

LEADER CONVERSATION GUIDE

Pressing Questions: Increasing Engagement & Reaching the Next Generation - Episode 301

Pressing Questions for Pastors in 2023 (Part 3)

We spend a lot of time on our podcast talking about systems and strategies, but they're all a means to an end of achieving one goal: helping more people meet and follow Jesus, develop meaningful relationships with other believers, and get involved in the mission of the church. In this episode, we continue our series by answering pressing questions around getting new guests connected to our church and developing a multi-generational ministry.

Question 1: How Do We Get New Visitors Actively Engaged in the Church?

Pastors *should* be asking “How do we connect new people into relationships in the church?”

Rather than focusing on attendance at services, men's/women's gatherings, events, etc. and participating in membership, we should focus on helping people connect with other people, primarily through joining a team or connecting with a small group.

Developing an engagement path (from [Victory Hill](#)):

1. What engagement steps can we build for our mission field that will result in them becoming relationally connected, keeping in mind that time is a huge commodity for people and many people are introverted?
2. How can these steps lead our mission field to our discipleship path?
3. How do we create mission-field engagement opportunities that will result in connecting to others, continued attendance and people saying yes to Jesus?
4. What does the engagement look like in that *first step*: Where is the “right place?” Who is the “right face?” What is the “right language?”

Encouraging connection in small groups (from [Christ Fellowship](#)):

1. **Teach it.** Talk about small groups regularly.

2. **Model it.** They don't just talk about how important it is, their senior leadership team models it with their own time investment.
3. **Make it easy.** CF offers an experience called "Group Connect" where people can actually meet a variety of small group leaders and join a group immediately.

Both of these strategies focus on the same goal: getting people relationally connected to one another. We know that relationships are one of the key reasons that people who attend our church end up sticking around. And more importantly, we know that relationships are the context in which Christian discipleship and fellowship happens.

Question 2: How Do We Reach Young Adults and Their Kids?

Pastors *should* be asking "How do we become a multigenerational church that wants to reach young adults and kids?"

Many churches have tried creating separate ministry programs and services to reach the next generation. But to effectively reach the next generation of young adults, we have to become a truly multigenerational church that's designed to reach and minister to young adults:

1. **Our services:** Moving from multiple service styles to one contemporary service.
2. **Our ministry environments:** Designing our programs for all ages, not segregated.
3. **Our investment in kids' programming:** If churches aren't giving their best staffing and resources to children's ministry, they'll never reach the parents.

Our whole church needs to be designed and staffed to reach and minister to young adults and their kids:

- What would have to change so all generations are in the same style of worship services, rather than being segregated by generations in different styles of worship services?
- What would have to change so that all generations are in the same classes/home groups, rather than being segregated by generations in different classes/home groups?
- What would have to change so that our entire team is focused on reaching young adults who are outside the faith and outside the church?
- What would have to change so that our teaching is engaging all generations, rather than just the needs of the older generations?
- What would have to change so that we prioritize our financial investments in ministry environments and programming for our kids and grandkids, over the ministry environments and programming for older adults?

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