

# COME AND SEE MEMBERSHIP GROWTH CAMPAIGN



## Come and See Video:



<https://www.youtube.com/watch?v=rpUNONui0Sc>

## Introduction:

Anyone seeking to provide resources for the mission of the church is missing a valuable opportunity if they're raising money in the fall, but not raising people in the spring. In many churches and many dioceses, church membership and church attendance is dropping along with decreased pledges. To "raise" a new member is to raise resources.

A church or diocese which is producing materials and training to support pledge campaigns but is not producing materials and training to support measurable membership growth is missing an opportunity for human and financial resources. Jesus calls us to go to the ends of the earth to preach the gospel. Over and over again we hear Jesus and his disciples inviting people to come and see the mission which is unfolding. We must, proactively, do the same.

The Come and See Membership Growth Campaign is a pledge-based program designed to train a congregation to turn outward, towards the community, and invite people with whom they have a relationship to come and see their church. This is a pledge-based program which invites the congregation to pledge, individually, the conversations they will have with people they know to invite them to come and see the church. It is among other evangelism tools, but it is different in that there is a pledge component with measurable objectives.

In this campaign, each member of the congregation is trained in the various ways to make a personal invitation to someone they know. These personal invitations are pledged, on a pledge card so that there are measurable objectives to evaluate congregational engagement in the invitation process.

*"The church has recognized the power of social networks. They've utilized the productivity of existing relationships. In the words of Jayson, who was recalling his missionary assignment in Romania, "You know, somebody has joined the church, and they believe in it strongly...so they bring their friends to church, they send missionaries to their parents or cousins or whatever. The most effective way of finding new people is a personal referral." Douglas Akin, The Culting of Brands, p. 1.*



## Notes:

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## Membership Growth Campaign Goals

1. To provide a structure, with a beginning and an end, in which members of a church can comfortably and joyfully share the enjoyment of their church experience with friends and neighbors in various ways throughout a defined period.
2. To provide a definable program with measurable goals and objectives which brings people not currently involved in the church into contact with the church programs, membership community, physical location, and church vision.
3. To allow for differing levels of comfort with sharing faith and community membership benefits and to allow for differing levels of comfort with being asked to “come and see”.
4. To re-orient a congregation from inward-looking to a posture of outward-looking. Churches which are inward-looking are constantly counting things they think they have—numbers attending, numbers and amounts of pledges, numbers and sizes of programs and services. These churches will die—slowly or fast—they will die. Churches which are outward-looking are aware of their internal numbers but their focus is in drawing others in rather than counting and keeping what is there.
5. To provide for church growth which expands the volunteer base and the donor base of a church, allowing for the possibility that with faithful living and spiritual depth, the church will keep new members and become ever stronger as a body for its care of self and as a body for the care of the world around it.