

# Church Growth Workshops

## #1. Newcomer Retention

*Saturday, August 29, 2015, 9:30 AM - 4:00 PM*  
*First Congregational Church of San Rafael*  
*8 N San Pedro Road*  
*San Rafael, CA 94903*

Do you get one or two visitors a week, but they never come back? Is worship attendance in slow decline? Are you afraid that if you ask newcomers for their phone number they will feel pressured and leave?



*Could this be your church next year?*

***If you have people who are willing to learn new skills and a stream of visitors, no matter how slow or unsteady, your church is viable and can grow starting immediately.***

What churches often fail to understand is that proper follow-up with newcomers is one of the most critical and effective components to church growth. It costs nothing, and properly done can get 70% of visitors to return the following week. This can effect an immediate and sustained increase in worship attendance and membership. Come learn how to:

- ☺ Comfortably and effectively approach newcomers and collect contact information.
- ☺ Make the call to get a face-to-face sit-down over coffee.
- ☺ Ask the right questions during that first meeting that will engage first-time visitors and lead them toward active participation and membership.

Emphasis will be on learning, working, and practicing. We will focus on increasing our comfort level when approaching newcomers, debunking myths around newcomer perceptions and practicing opening a conversation. We'll also work hands-on to prepare a welcome card specific to your church. Participants will leave armed with skills and materials they can use the very next Sunday.



*Rev. Tracy Barnowe*

This all-day workshop will be led by **Rev. Tracy Barnowe**. For over 10 years, Rev. Barnowe has consulted with numerous churches and nonprofits to create revitalization plans that work. For example, working with one Bay Area UCC church of 70 members, applying these techniques achieved an 88% return rate for first-time visitors and gained 18 new members in less than a year. Rev. Barnowe has also helped two churches to successfully apply for the UCC Church Vitality Grant.

It is critical that these skills be learned by more than just the minister, so the fee schedule is based on a group rate to encourage you to send a team. This is a time to train your best ambassadors and leaders, your friendliest and most enthusiastic members. The cost for one to five people from the same church is \$500. (\$450 if you register before June 30.)

Register today at <http://tinyurl.com/mkmoyba>

If you have any questions about this workshop, feel free to contact Rev. Barnowe directly at [revtracybarnowe@gmail.com](mailto:revtracybarnowe@gmail.com) or (510) 703-0108 (call or text).