



# How Can We Reach Them?

*I have become all things to all men so  
that by all means I might win some.*

- 1 Corinthians 9:22



# Why Don't We Understand This?

- Paul knew what it meant to be a Jew
- He also knew what it meant to be a “Roman” and live amongst the pagans
- We need to know what “they” are like
- We need to know the culture, but...
- We also need to know how to adapt and contextualize



# True Evangelism is Not:

- Pew stealing from the Greeks...
- Pew transfers from “up north”...
- The disaffected who don’t like the new Antiochian mission...

This is **NEITHER** church growth, **NOR** evangelism, **NOR** missionary expansion!



# What Are We Up Against?

- Great Commission

9% knew; 84% could not even guess

- John 3:16

25% knew;

63% had no clue, 12% guessed wrong

- The “gospel”


37% knew; 31% did not



# Do They Understand?

Typical Protestant literature talks about...

- “Being covered in the blood of the Lamb”
- “Being fed by the Word”
- “Possessing a broken spirit”
- “Pursuing a Christian walk”
- “Seeking the fellowship of the Holy Spirit”
- “Being slain in the Spirit”
- “Repenting of thy transgressions”
- “Not trusting in yourself”
- “Preparing for the dawn of the millennial age”



*“Being exposed to information does not mean they are able to absorb it, understand it or embrace it.”*

—George Barna

If they don't see the relevance, they can't embrace the truth!



# Who's Who?

- Seniors/Builders
- Boomers
- Busters
- Millenials
- “Gen-X”
- Post-Moderns (“PoMo’s”)



# Seniors/Builders

- Born between 1927 and 1945
- More likely to describe self as “religious”
- Feel “absolutely committed” to the Christian faith
- Believe the Bible is totally accurate in all that it teaches





# Boomers

- Born between 1946 and 1963
- Rebel against anything that smacks of tradition, stability or the status quo
- Rejected the “established church” (usually of their parents)
- 42% of the population not aligned with a church



# Busters

- Born between 1965 and 1983
- Show an inclination to reject church right from the start
- Cynical, questioning
- Empty, isolated and alone



# Gen-X, Millennials, PoMo's

- Reject absolute truth
- Reject the imposition of beliefs
- Reject the claims of Christ or Christianity on the basis of history, traditional values or the rationality of the faith (i.e., are world-class skeptics)
- Think differently (e.g., electronic media has enabled young people to absorb large amounts of data and process it in a non-linear fashion)




# Non-churched, or De-churched?


- Fairly mature
- Sophisticated
- Well trained for cultural ascendancy and independence
- Not involved in a traditional family
- Upscale and unattached
- Aggressive, energetic, experimental
- Transitory



# Faith of Choice Index

- Biblical Christianity
- Conventional Christianity
- Cultural Christianity
- New Age Practitioner
- Jewish
- Atheist/Agnostic
- Other

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- Adults are more likely to change parishes than switch denominations (76%)
  - Only 15% are “very likely” or “somewhat likely” to switch
  - At any given moment, 4-6 ***MILLION*** Americans are seeking a new church home

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- Average church size in America:  
~ 100
  - 61% of adults would rather attend a church of 200 adults or less



# WWJD?

- He spent time with the community
- He discerned their felt needs and addressed them
- He attracted their attention
- He provided them with something of value
- He challenged their thinking
- He gave them salvation





# “Where Have You Been?”

- Too busy (42%)
- Nothing of value to offer (40%)
- Never found one of interest (38%)
- Preferred to pursue other activities on Sunday (35%)
- Unaware of any churches they would like to try (33%)
- Have yet to find churches with theology and doctrine that parallels their own (33%)
- Believe their lifestyles would be incompatible with the expectations of the church (31%)



# “What Do You Want?”

- Worship: to experience God (34%).
  - ➔ 71% of Americans say they have never experienced the presence of God.
- Developing relationships: A non-threatening environment in which to meet other people in the community (25%)



# “What Do You Want?”

- Valuable religious teaching or training for their children
- A better and more practical understanding of the Bible
- To discover better ways to deal with their everyday problems




# “What Do You Like?”

- Friendliness of people in congregation (86%)
- Care of concern of church staff (45%)
- Preaching (44%)
- Music and worship (44%)
- Building and physical plant (43%)



# Turn-Off's

- Telemarketing
- Visiting homes uninvited
- Drawing attention to them after the services (e.g., name tags, being singled out during announcements)




57% of Americans have received a brochure, flyer, etc. to attend a church they've never been to. Eventually, 10% will respond.



# Turn-On's

- Want church people to build honest caring relationships with non-church people (i.e, to “engage the culture”), eventually inviting them to attend
- Want church to sponsor non-religious events (Boy Scouts, VBS, community fairs, AA, etc.)
- Sending top quality brochures about the church to people's homes to inform them about the church and invite them to come to worship
- A thank-you note from the pastor after they visit

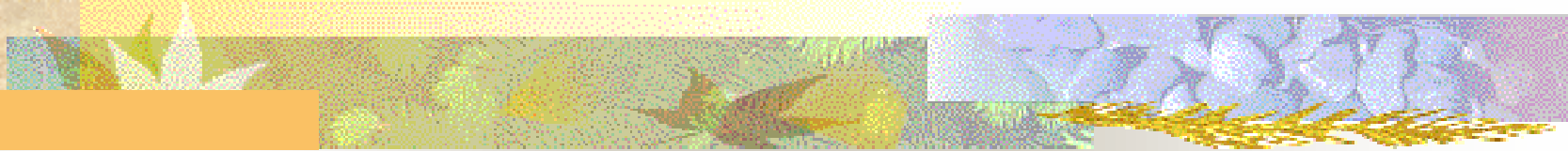


Churches growing faster than 10%  
per year are spending 10-20% of  
their budget on evangelism

**AND**

a large percentage on youth ministries





Not reaching the lost  
is the same as telling them  
they can go to hell