



worldoutreach
SCHOOL OF LEADERSHIP

SERIES SIX
MODULE FIVE:
12 KEYS FOR
CHURCH GROWTH



Outline Session 1 - 3

1. 12 KEYS FOR CHURCH GROWTH (Part 1)
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SESSION ONE: 12 KEYS FOR CHURCH GROWTH (PART ONE)

1. STRONG PRAYER MINISTRY / CONSTANT PREVAILING PRAYER

The place of prayer in a local church is indispensable.

- A. You, as senior minister, must have a strong prayer life, and a deep commitment to prayer.
- B. Recognise and affirm the ministry and gift of intercession and the intercessors.
- C. Mobilise the young to pray.
- D. Have regular prayer emphasises.
- E. Pray for the sick either during or after worship services.
- F. Teach and preach on prayer.
- G. Have regular church prayer meetings.
- H. Staff and key leaders (e.g. elders) should meet regularly for prayer.
- I. Join in gatherings with other churches and movements for citywide or community wide prayer.

2. CLEAR GOD-GIVEN VISION & STRATEGIC PLANNING

Vision is the specific, revealed purpose of God for a particular local church. Vision comes from God, but strategic planning is our response to God-given vision.

- A. Pray and seek God for a very clear vision of what he wants to do in and through the church, so you know *where* the Lord is leading you, and *where* you are leading the people.
- B. Develop and implement strategic plans and actions, so you and the people know *how* you will accomplish the God-given vision.
- C. Cast and communicate the vision on a regular basis through whatever means is available and appropriate.
- D. Orientate the leaders of the church, especially the ministry (department) leaders, to align their ministry with the vision and strategic plan.
- E. Integrate your preaching and teaching with the God-given vision.
- F. Align all major 'leadership' decisions (e.g. eldership, board, executive) with the vision.
- G. Ensure all leadership and staff appointments are people who share and affirm the church's vision.
- H. Chair regular 'strategic' meetings with the appropriate people to plan and strategize for the future. Th
- I. Keep focused on *the* vision God has put in your heart.
- J. Measure the implementation of the strategies with 'goals'.

3. LIFE-GIVING WORSHIP SERVICES

The 'worship service' is the place where the 'church' gathers to glorify and worship God, fellowship with one another, hear God's Word, be ministered to and minister to others.

- A. Organise a team of enthusiastic greeters at the door to warmly welcome people to the service.
- B. Have life-giving, contemporary worship that relates to the majority of the congregation.
- C. Follow a service program, but make room for the Holy Spirit.
- D. Seek for the manifest presence of God in each service.
- E. Allow for the prophetic and other gifts of the Spirit (if your church tradition is open to that).
- F. Keep announcements to a minimum (best done on video if possible).
- G. Give adequate time for the preaching of the Scriptures.
- H. Build in time for ministry at the end of the service.
- I. Expose younger leaders to ministry opportunities.
- J. Avoid repetitious, lifeless meetings.

4. RELEVANT LIFE-GIVING PREACHING AND TEACHING

One of our primary roles as senior leaders is to preach and teach God's Word.

- A. Allocate time every week to the study of the Scriptures and preparation of messages.
- B. Constantly seek God for the 'word of the Lord' (which may develop into a theme or series).
- C. Plan your preaching series to be consistent with the direction of the Holy Spirit and the vision God has given you.
- D. Ground each message with clear applications.
- E. Biblically address key themes of church life throughout the year.
- F. Expose younger preachers.
- G. Preach 'Scripture' not just homily or motivational thoughts.
- H. Develop a preaching / teaching team.
- I. Be creative in your preaching (e.g. power points, You Tube clips, drama, props).
- J. Select guest ministry carefully to complement your style.

SESSION TWO: 12 KEYS FOR CHURCH GROWTH (PART TWO)

5. BUILD A HIGH CALIBRE MINISTRY TEAM (STAFF)

One person (the pastor) can't do everything, no matter how omni-competent they may be. The key is to raise up a high calibre team of gifted ministries.

- A. Select prayerfully, carefully, slowly and with due diligence.
- B. Choose people with specific competencies and skills that match the role and objectives you hope will be accomplished in that particular area of leadership (e.g. children's or youth ministry).
- C. Develop them personally and proactively.
- D. Write detailed position descriptions for each team member.
- E. Build a sense of 'team' among them (e.g. 'we' not 'I').
- F. Have regular team meetings.
- G. Keep team focused on the church vision.
- H. On a yearly or bi-annual basis, review the effectiveness of the team member against the vision of the church and their position description.
- I. Build relationship with them on a personal level.
- J. Ensure you have the right ratio of team members to the number of people you minister to.

6. DEVELOP A SOUL-WINNING CULTURE

Equip and mobilise the church to intentionally reach lost people.

- A. Build a soul-winning culture, rather than just rely on event-driven evangelism.
- B. Give a salvation altar call in every service.
- C. Equip people with the skills of how to be a witness in their everyday world.
- D. Bring in 'evangelists' to equip the church for evangelism, and to conduct evangelistic campaigns.
- E. Plan outreach events to supplement the church's ongoing personal soul winning.
- F. Engage with the community in any and every way possible to show the love of Jesus in practical and tangible ways.
- G. Regularly have people share their testimony of salvation. This is powerful.
- H. Begin a new Christian class to ground new believers in their faith.
- I. Train people to disciple new converts, but do so in such a way that those being disciplined can disciple others.
- J. Develop a network of small groups (life groups) and orient the leaders to embrace and integrate new Christians.

7. EQUIP THE PEOPLE FOR LIFE AND MINISTRY

Equip the church through practical training to live their Christian lives and to serve in an area of gifting.

- A. Embrace the biblical teaching of Ephesians 4:11-16 that one of our primary roles as ministers is to *equip* the people to serve the Lord in and through his body – the church.
- B. Develop pathways for people to grow from spiritual infancy to maturity.
- C. Develop or utilise an ‘identify your gift’ course.
- D. Develop a ‘Leadership 101’ course for all emerging (potential) leaders.
- E. Provide courses that equip people to live their lives in the real world (e.g. stewardship, marriage, raising kids, etc.)
- F. Preach ‘grounded’ messages which contain a lot of ‘application’ (i.e. how to, what I need to do about this? Remember Howard Hendriks’ quote: ‘There is a lot of exhortation, but no explanation.’)
- G. Preach and teach on Paul’s ‘body’ metaphor so people understand that each person has a part to play.
- H. Appoint a leader whose sole responsibility is the development of people.
- I. Constantly direct the ministry team / department (ministry) leaders to identify places where people can serve, and to develop ways in which people can serve and be validated in their respective areas.
- J. As senior leader, allocate time for the development of your ministry team / key leaders.

8. INTENTIONAL DEVELOPMENT OF LEADERS / DEVELOP AN INFRASTRUCTURE TO SUSTAIN GROWTH

Develop pathways for the development of leaders and develop a structure that can facilitate future and accelerated growth.

- A. Develop a process for identifying emerging (potential) leaders.
- B. Write or find courses for training emerging (potential) leaders.
- C. Instruct new leaders in the vision and values of the church.
- D. Train existing leaders in discipleship so they are equipped to disciple others to disciple others.
- E. Facilitate regular meetings with all the church leaders so they hear your heart, vision and prophetic direction.
- F. Organise a clear organisational structure with defined tiers and lines of communication and responsibility.
- G. Communicate the structure so the leaders clearly know who they relate to about what.
- H. Mentor the department / ministry leaders in how to lead the leaders under their care and responsibility.
- I. Maintain a good balance between lay leaders and pastoral staff.
- J. Develop an expanding model for small-group ministry. Find a model or structure that serves your growing needs.

9. SPECIFIC PROGRAMS FOR DIFFERENT DEMOGRAPHICS IN THE CHURCH (especially youth and kids)

Provide specific ministries for the multifaceted 'groups' within the church and the surrounding community.

- A. Prioritise children's ministry.
- B. Prioritise youth ministry.
- C. Develop specific ministry for 'men' and 'women' that address their specific needs.
- D. Develop specific ministry for the aged. Honour them.
- E. Note the social groupings in your community and develop outreach programs specifically targeted at them (for example, refugees, youth-at-risk, etc.).
- F. Identify cultural demographics that need an identity and specific ministry.
- G. Engage in the local schools in whatever way possible (e.g. chaplaincy, after school programs, feeding programs).
- H. Support other churches in their initiatives.
- I. Give the various ministries profile in Sunday services.
- J. Advertise the programs and key events.

SESSION THREE: 12 KEYS FOR CHURCH GROWTH (PART THREE)

10. DEVELOP FINANCIAL RESOURCES AND EXERCISE RESPONSIBLE STEWARDSHIP

Maximize the giving potential of the church, build the church's financial base and administer the church's finances with accountability and transparency.

- A. As the senior leader, you must model a lifestyle of giving, generosity and sacrifice.
- B. Develop a capacity and skill to raise funds.
- C. Cast and regularly communicate the church's vision.
- D. Teach and preach annually on giving, tithing, stewardship, generosity and sacrifice.
- E. Run annual stewardship campaigns toward specific objectives or church programs (e.g. missions, building fund).
- F. Provide options for how people to give (e.g. on-line, credit card, or cash).
- G. Appoint church board (council / elders) members who have a proven generous heart (not stingy mindset), big thinking (not narrow-minded), experienced and skilled in managing financial resources.
- H. Appoint a faithful and trustworthy church Treasurer (Accountant / Administrator).
- I. Put accountability measures in place to ensure accountability and transparency with the government, church Board (church council) and congregation.
- J. If there are surplus funds, invest wisely in appreciating assets (e.g. land), or in sound and safe interest bearing funds.

11. COMPETENT ADMINISTRATION AND MANAGEMENT

Develop and maintain competent personnel and systems to administer and manage the operational side of the church (or ministry).

- A. Appoint a skilled and experienced administrator to oversee the operations of the church.
- B. Appoint a godly, skilled church 'board' (council) to represent the congregation in matters pertaining to the law, governance, property, salaries and workplace health & safety.
- C. Appoint a competent, skilled personal assistant.
- D. Ensure **compliance** with federal, state and local legislation, regulations and requirements.
- E. Adopt best-practice approaches to Human Resources and accounting, remembering that a 'church' is still a 'workplace'.
- F. Form a 'branding' or 'marketing' team (or engage with a firm / ministry) to help you think through *how* you will promote the church.
- G. Produce a quarterly or bi-annual church magazine (printed or virtual) to showcase what God has been doing in the church over the previous few months, and to communicate where the church is going.
- H. Ensure all church advertising, giving forms, new people's forms, etc. are available in the foyer and information desk prior to Sunday and on-line.

- I. Regularly promote one or two of the ministries of the church each Sunday to lift its profile and to honour those who serve in that area.
- J. Plan ahead. Think about what is coming up. Delegate people to do specific tasks.

12. ADEQUATE FACILITIES FOR GROWTH

Provide the present and future congregation with the facilities necessary to deliver the various ministries and services.

- A. Wherever possible, choose a location that is visible and accessible (near major roads and access to public transport) and the signage is clear and visible.
- B. Build or maintain suitable, clean amenities (toilets).
- C. Adequate parking for growth (and car park attendants), plus security of parked vehicles during services.
- D. Choose a meeting location large enough to conduct services with sufficient, comfortable seating.
- E. Purchase and maintain a suitable PA system, data projectors, screens, and the appropriate IT, software and hardware to run the systems.
- F. Where possible and practical, have an adequate foyer or area where people can gather for 'community' either before or after the service, and which contains an Information Counter for people seeking to make enquiries.
- G. Designate a dedicated area for the children's ministry.
- H. Provide an office area with sufficient space for the operational and pastoral side of the church, and the infrastructure (e.g. computers, software, desks, chairs, work areas) to facilitate a growing staff.
- I. Maintain an up to date and user-friendly web address and social media sites so people can connect or check the church out electronically.
- J. Think generationally. Plan and purchase for the future.