We build great software, but we don't stop there. We have a "service-first" approach that truly sets us apart. With hundreds of dedicated support and consulting personnel, your staff can reach our team 24/7. We're in your corner to help you with the ministry challenges you face every day.

## Ideas and solutions powered by integrity.

Integrity is real for us, and it means consistently being faithful stewards by doing the right thing for church success. We have earned the trust of pastors, church staff, congregants, our employees, and colleagues for over 40 years.

## A plan to meet your needs and move your ministry.


We're not just interested in satisfied customers. We see ourselves as your real ministry partner and will work with you to make disciples that will last for an eternity. We're excited to talk about your goals, create a plan together, and set you up with the software, service, and resources you need.

## We believe in YOU!

ACS Technologies believes in the local church. Over 75% of our team has experience serving in their local churches. We know firsthand that serving the Church means serving people, and we take seriously our commitment to helping ministries like yours achieve their God-given mandate - to make disciples in their communities, states, and across the world.

## Let's Talk

We know the challenges of switching or implementing new technology and how that can be intimidating. But we also know the unbelievable changes that have happened within churches that have partnered with us for their ministry needs. Let's connect and see how we can assist you in the greatest thing you do - grow God's Kingdom.

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