

# Church Growth Workshops

## #2. Interpersonal Outreach

*Saturday, February 27, 2016, 9:30 AM - 4:00 PM*  
*First Congregational Church of San Rafael*  
*8 N San Pedro Road*  
*San Rafael, CA 94903*



*Rev. Tracy Barnowe*

Are you wondering how to get people in the door? Have you distributed fliers and sent mailings and had very few people respond? Is your signage failing to attract new visitors? Are your members afraid that if they invite people to church they will seem pushy?

***If you have people who are willing to learn new skills and who are passionate about your church, you can bring new people in the doors.***

The most effective form of outreach is Interpersonal Outreach - having your current congregation invite their friends and acquaintances to church. In today's society, progressive churches have lost this skill because they fear being perceived as pushy, or being associated with Christians that force their religion on people. Instead churches invest in costly but ineffective marketing campaigns, and miss the opportunity to leverage the social networks already in place. In this class we will learn how to:

- 😊 Overcome our own fears and stigmas about inviting people to church.
- 😊 Prepare a conversation and "elevator speech" that is authentic, personal, and comfortable.
- 😊 Identify people and church events that will be a good match and have a high likelihood of success.
- 😊 Build a team committed to mutual edification and training the rest of the church.

Emphasis will be on learning, working, practicing, and increasing confidence. We will focus on examining successful biblical precedents, understanding our own concerns about Interpersonal Outreach, learning how to talk about our church and faith in an authentic but respectful way, and role-playing until we can invite with ease. Participants will leave armed with skills and materials that can be used immediately.

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 January 31.)

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).