

The Strategy Issues - Episode 434

Five Common Core Issues in Churches (Part 1)

After serving more than 750 churches, we've noticed a clear pattern: No matter the size, style or model, many churches wrestle with *a similar set of challenges*. They show up in different ways, but the root issues are surprisingly common across the board.

That's **good news** for pastors and ministry leaders—because if the challenges are common, the solutions can be too.

You're not alone. And you're not the first church to navigate these obstacles.

In this series, we're taking a closer look at five of the **most common challenges** that consistently show up in our work with churches, starting with *the strategy issues*.

In this episode, Amy and Sean talk about strategies to reach your mission field and strategies for financial health.

Key Quotes

- “When you define your mission field, it helps you discern what you should stop doing and what you need to start doing.”
- “If churches don't feel like they're reaching their mission field, they need to consider whether their current approach is truly designed to reach the people they say they want to reach.”
- “Financial health isn't just about more dollars coming in. It's really about clarity, focus and having courage to make decisions that match where God is actually calling the church to go next.”
- “The goal isn't just to close a budget gap again; it's to help people take a next step in their faith, which is why integrating generosity into your discipleship pathway matters so much.”
- “Sustainable financial health requires a comprehensive generosity strategy that helps people grow in their giving as they grow in their faith.”

Self-Assessment: How Are We Doing?

1. Who in our community are we best positioned to reach?
2. What do we need to change about our environment, programming and communication to genuinely welcome and serve our mission field?
3. Are we hitting any of the three lids (i.e., children's ministry, parking or auditorium capacity) that would prevent growth even if we got the strategy right?
4. How often are we talking about generosity?
5. How have we integrated generosity into our spiritual formation strategy?
6. What are the clear next steps we have for people at different stages of their generosity journey?

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