

# Secrets of Successful Outreach

How to get them here.

- I. The power of an invitation
  - A. Most people come to church because they were asked by someone they know.
    1. John 1 and invitations
    2. The power of our website, Facebook, and other media should not be ignored.
      - a) People are most likely to look us up on the Internet before visiting.
        - (1) They want to know what others think about the church.
        - (2) They want to surmise the atmosphere and personality of the church.
        - (3) So when you see stuff posted about activities or lessons, anything from the church, if you share it on your own page, this will tell people that you support the church.
        - (4) If they begin looking, they might remember that you like your church--which might lead to a visit if you ask them.
      - b) You can also use articles and posts to teach something to your friends.
        - (1) You will not run off your friends if you share something religious.
        - (2) Most people expect something at least now and then if they consider you a Christian.
        - (3) If the government decided that Christianity was illegal, would they be able to find any evidence on your online presence to prosecute you?
    3. For some people it is a big step just to let people know they are Christians.
      - a) Revelation 3:15-16
      - b) Mark 8:38
  - II. How to treat them when they are here.
    - A. The New Testament says very little about people visiting the church, but there are a couple of things we should notice.
      1. James 2:1-4
        - a) Do not show partiality. Treat everyone the same.
        - b) We should not judge by appearances regarding race, wealth, etc.
      2. 1 Corinthians 14:23
        - a) We should do things with visitors in mind, not just to suit ourselves.
        - b) We won't be speaking in tongues, but the principle applies to us.
        - c) Based on this, consider some small things that you might not usually consider.
          - (1) Don't assume things. Think about what you would like to know if you were visiting.
          - (2) You would want to see friendly greetings. Not gushing but a hearty welcome.
          - (3) You would like to know where classes are, especially for the kids. SHOW them where it is. Treat them as a guest, not a visitor.
          - (4) Show them where the bathrooms are.
          - (5) Make sure they have a bulletin.
          - (6) Introduce them to some people. Most people have a hard time walking up to strangers but can respond when others greet them.
          - (7) Going to a new church to visit can be very intimidating! Make it easier for them!
    - III. How to get them to come back.
      - A. Keep inviting them!

- B. Invite them to an activity the church is doing. It does not matter if they say, "No" because most people just like being asked.
- C. Build a friendship! Matthew 11:19 was not said in a vacuum!
  - 1. Get know their children if they have any.
  - 2. Learn their names.
  - 3. Ask them questions, but not too many! Watch for body language and respect their cues to get you to be quiet.
- D. Look for the gates.
  - 1. People put up walls for protection.
  - 2. The trick is not to break the wall, but get them to open the gate and let you in.
  - 3. Once you get into the gate, DO NOT betray that trust. Know the social rules and stay within them!
  - 4. Remember, if there was no interest in church, they would not be visiting. Assuming that they want to know more is expected. Offer to share more with them! This will give you the opportunity to visit them or go have coffee with them to talk more!
  - 5. Invite them to lunch
  - 6. Invite them to Friends and Family Day next Sunday.
  - 7. As soon as services are over, text a friend while it is on your mind!