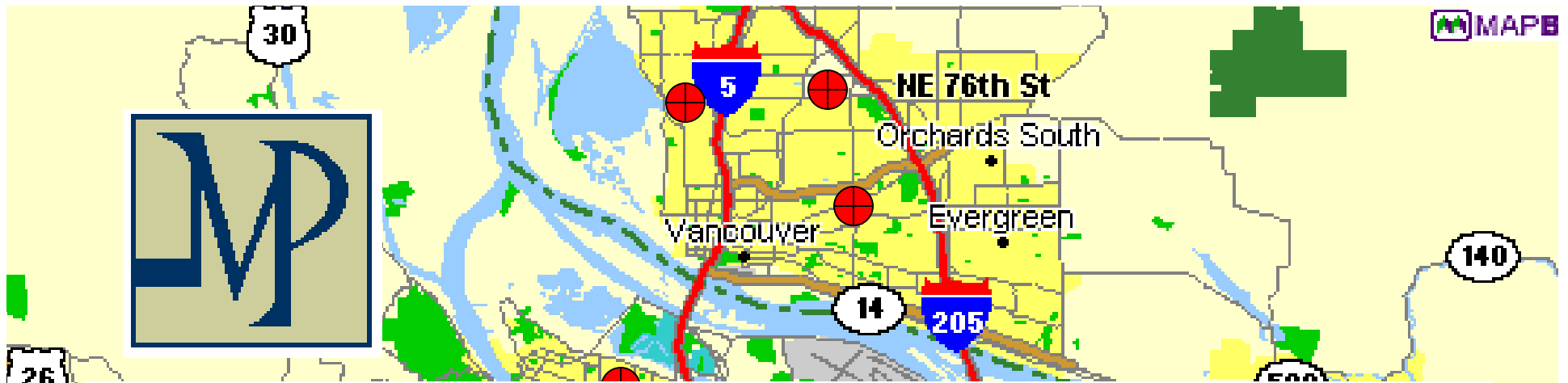


**“Attracting and Assimilating  
Unchurched People in the  
21st Century”**

**A Mission Portland Study**

[www.missionportland.org](http://www.missionportland.org)

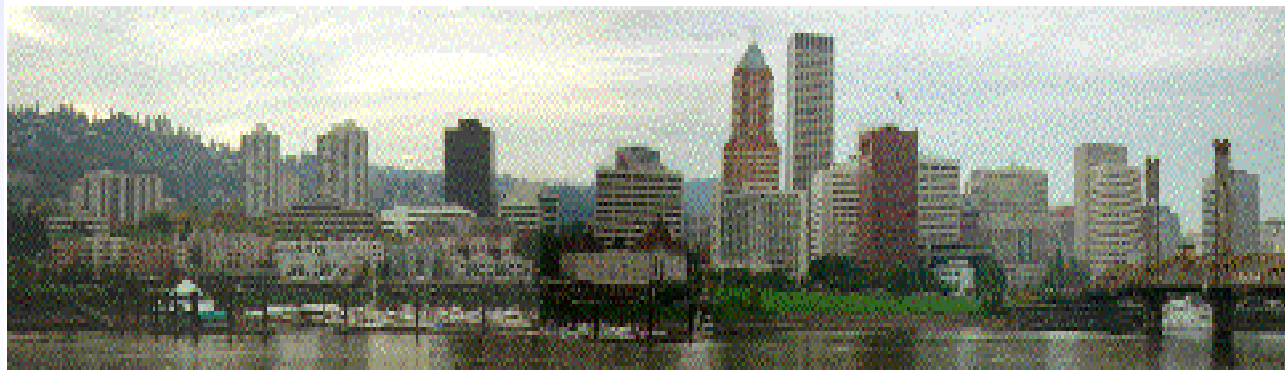


# Research Question #1

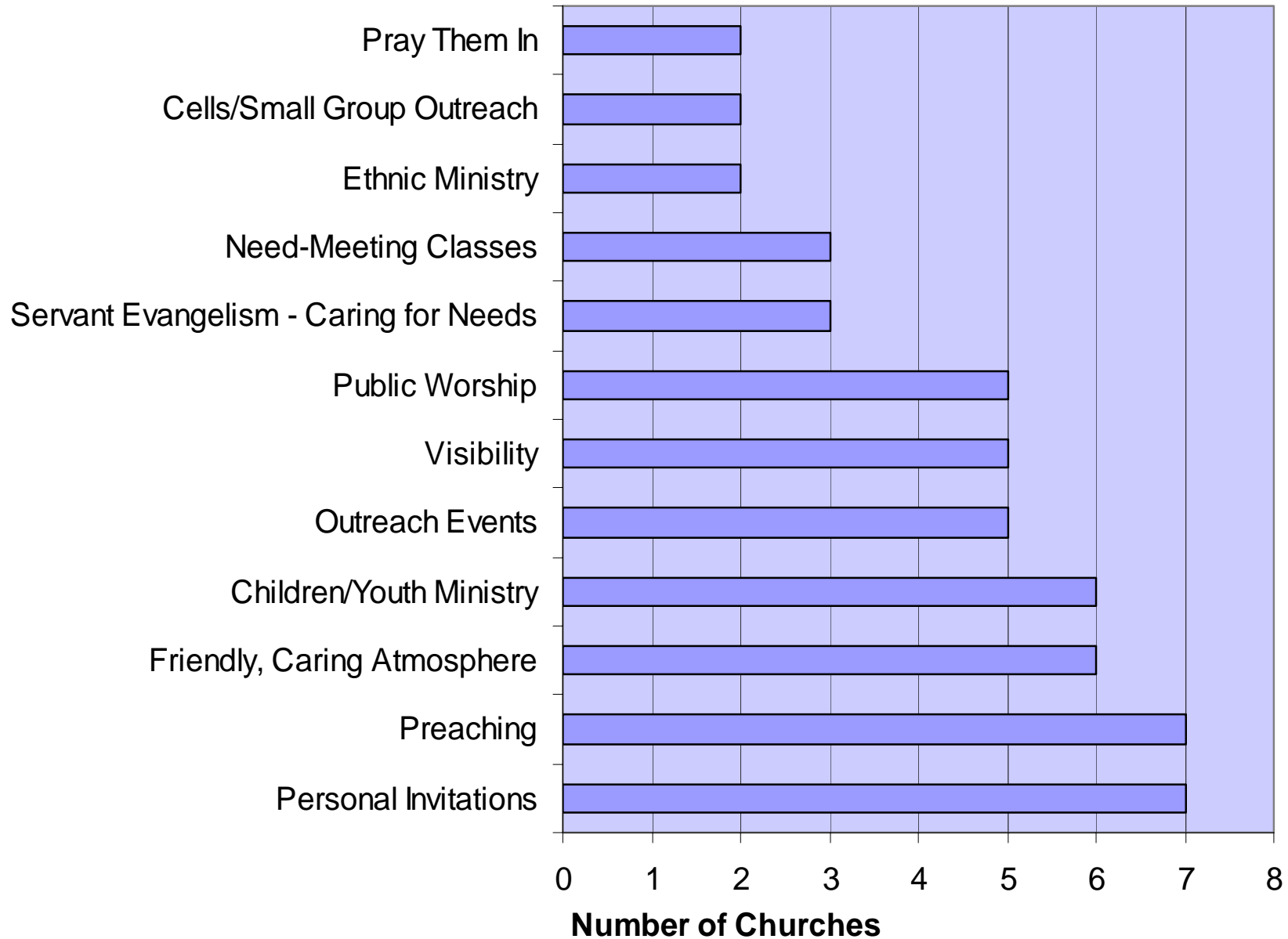
- **What principles and practices used by these churches have been most successful in attracting and evangelizing unchurched people?**

# Interview Question #1.1

**What are the primary reasons that unchurched people are attracted to your church?**

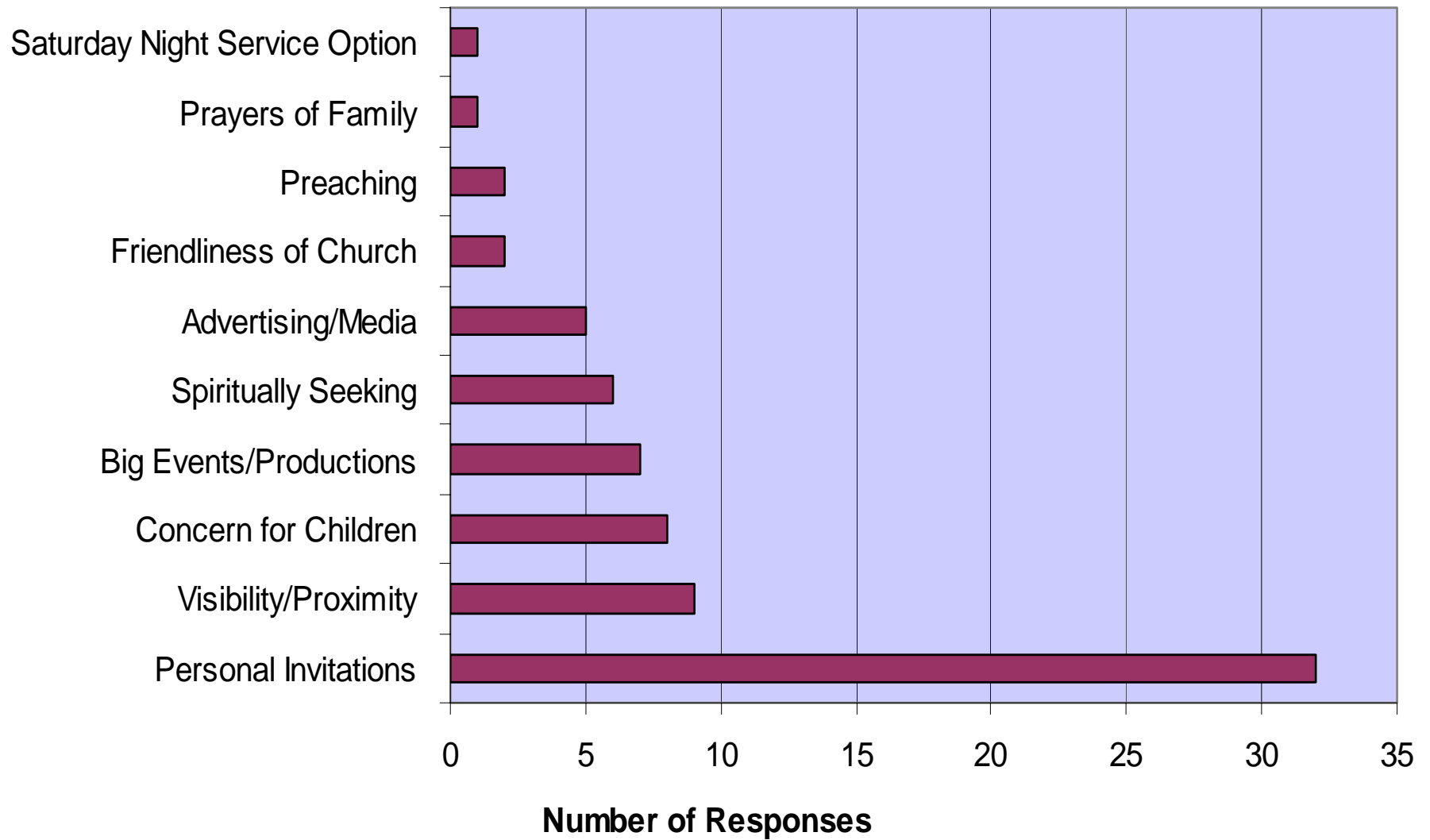


## Primary Reasons for Attraction Church Leaders (N=15)



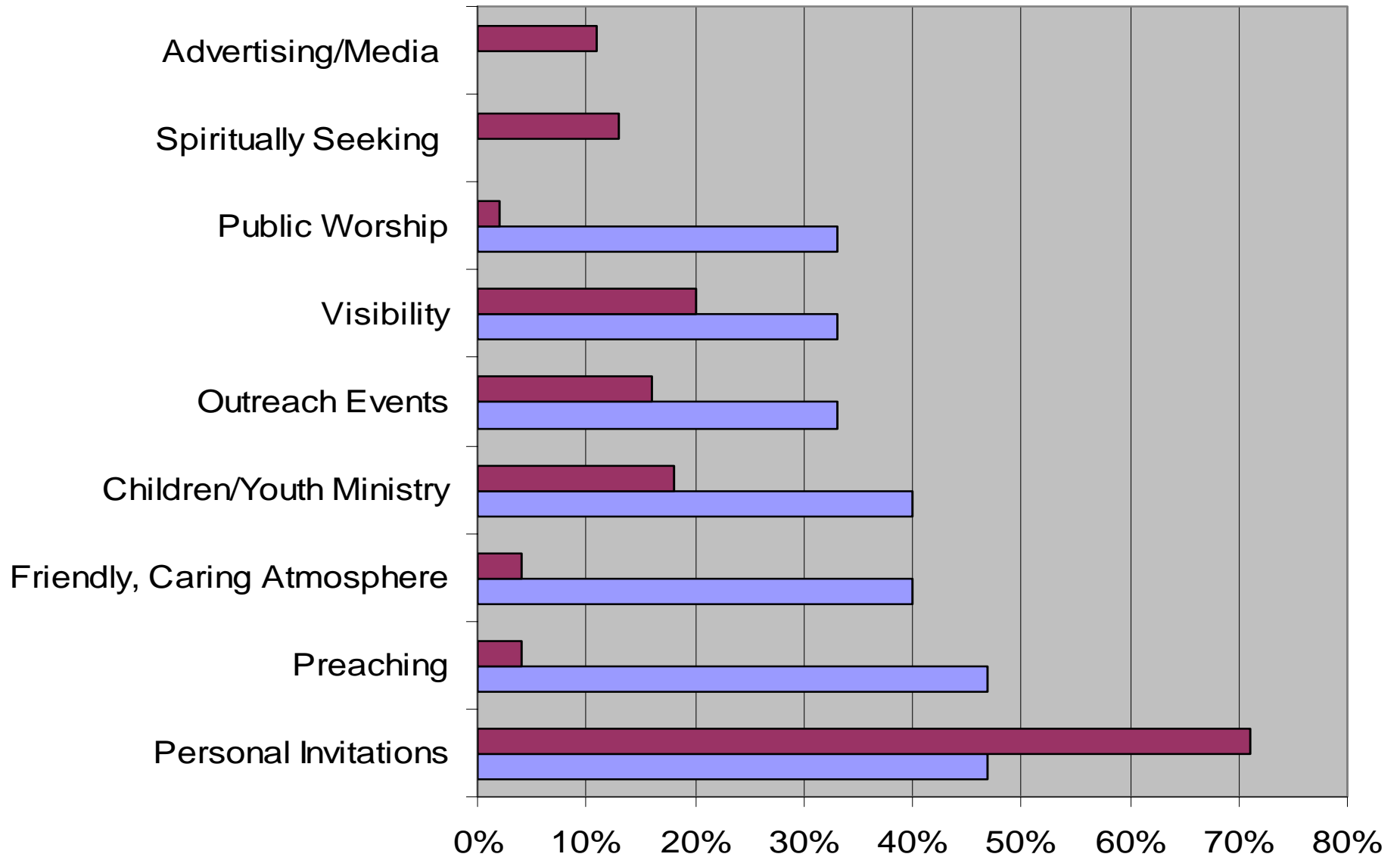
# What Attracted People to the Church?

## New Christian Responses (N=45)



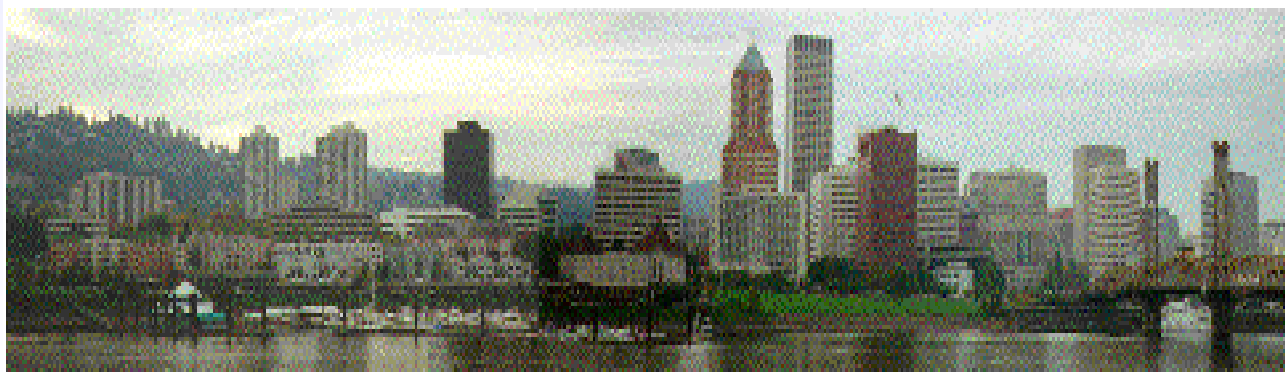
# Reasons for Attracting Unchurched People

Church Leaders (N=15)    New Christians (N=45)



# Interview Question #1.2

How would you describe the people your church is attracting? Do these people represent a "targeted group" that you are trying to reach? \_\_ Yes \_\_ No



# **Describe Those You Attract**

- **People like themselves - Like attracts like**
- **Staff according to the target group**
- **Multi cultural**
- **Church represents community/region**
- **Hurting and broken people**
- **Seekers/Unchurched**
- **Previously churched**
- **Middle class – upper middle**
- **Families**

## **Interview Question #1.2**

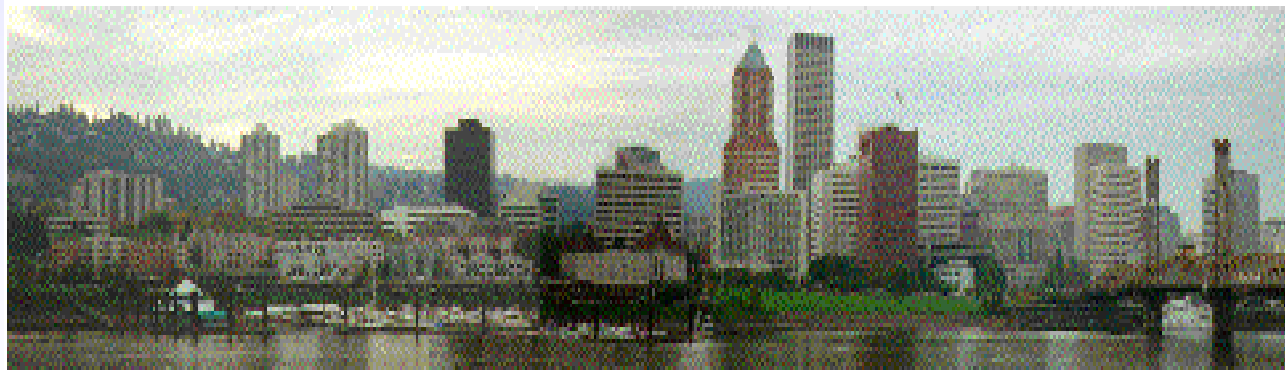
How would you describe the people your church is attracting? **Do these people represent a "targeted group" that you are trying to reach?**

**10 Churches said, "Yes"**

**5 Churches said, "No"**

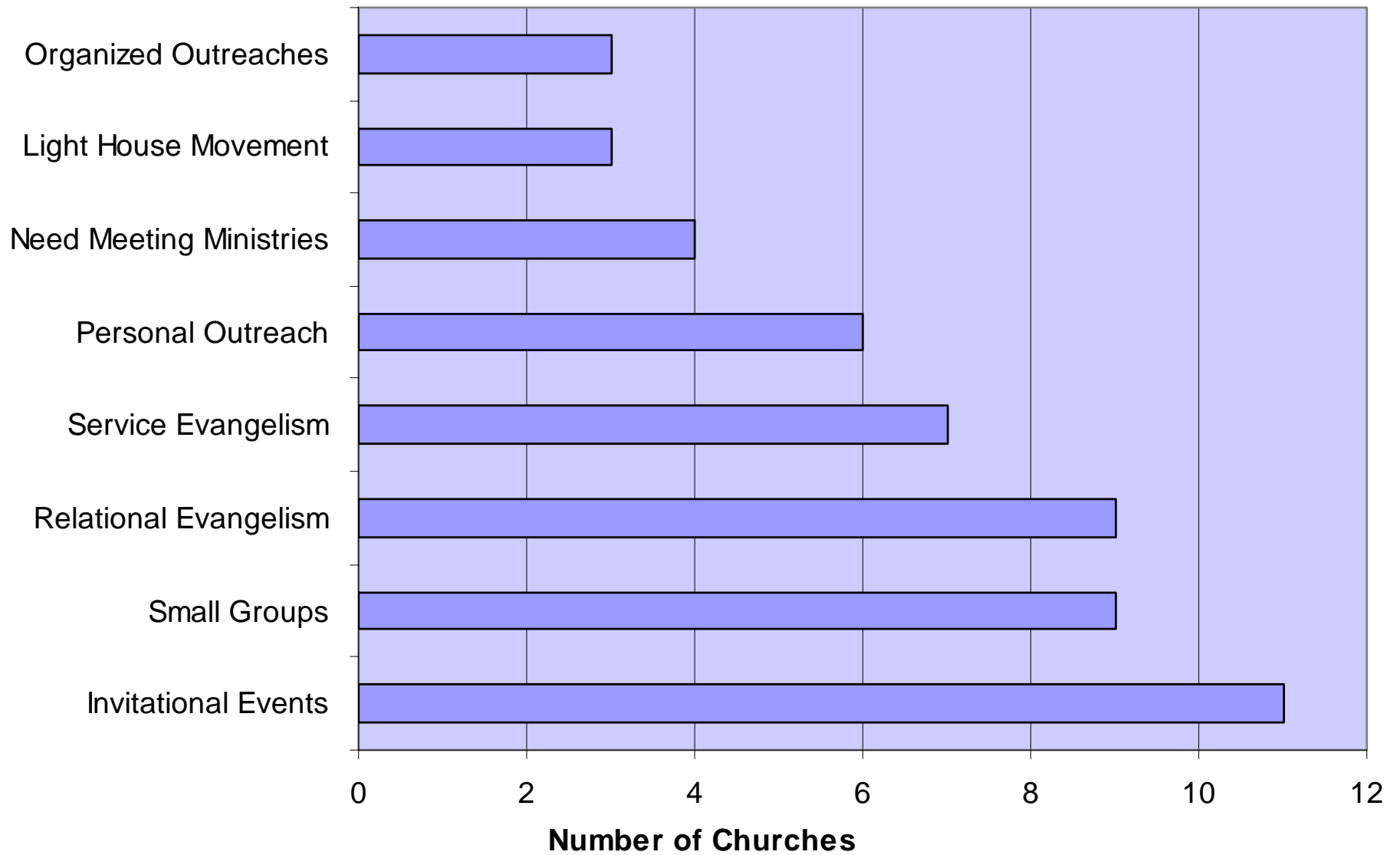
# **Interview Question #1.3**

**In what ways do you mobilize members for evangelistic outreach to the unchurched of your area?**



## Methods of Mobilizing Members for Outreach

Church Leaders (N=15)

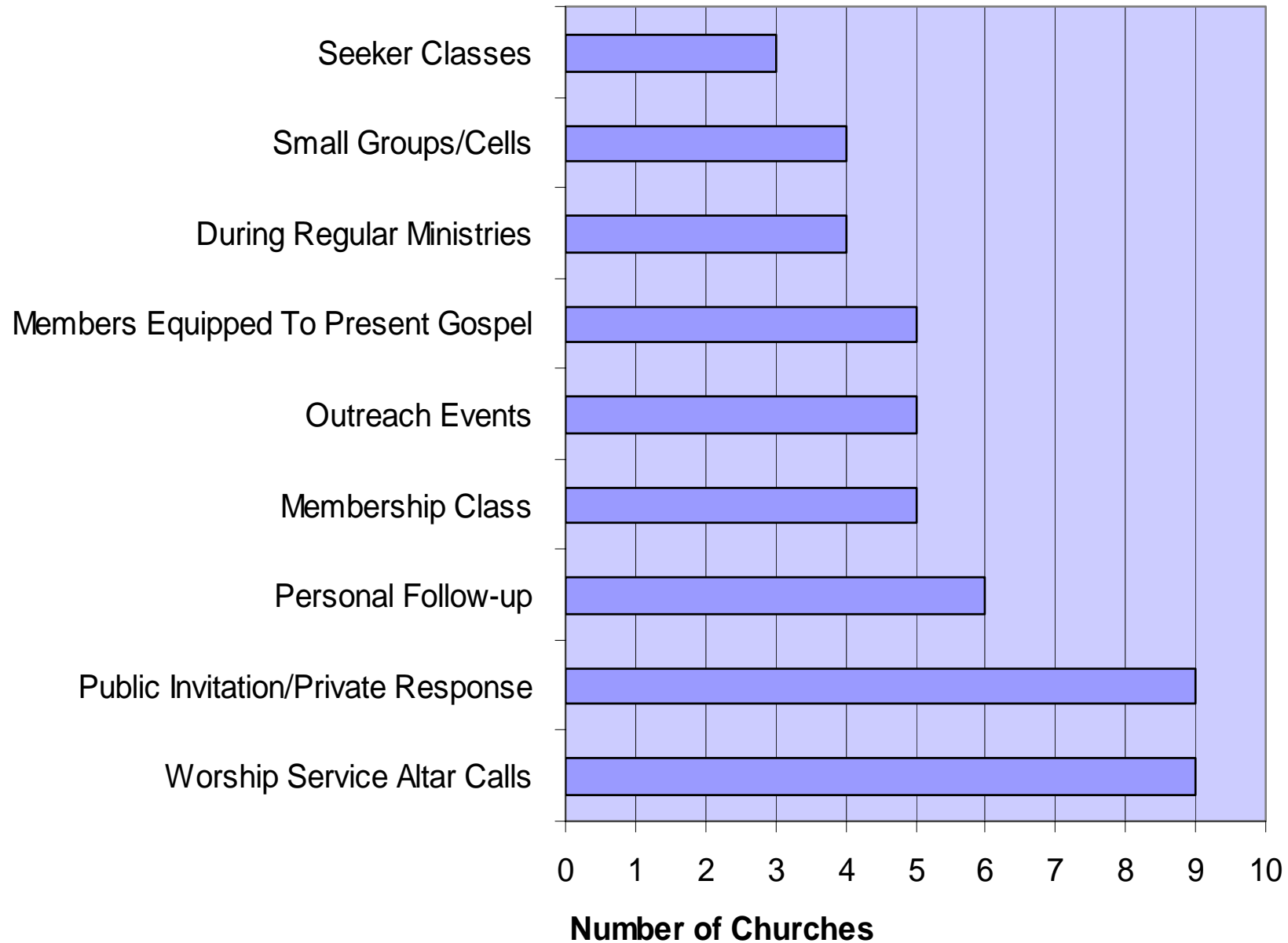


# **Interview Question #1.4**

**How do you provide newcomers with an opportunity to respond to a clear presentation of the gospel?**



## Opportunities to Hear a Clear Presentation of the Gospel Church Leaders (N=15)

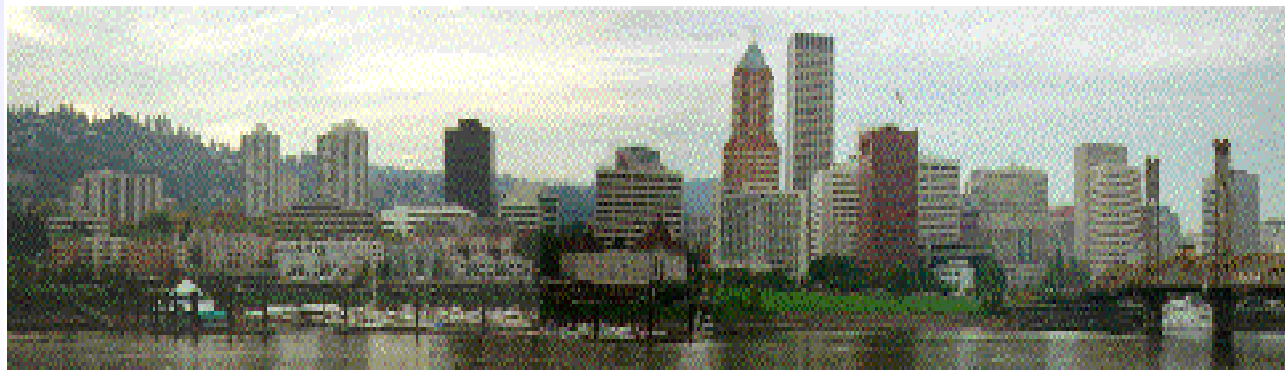


## **Research Question #2**

- **How do these churches welcome and follow-up unchurched visitors and new converts?**

# **Interview Question #2.1**

**What does your church do to prepare for and welcome visitors to worship services?**



## **2.1 What does your church do to prepare for and welcome visitors to worship?**

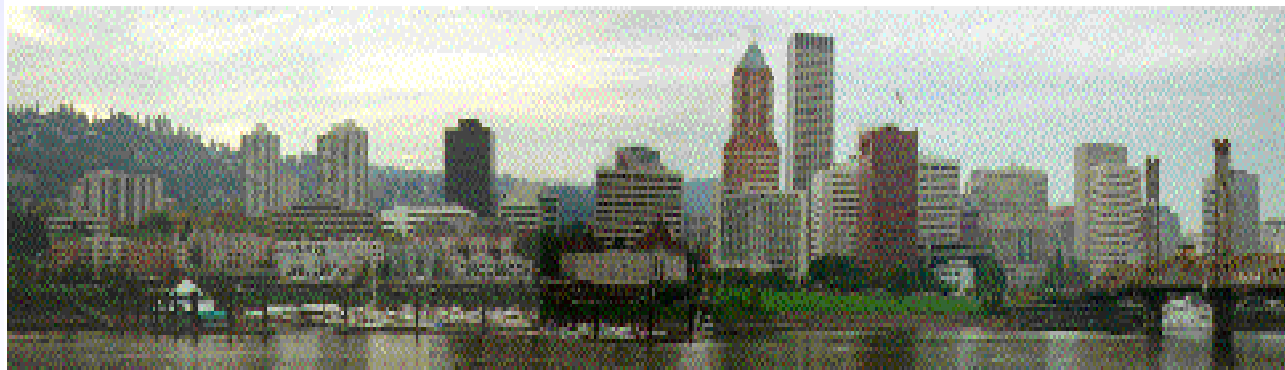
- **Parking**
- **Greeters**
- **Staff and Lay Leaders**
- **Information Center**
- **Maps/Signs**
- **Quality childcare**

## **2.1 What does your church do to prepare for and welcome visitors to worship?**

- **Ushers**
- **Bulletin**
- **Environment**
- **Public Welcome**
- **Welcome Gift**
- **Promote Small Groups**

# Interview Question #2.2

- **What steps do you take to follow-up on first time visitors to your church?**



## **2.2 What steps do you take to follow-up on first time visitors?**

### **Immediate Follow-up:**

- **Welcome Letters**
- **Phone Follow-up from Volunteers**
- **Phone Follow-up from Pastors**
- **Promoting Small Groups**
- **Email**

## **2.2 What steps do you take to follow-up on first time visitors?**

### **Short-term Follow-up :**

- **Phone Follow-up**
- **Letters/Mailings**
- **Invitation to Newcomer Class**
- **Ministry Information Request**
- **Prayer Request Follow-up**

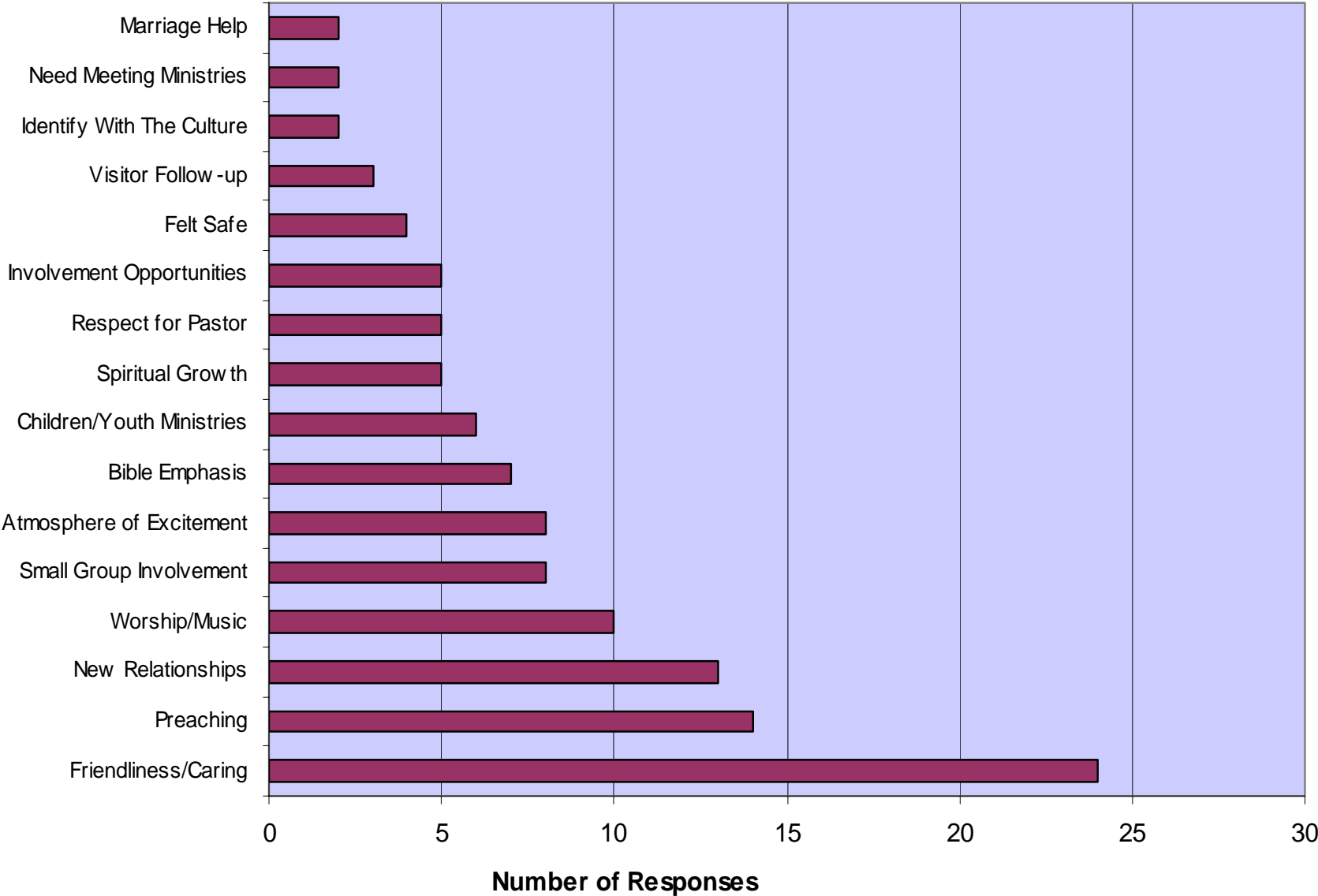
## **2.2 What steps do you take to follow-up on first time visitors?**

### **Long-term Follow-up:**

- **Care Ministry**
- **Quarterly phone calls**
- **City Care**
- **Shepherding Profile**
- **Connection Callers**

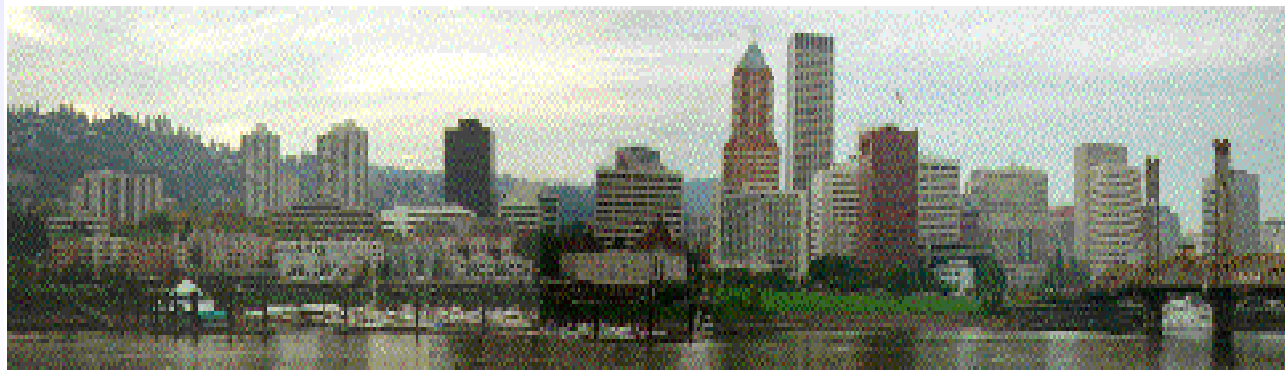
# Why The Unchurched Stay

## New Christian Responses (N=45)



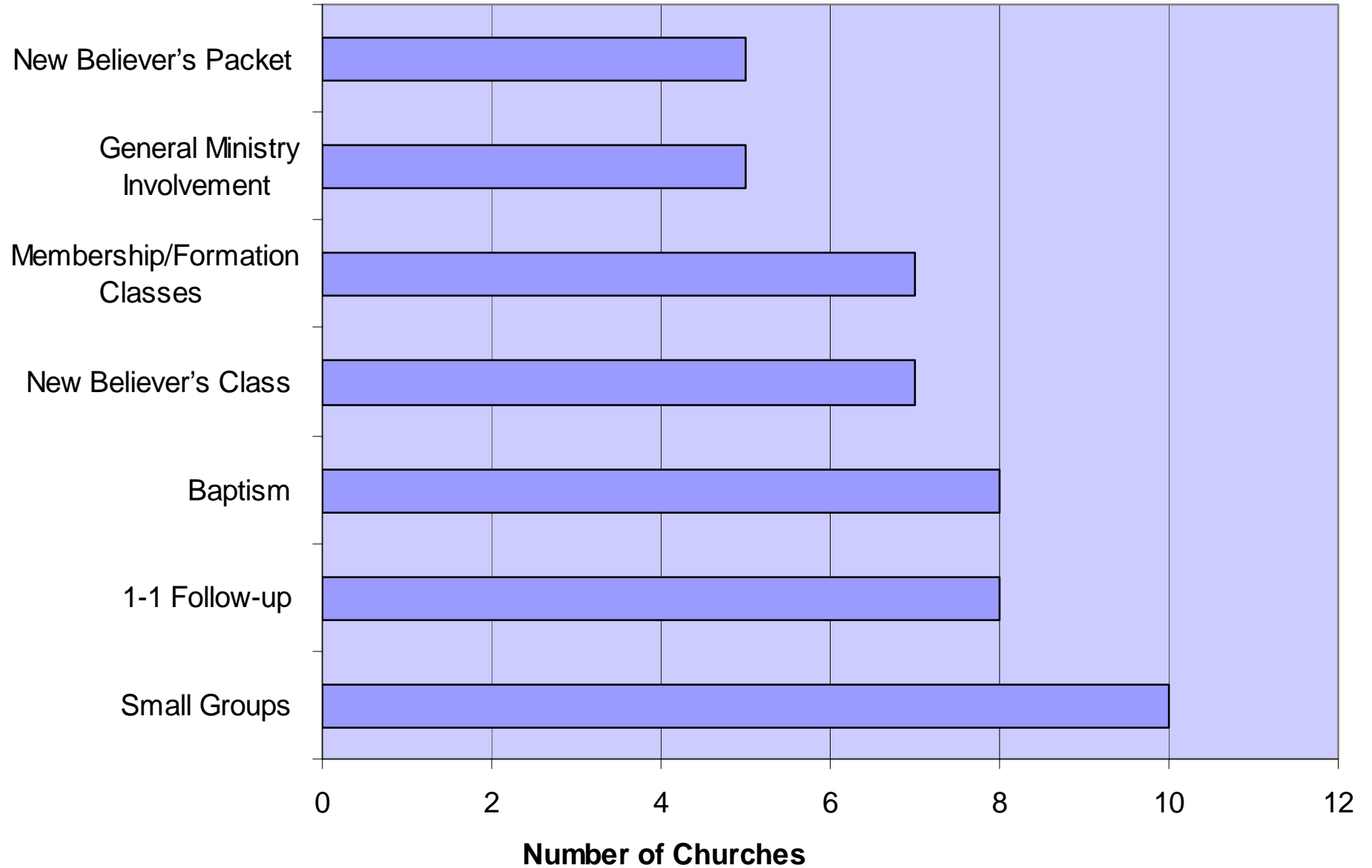
# **Interview Question #2.3**

**How do you follow-up on new converts in order to provide for their basic spiritual growth?**



## New Believer Follow-up for Basic Spiritual Growth

Church Leaders (N=15)

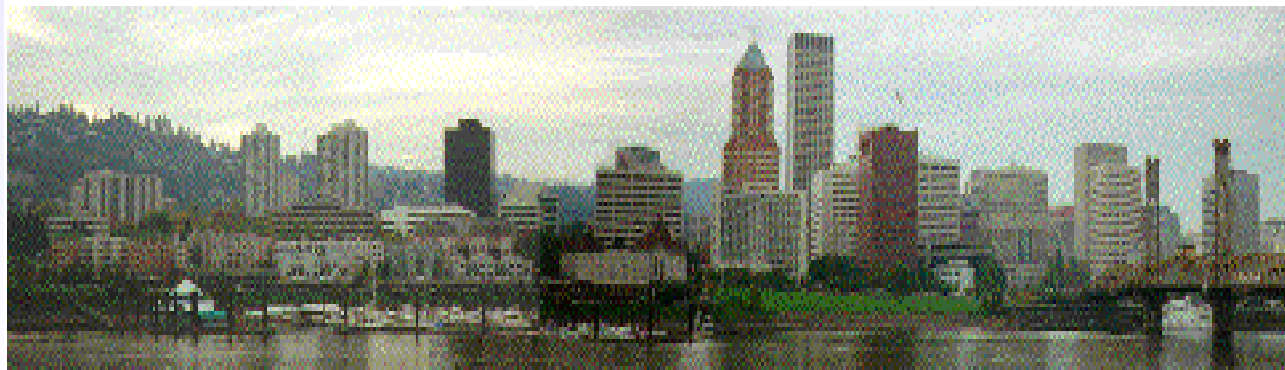


# Research Question #3

- **How do these churches provide an opportunity for new people to gain a sense of belonging?**

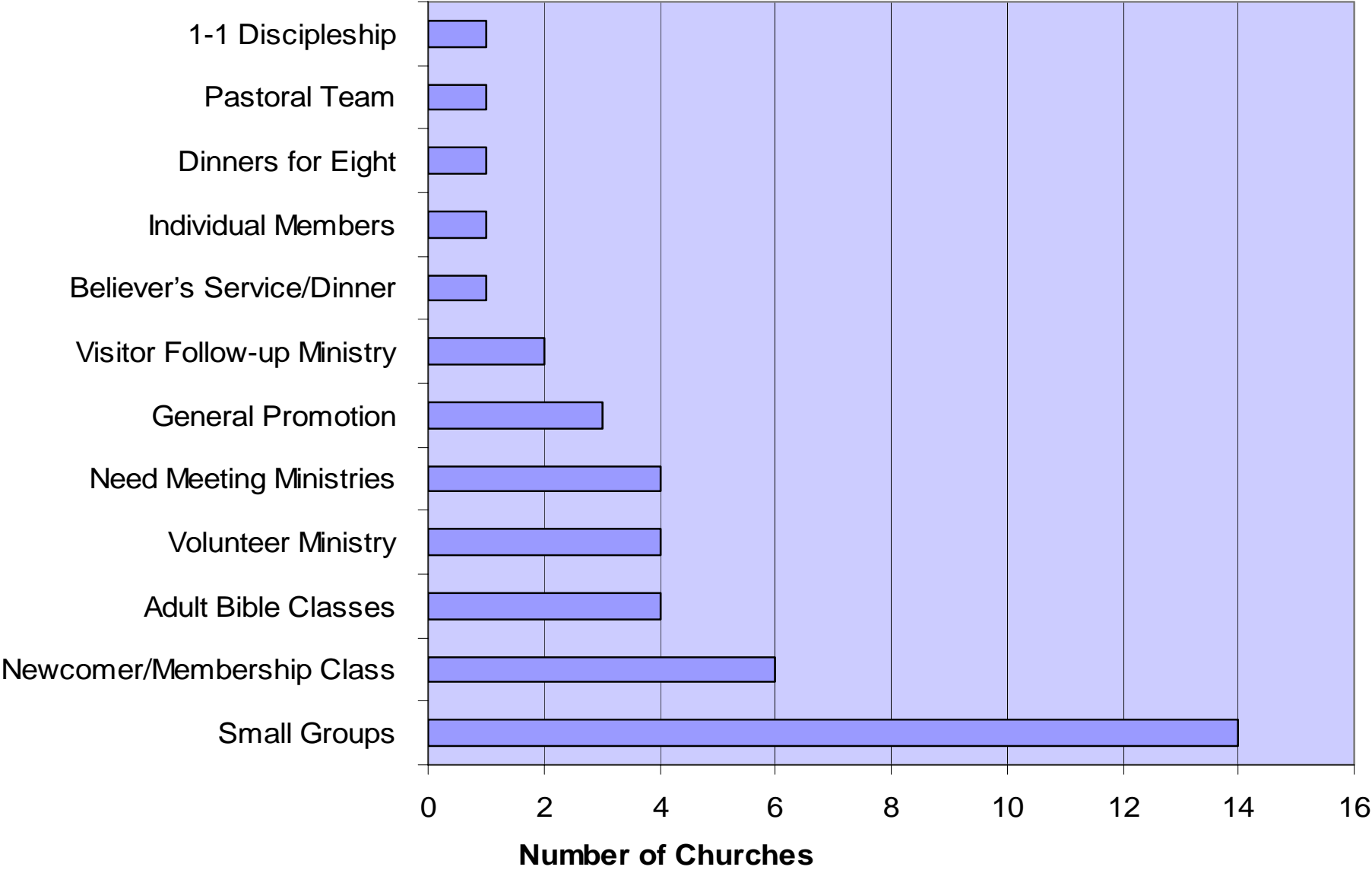
# **Interview Question #3.1**

**How do you attempt to connect newcomers into vital relationships in the church?**



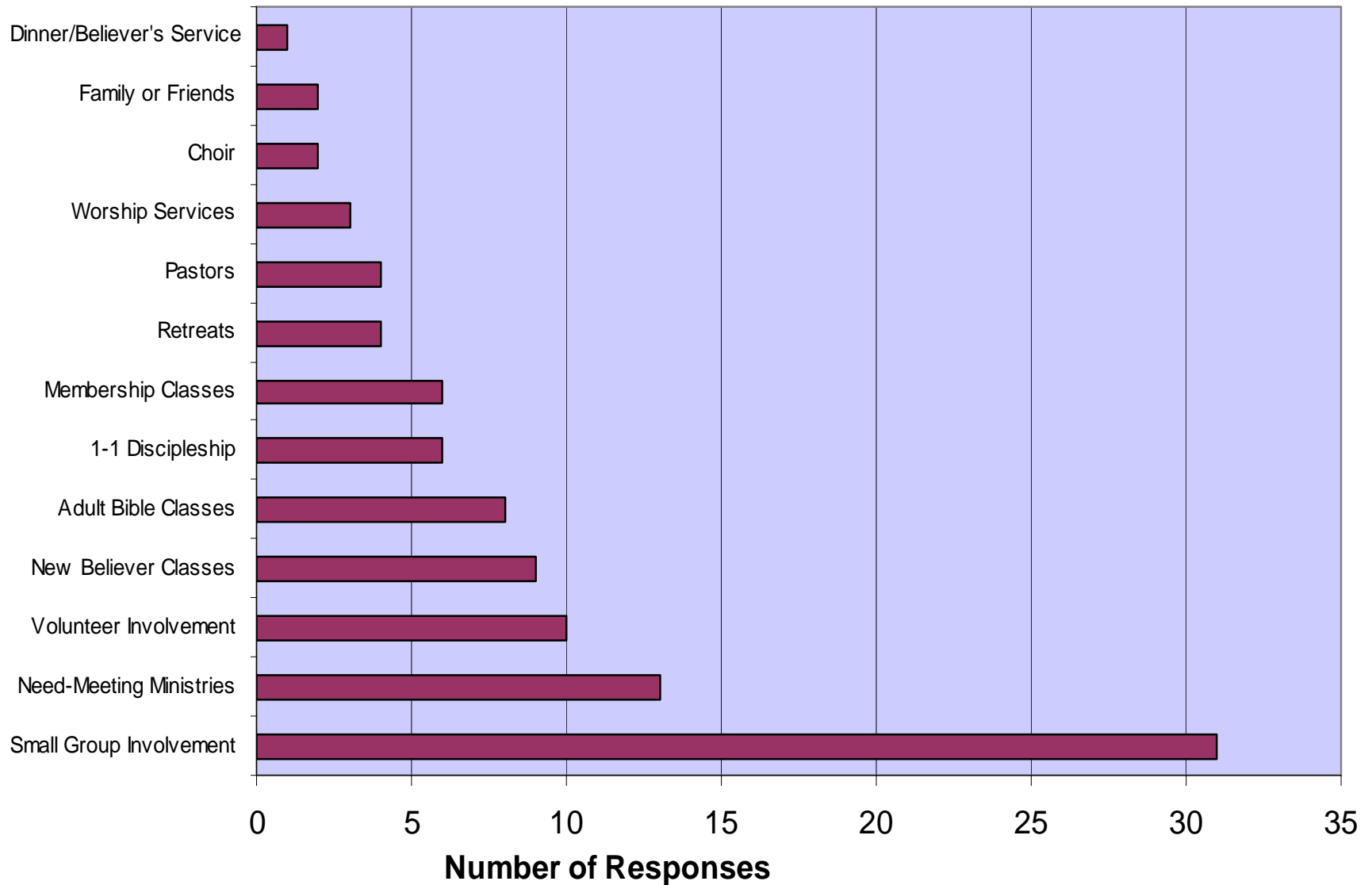
# Connecting Newcomers Into Vital Relationships

Church Leaders (N=15)



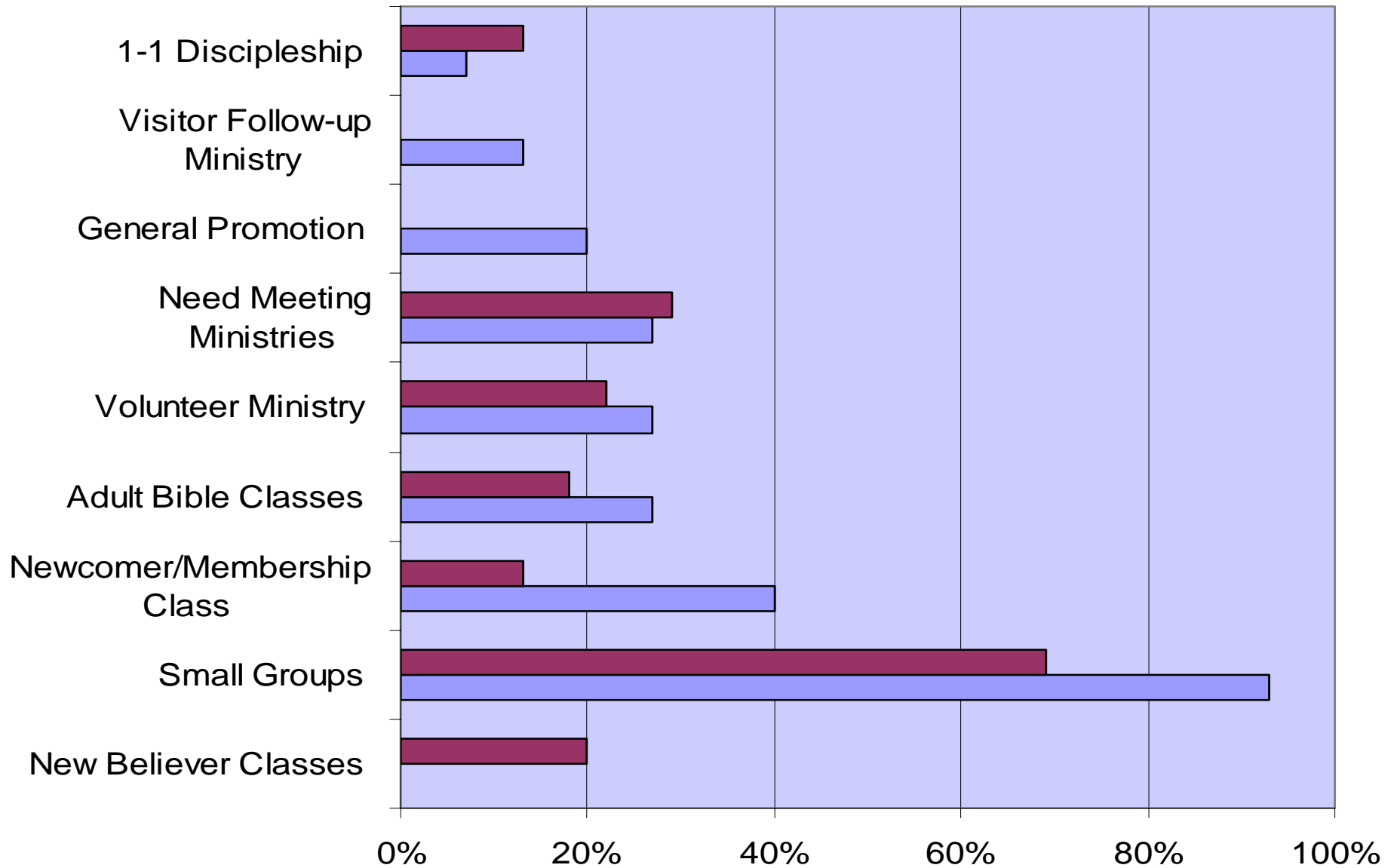
# How Unchurched People Have Formed Significant Friendships

New Christian Responses (N=45)



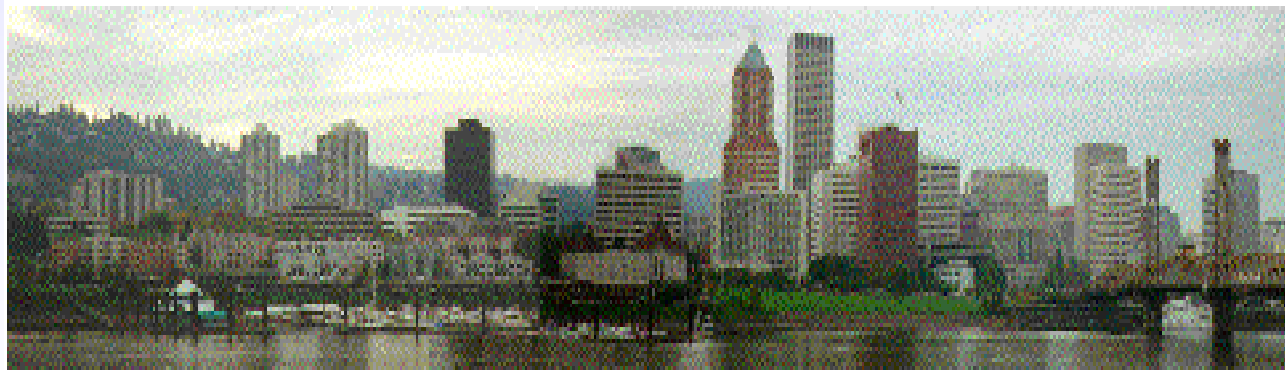
# Connecting Newcomers Into Vital Relationships

Church Leaders (N=15)    New Christians (N=45)

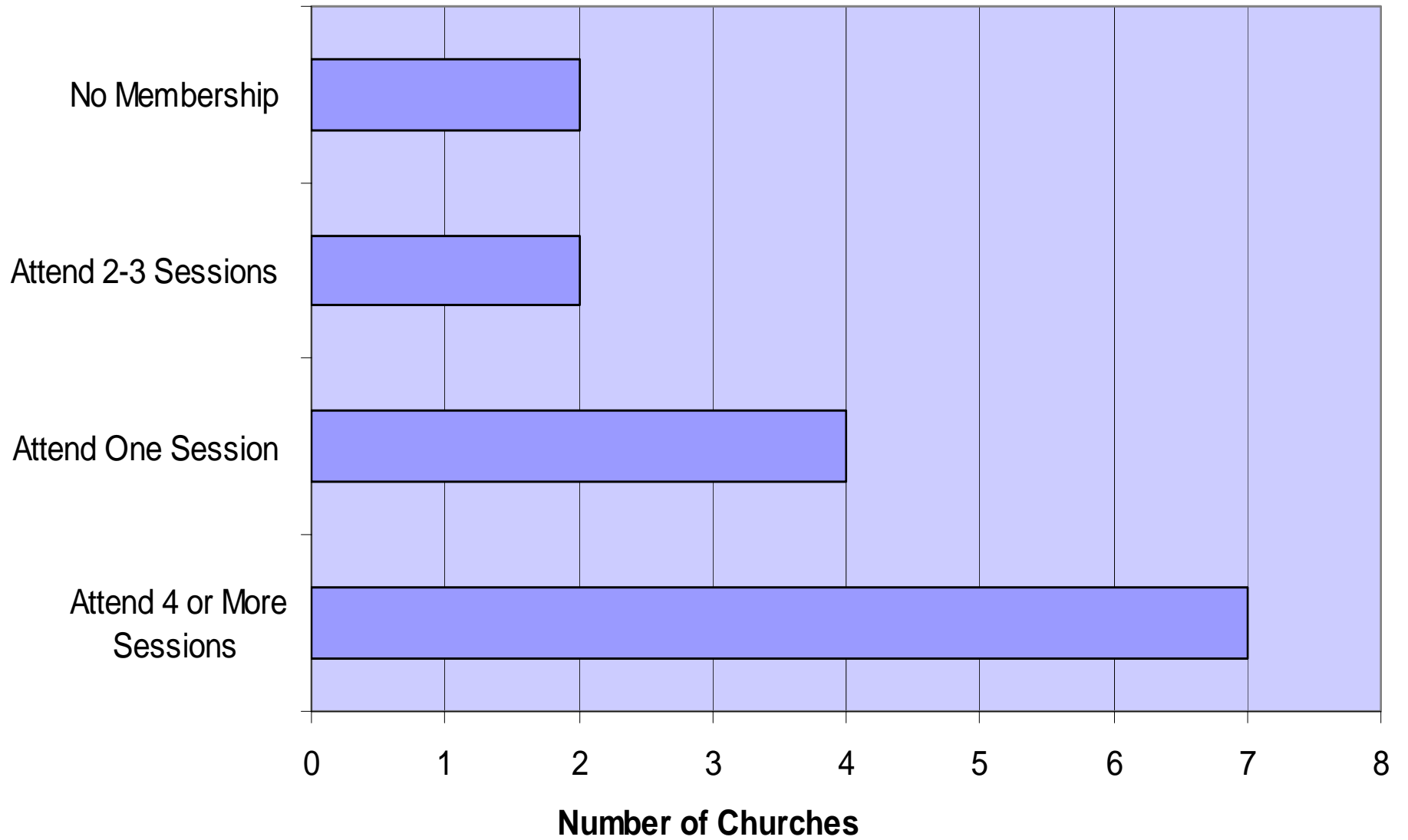


# **Interview Question #3.2**

**Describe the process of becoming a member of your local church.**



**Membership Classes**  
**Church Leaders (N=15)**



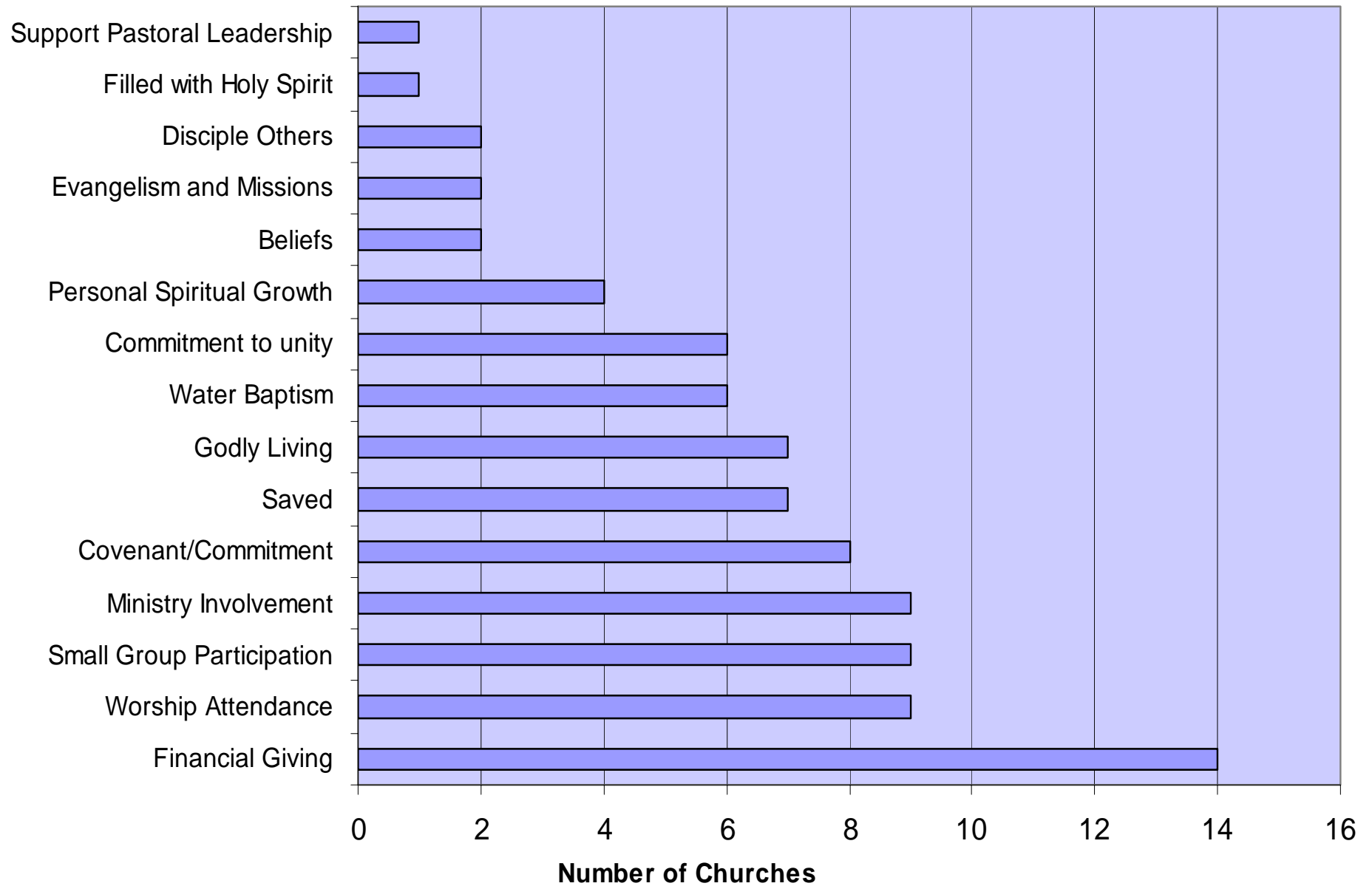
# **Interview Question #3.3**

**What are the commitments and expectations of members in your church?**



# Commitments and Expectations of Members

Church Leaders (N=15)

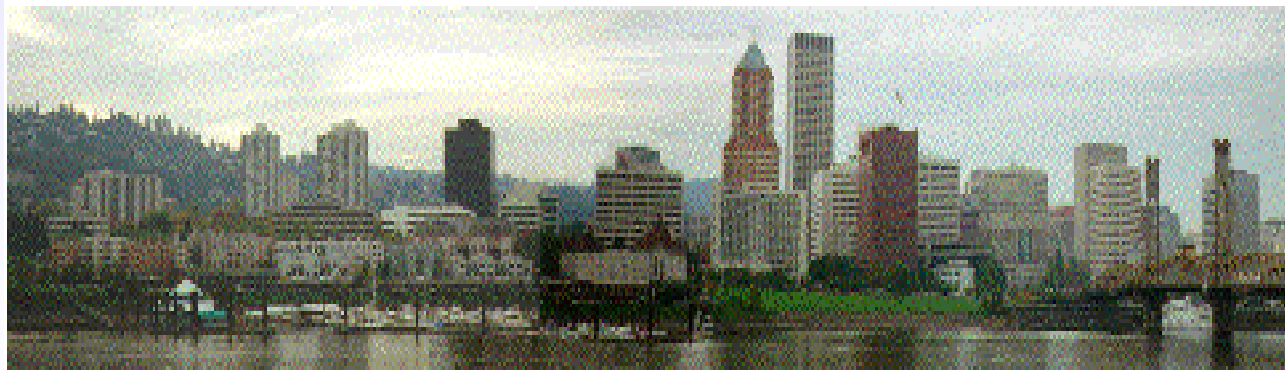


# **Research Question #4**

**How do these churches see that people are disciplined into fully devoted followers of Christ?**

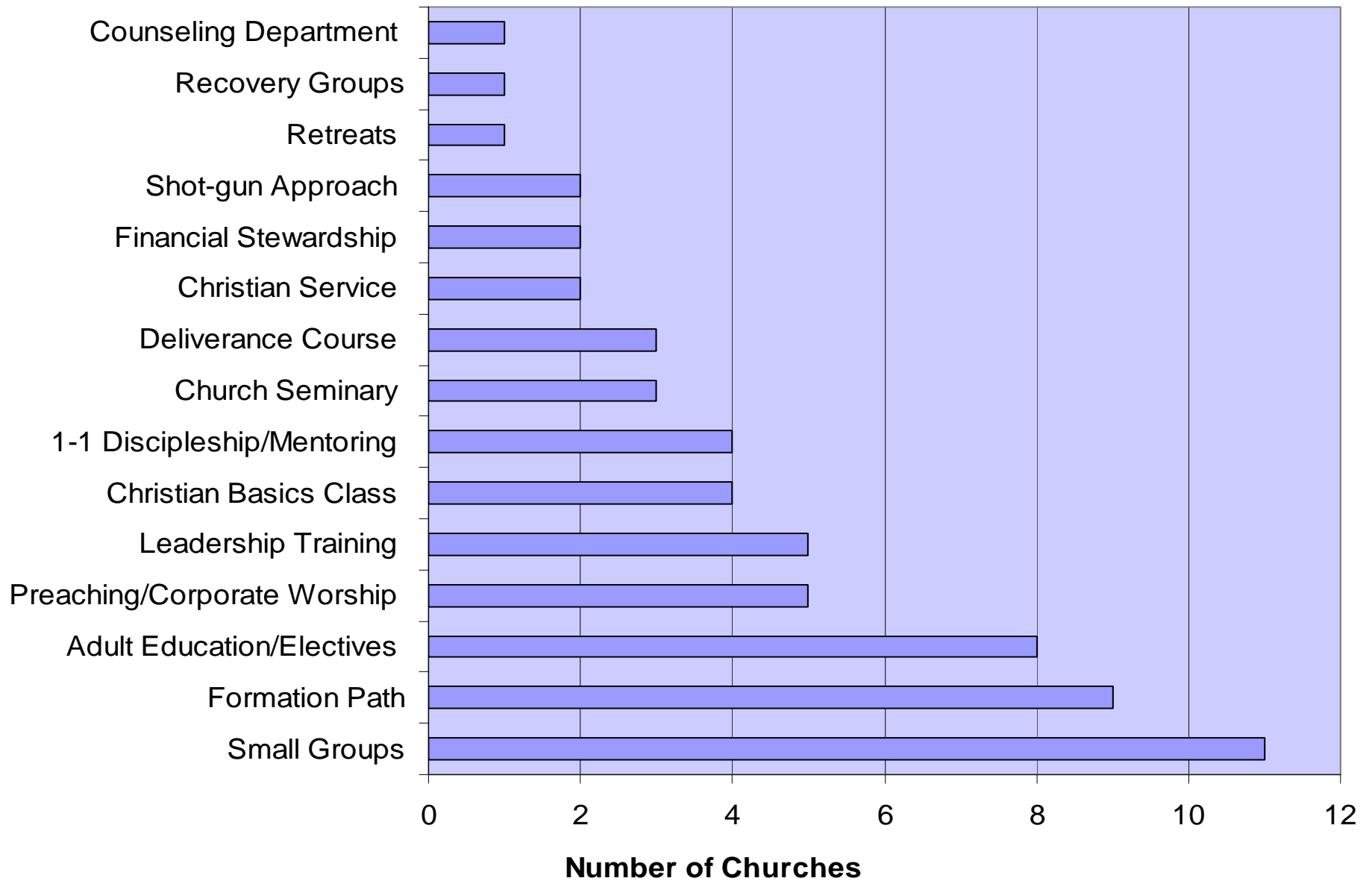
# Interview Question #4.1

**In what way(s) do you help disciples become mature and grow in their faith?**



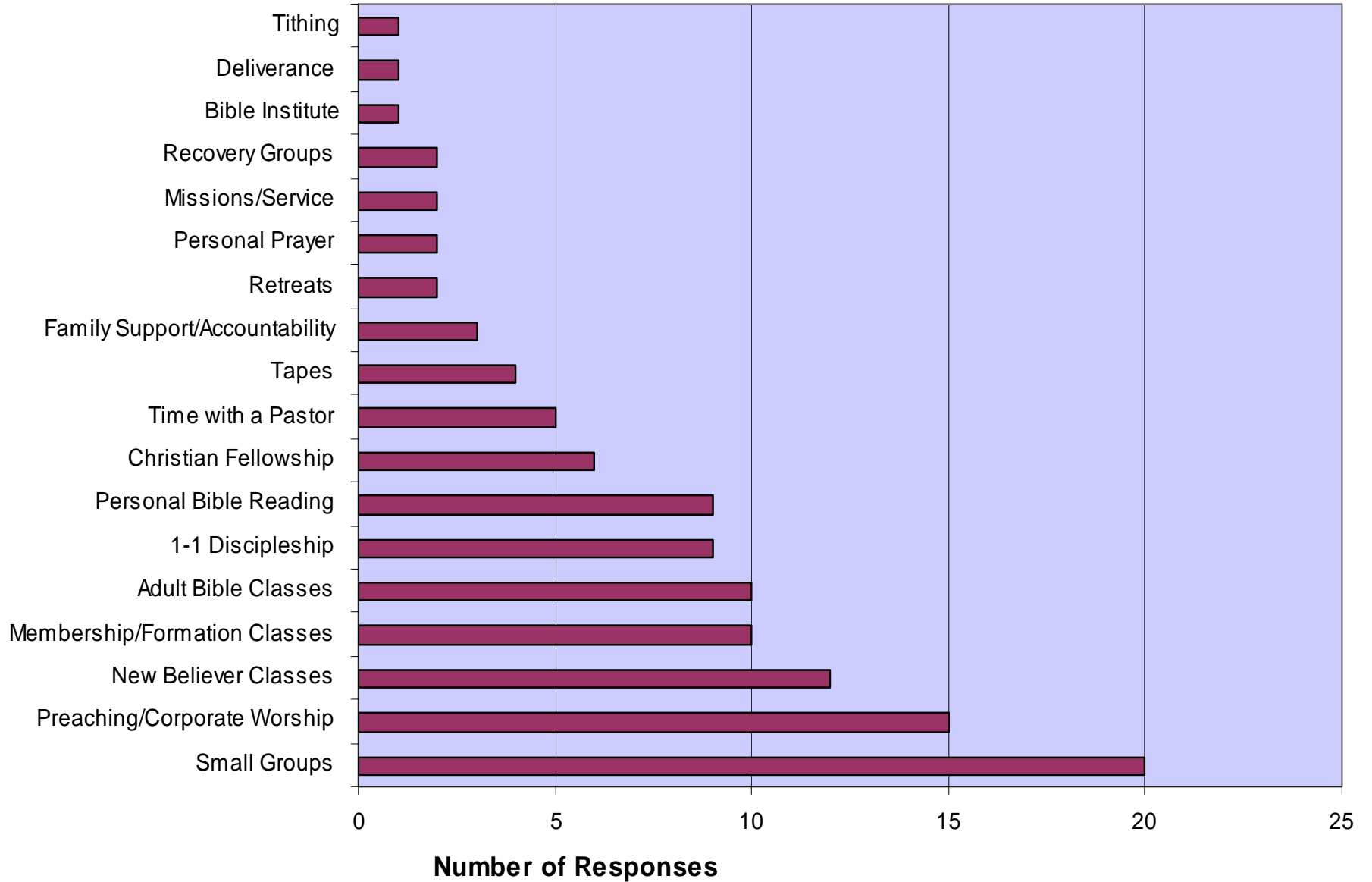
# Helping Christians Mature and Grow

## Church Leaders (N=15)



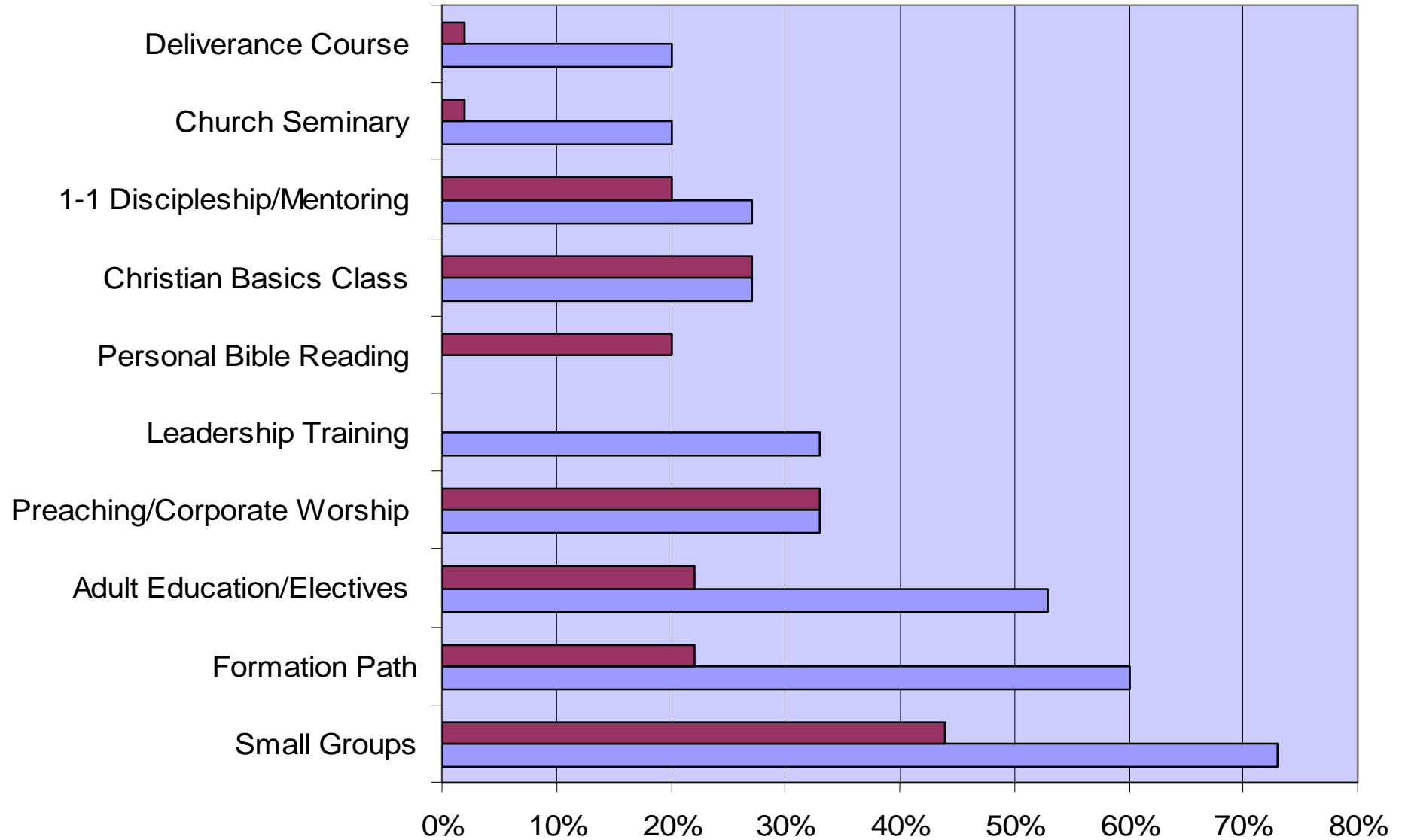
# What Has Helped With Spiritual Growth?

New Christian Responses (N=45)



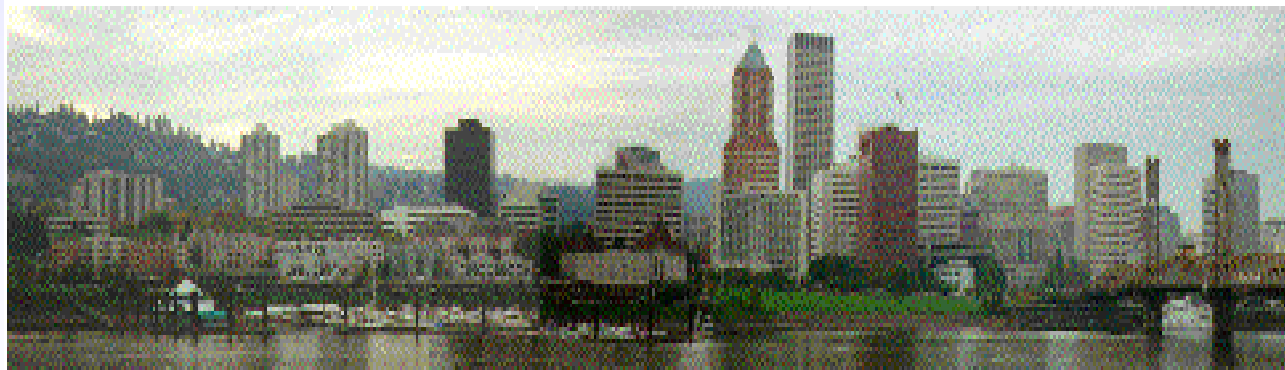
# Helping New Christians Grow

Church Leaders (N=15) New Christians (N=45)

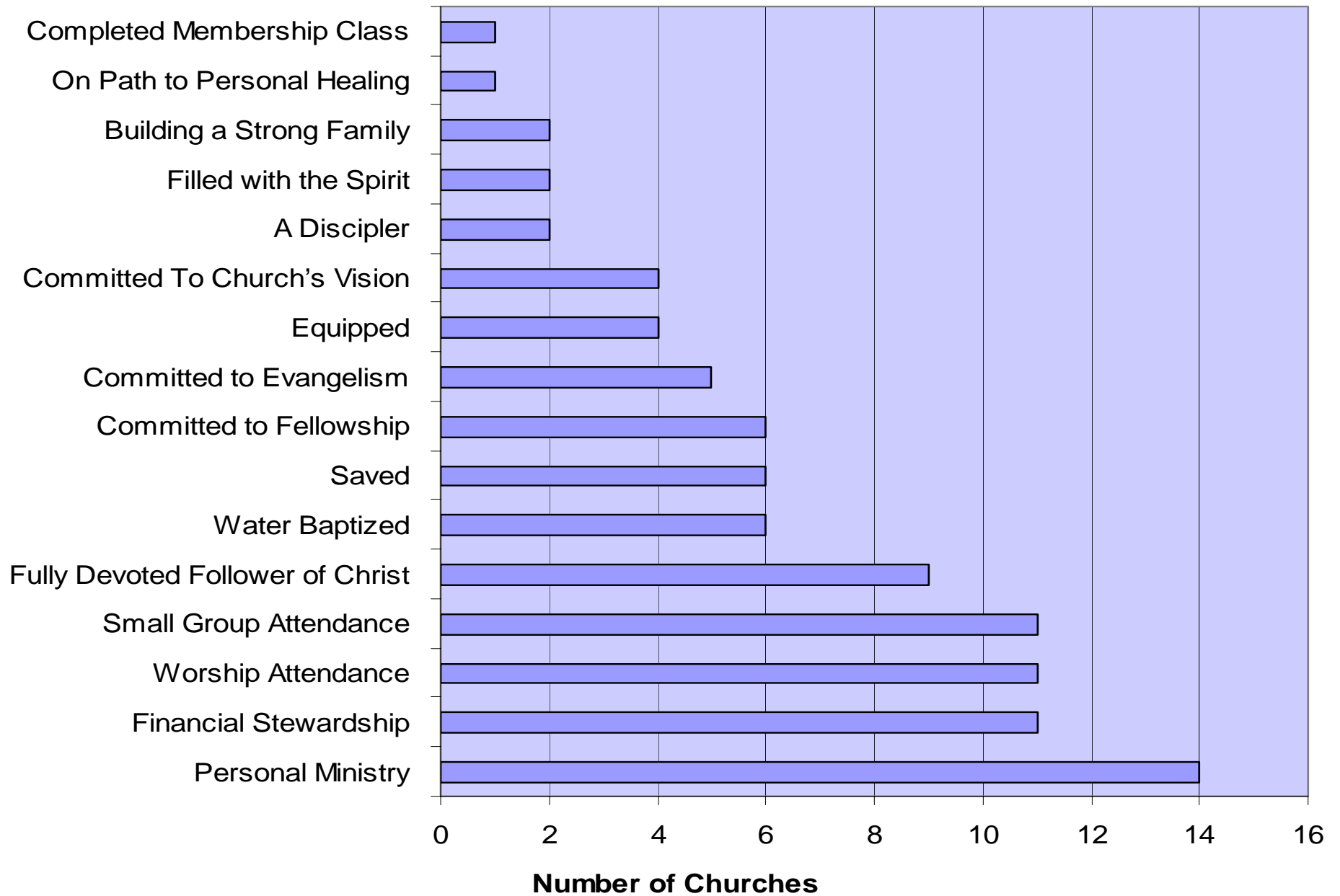


# **Interview Question #4.2**

**What are the characteristics of someone who has been fully assimilated into the life of your local church?**



## Characteristics of a Fully Assimilated Person Church Leaders (N=15)

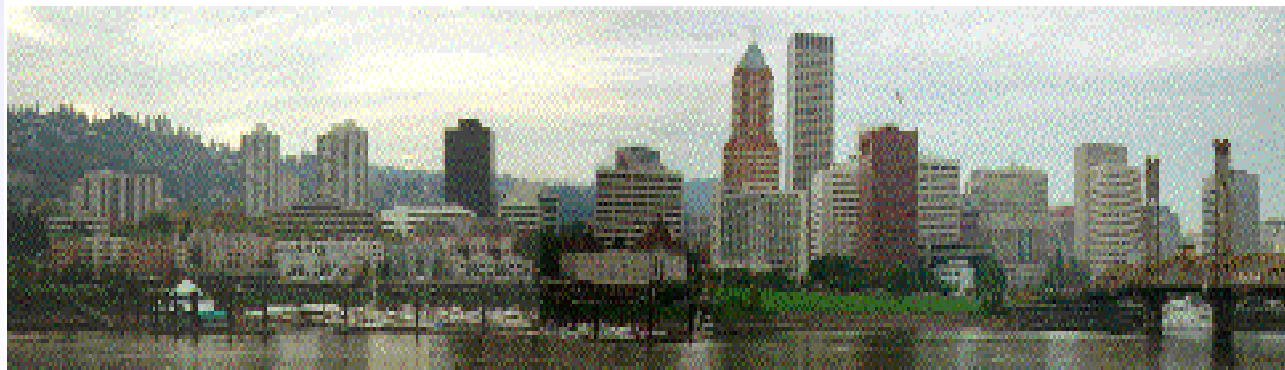


# Research Question #5

- **How do these churches help people take up the responsibility to serve in personal ministry?**

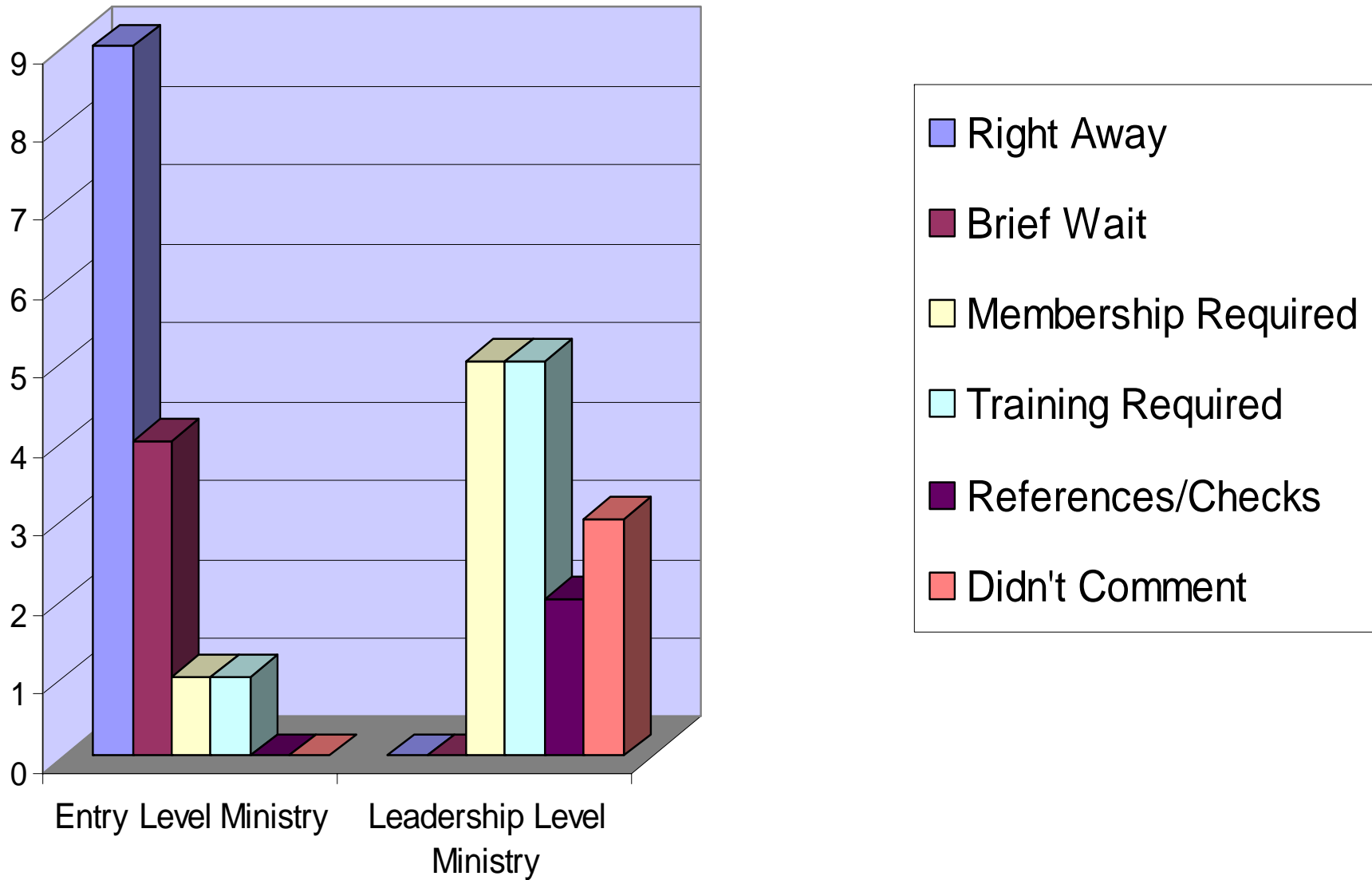
# **Interview Question #5.1**

**How soon are newcomers encouraged to consider serving in the church?**



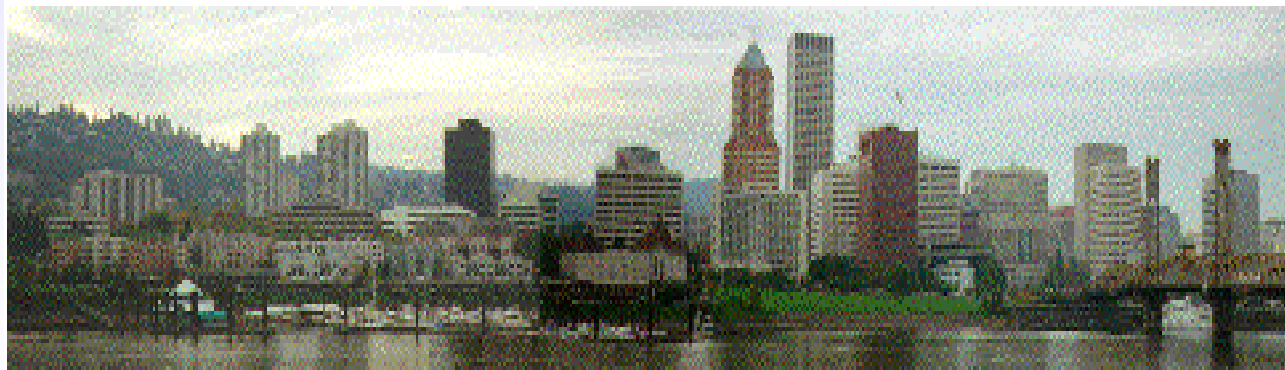
# How Soon are New People Encouraged to Serve?

Church Leaders (N=15)



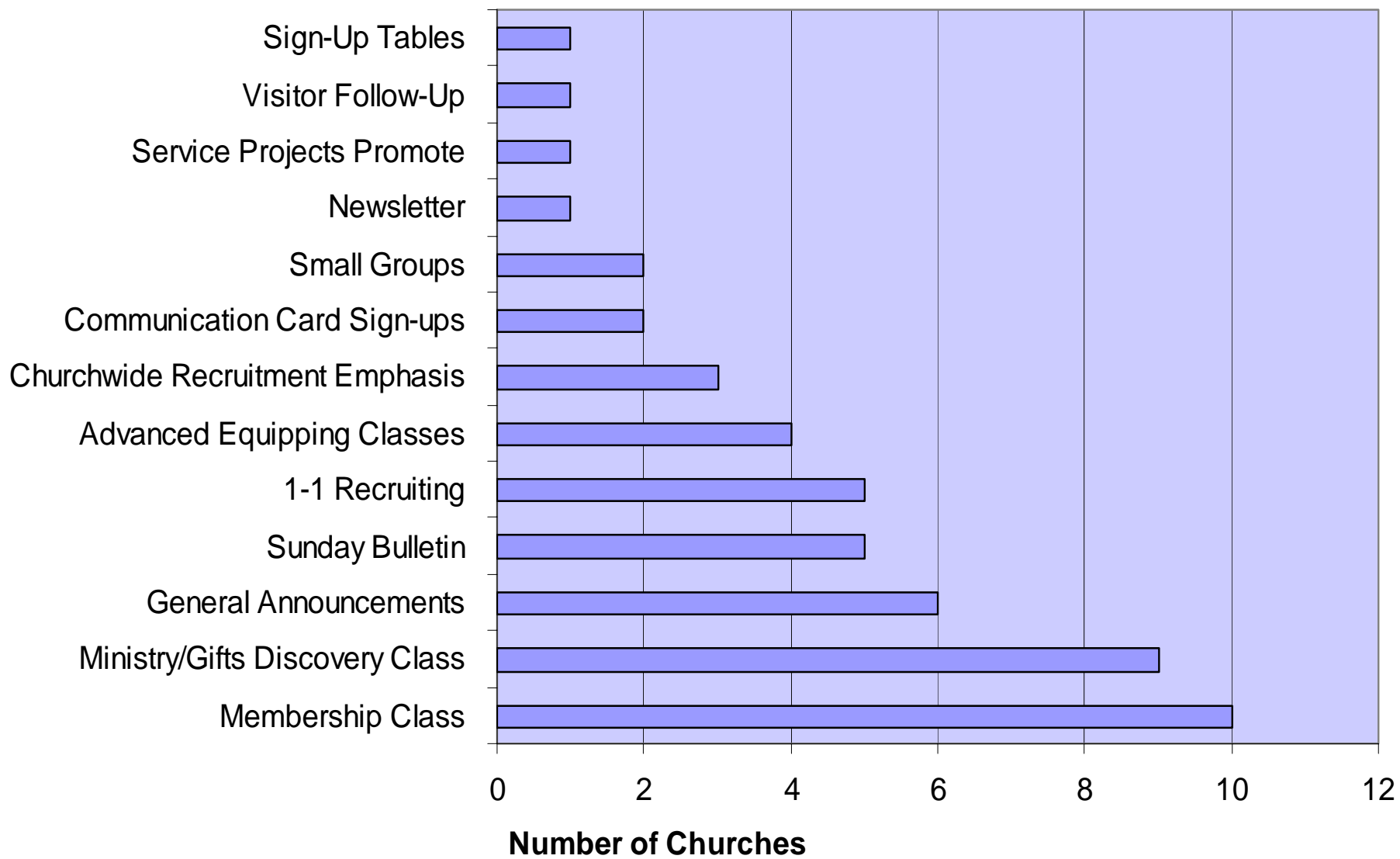
# Interview Question #5.2

How are newcomers recruited for service?



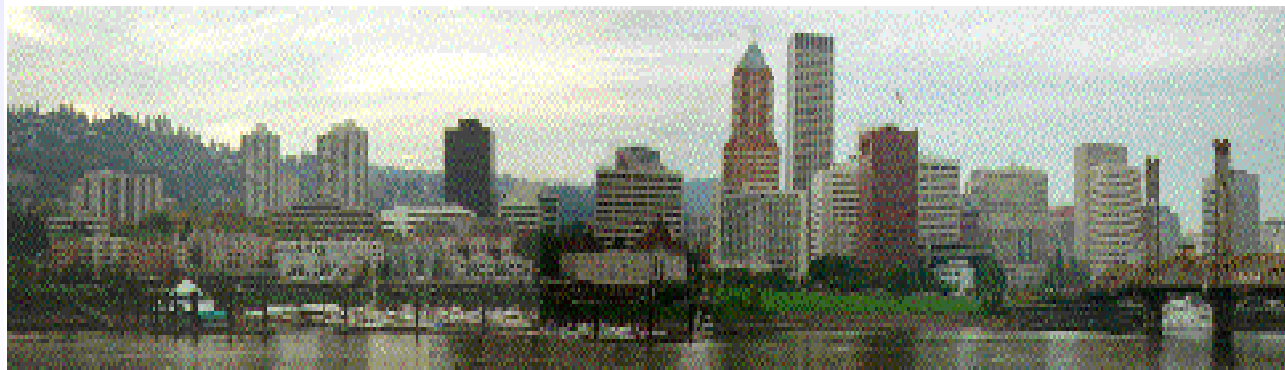
# How Are New People Recruited for Service?

Church Leaders (N=15)



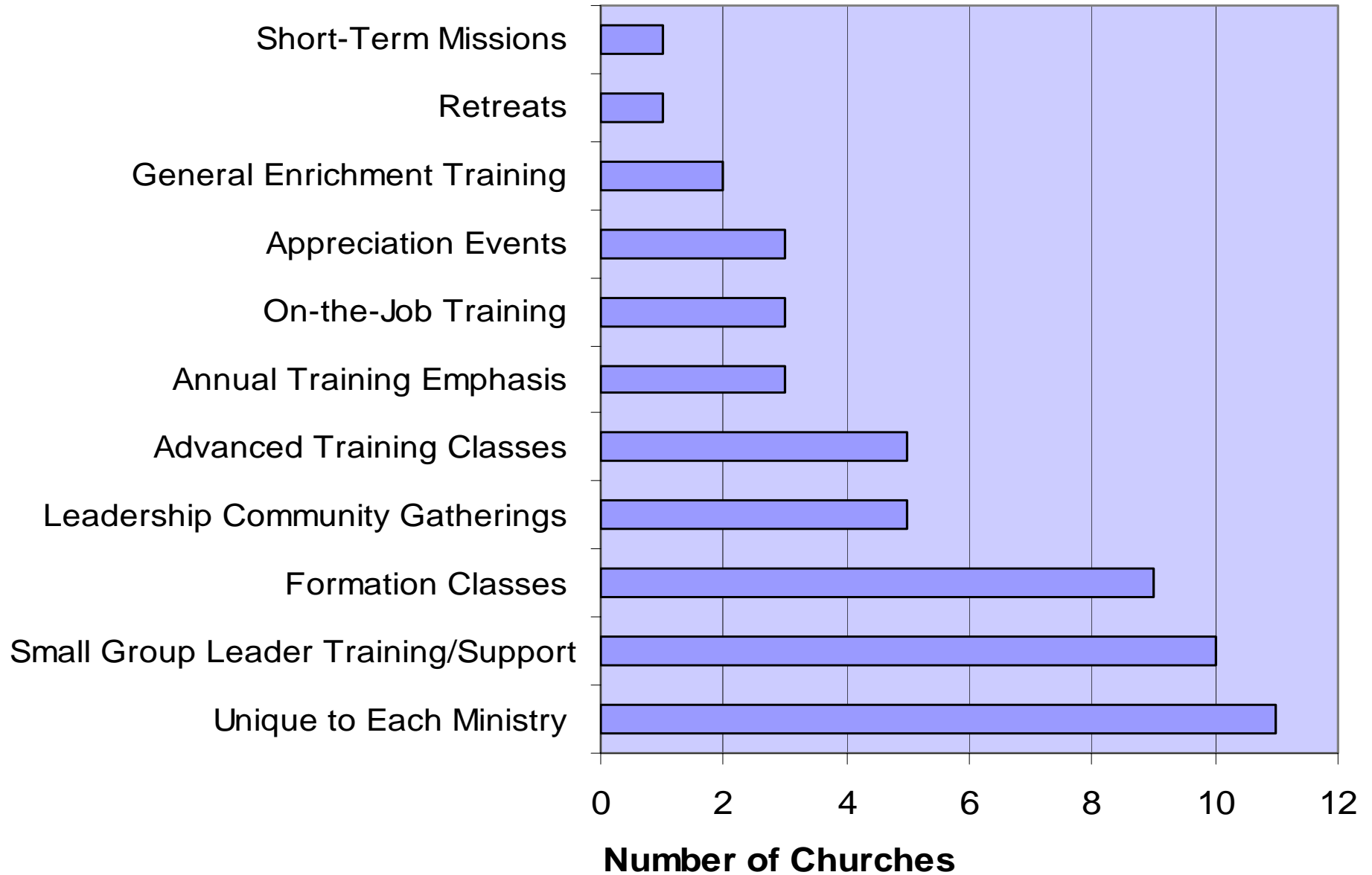
# **Interview Question #5.3**

**What training or support is offered to those who serve?**



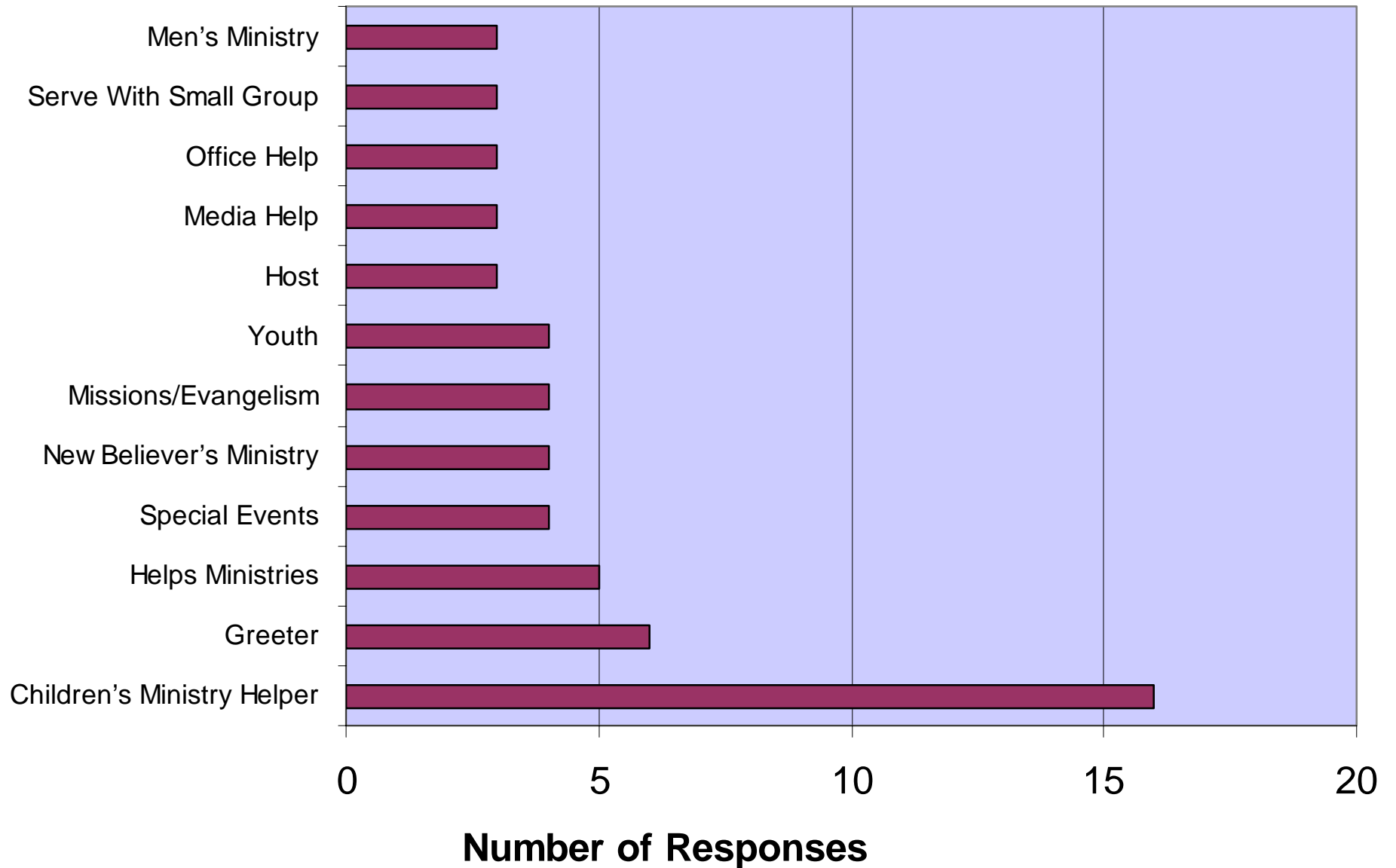
# Ministry Training and Support

Church Leaders (N=15)



# New Christians In Volunteer Ministries

New Christian Responses (N=45)



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