



Church Growth Today: Same Vision, New Approach

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Scope



- Introduction
- Church Growth - Definition
- Our Driving Motive As A Church
- Revisiting The Church's Vision And Mission
- A Change Of Strategy Is Needful
- We Need Commitment of Ministers
- Church Research Inevitable Today
- Understanding the Millennials
- The Need for Spiritual Entrepreneurs!
- Conclusion

Introduction

- Since Lekki '98, we have experienced phenomenal growth
- We have over 41k churches spread across Nigeria by October 2017, and still growing!
- In spite of this result, we've many grounds to conquer. Why? Every growth that will remain healthy, must be sustained, or else.....DEATH!!



What is Church Growth?

Church Growth is a study that:

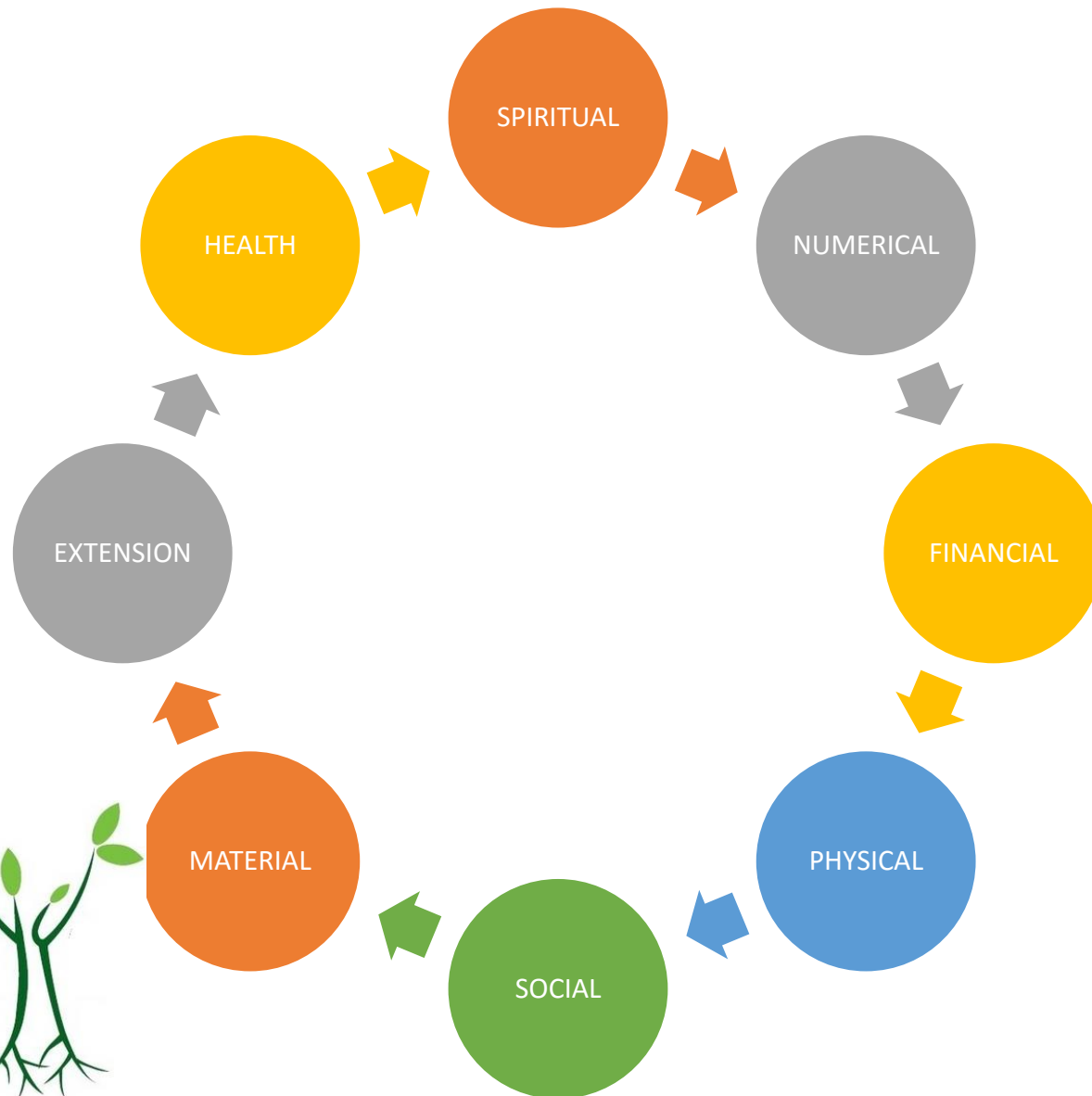
“Investigates the nature, function and health of Christian churches as they relate to the effective implementation of the Great Commission”.



- It is a careful study of growing churches (both in the Bible and history) and applying the knowledge for the growth of our churches.
- Growth is the will of God for His church, and as a living organism, every church must grow since the only evidence of life in the church is growth.



The 8 Areas for Church Growth



NUMERICAL
– More people joining the church.

FINANCIAL -
More money flows into the church.

SPIRITUAL –
People are growing in the Lord – spiritual things.

PHYSICAL –
The structure of the church is growing and improving.

SOCIAL –
The church is becoming more community oriented (A Community Church).

MATERIAL –
The material resources like Equipment are growing and essential.

EXTENSION –
More new/satellite churches are being planted.

HEALTH –
The church must not be sick or diseased.





Caution on Growth!!!

- Growth in churches could be:
 - **Rapid**
 - **Gradual**
 - **Silent**
 - **Noticeable**
 - **Natural**
 - **Supernatural**
- We must note that growth is not negotiable, as God expects His church to grow. (Psa.92:12-14, Acts 2:46, 5:14).

Our Driving Motive

- As minister of the Gospel situated in this church, our over riding motive should be:
 - **Conversion of sinners from the world of sin**
 - **Nurturing them for eternal life with God.**
- **Our Main Front Doors:**
 - **The Sacrifice of our founding Fathers**
 - **The ancient landmarks bequeathed to us**
 - **The brand name of the Church**



Revisiting our Vision/Mission Statements

- Our commitment to save the world from sin and Satan are eloquently borne through our **Vision and Mission Statement:**





Our Mission & Vision

1. To make heaven.
2. To take as many people with us.
3. To have a member of RCCG in every family of all nations.
4. To accomplish No. 1 above, holiness will be our lifestyle.
5. To accomplish No. 2 and 3 above, we will plant churches within five minutes walking distance in every city and town of developing countries and within five minutes driving distance in every city and town of developed countries.

We will pursue these objectives until every Nation in the world is reached for the Lord Jesus Christ

**Jesus Christ is the same
yesterday and today and forever.**

- Hebrews 13:8 -



OUR VISION

1. To make heaven.
2. To take as many people with us.
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MISSION

- To accomplish No. 1 above, holiness will be our lifestyle.
- To accomplish No. 2 and 3 above, we will plant churches within five minutes walking distance in every city and town of developing countries and within five minutes driving distance in every city and town of developed countries.
- We will pursue these objectives until every Nation in the World is reached for the Lord Jesus Christ. Amen.



- It is the benefits that heaven offers and more that our founding fathers knew AND saw when they came up with the Vision and Mission statements for RCCG.
- HALLELUYAH!!!

A change of Strategy is Needful

- It's **“The grace of God”** that has enabled us to pursue our Vision and Mission thus far & attain this wonderful growth since 1952
- In this 21st Century, our approach and strategy need to change without suffocating our Vision.
- Today's ministers must be well equipped and trained to lead to Christ the millennials and those growing up in the digital age and disciple them effectively.



No Need for Message Change

- Our message of eternal salvation through a lifestyle of holiness must never change.
- What is to change: Our approach in:
 - **Attracting**
 - **Retaining**
 - **Transforming [ART]** new converts to become disciples.



Increase Commitment Required

- NOTE the following:
 - We can't renege or compromise our vision of making heaven and taking as many with us.
 - No one best way of pursuing growth in the church
 - Minister has to do today's Ministry work in a way that is relevant
- Hence, the need for renewed COMMITMENT!



Commitment to What??

- We must increase our commitment to:
 - The “Ministry of the Word” (Acts 6:4) by “sharing the full gospel of Christ about God’s grace” (Acts 20:24).
 - Lead the way in preaching the message of peace and reconciliation (2 Corinthians 5:18) because hate speeches, terror and strife.
 - We must passionately propagate the doctrine of purity and “ministry that brings righteousness” (2 Corinthians 3:8-9) using all platforms of communication as crimes, wickedness and perversions permeates our day.

Church Research Inevitable Today

- The sophistication of millennials and today's unchurched due to ICT require that churches embrace the reality of the day.
- How many churches has conducted mini-research in their locality to understand the demographics, habits, tastes, appearance, attitudes, peculiarities, preferences and challenges of those living in their community?? [Africa =<10%, US/EU = >40%]
- The tools: GSM data base for text and Telephone interview, FB, Twitter, E-mail, Opinion Polls, etc.

NOTE:

**“We cannot attract people who
neither appear nor desire to
appear like us.”**

Who are the Millennials?

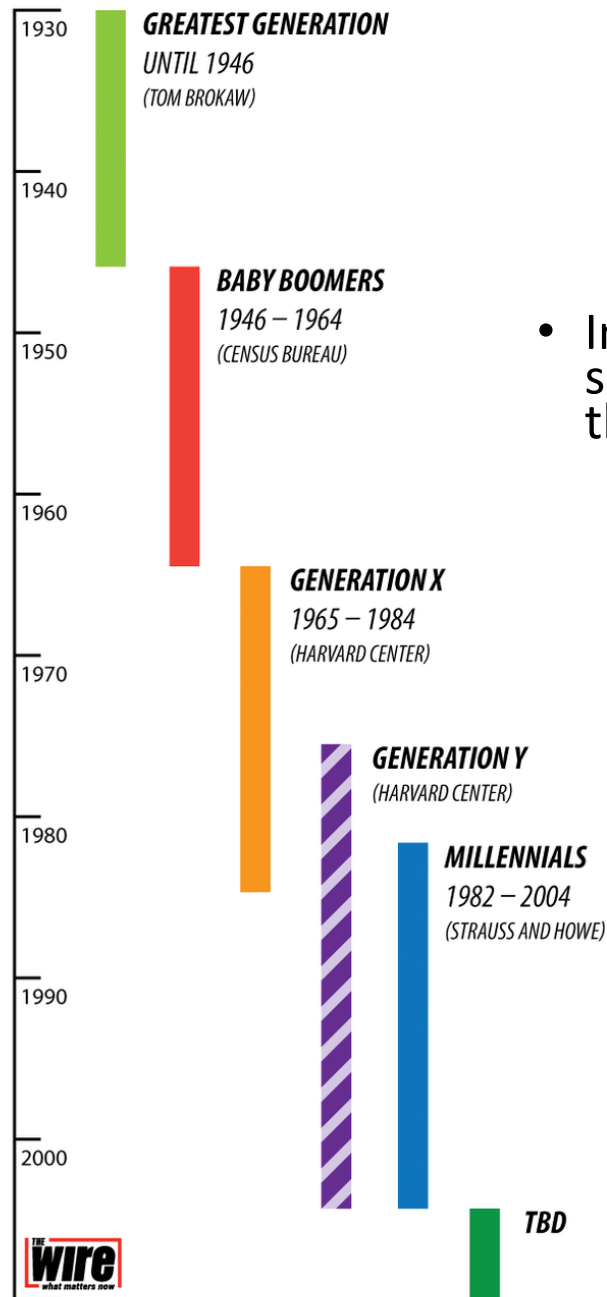
*Who Are the Millennials?

- The term Millennials generally refers to the generation of people born between the early 1980s and 1990s, according to the [Merriam-Webster Dictionary](#). Some people also include children born in the early 2000s.
- The Millennial Generation is also known as Generation Y, because it comes after Generation X — those people between the early 1960s and the 1980s. The publication [Ad Age was one of the first to coin the term](#) "Generation Y," in an editorial in August 1993. But the term didn't age well, and "Millennials" has largely overtaken it.

- A story in Time magazine said polls show that [Millennials "want flexible work schedules](#), more 'me time' on the job, and nearly nonstop feedback and career advice from managers." [Another Time story](#) in May 2013, titled "The Me Me Me Generation," begins: "They're narcissistic. They're lazy. They're coddled. They're even a bit delusional. Those aren't just unfounded negative stereotypes about 80 million Americans born roughly between 1980 and 2000. They're backed up by a decade of sociological research." The article also points out that Millennials may be simply adapting quickly to a world undergoing rapid technological change.

- A 2012 study found Millennials to be "more civically and politically disengaged, more focused on materialistic values, and less concerned about helping the larger community than were Gen X (born 1962-1981) and Baby Boomers (born 1946 to about 1961) at the same ages," [according to USA Today](#). "The trend is more of an emphasis on extrinsic values such as money, fame, and image, and less emphasis on intrinsic values such as self-acceptance, group affiliation and community." The study was based on an analysis of two large databases of 9 million high school seniors or entering college students.

GENERATION, BY BIRTH YEAR



The Millennials – Who are They?

- In the official demarcation of generational boundaries six different generations were identified, and labelled their eras thus:
 - **Greatest Generation.** These are the people that fought and died in World War II for our freedom.
 - **Baby Boomers:** It began when the Greatest Generation got home and started having sex with everyone.
 - **Generation X.** George Masnick, of the Harvard Joint Center for Housing Studies [puts](#) this generation in the timeframe of 1965 to 1984.
 - **Generation Y.** Masnick addresses this group, too, putting it "anywhere from the mid-1970s when the oldest were born to the mid-2000s when the youngest were.
 - **Millennials.** In October 2004, researchers Neil Howe and William Strauss [called](#) Millennials "the next great generation.
 - **TBD.** But that means that kids born in the last 10 years lack a designation. They *are not* Millennials.

Phillip Bump 2014, <https://www.theatlantic.com/>

MILLENNIAL CHARACTERISTICS

More Choices - Selectivity	Digital Natives	Principles / Values	Huge Population
High Expectations	Gamers	Respect Intelligence	More Diverse
Expect Incomes Exceeding Parents	Experiential Learners	Optimistic / Positive	Family Oriented / Largely Children of Divorce
Collaborative	Nomadic	Inclusive	More Friends
Healthy Lifestyle	Own Culture	Direct	More Liberal
Merit Systems / Achievement Oriented	Media Consumers	Patriotic / Civic Minded	Adaptive / Flexible
Balanced Lives / Practical	Multitaskers	Confident	Entrepreneurial

16 Positive Qualities Of Millennials



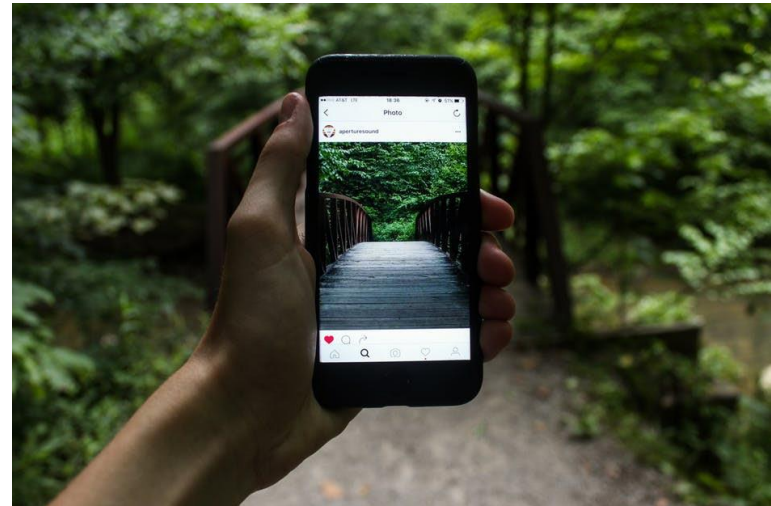
Adventurous



Ambitious



Confident



Conscious



Collaborative

Educated



Idealistic

Independent



Motivated



Multi-tasking





Open-mindedness



Polite



Passionate



Problem Solving



Tech-Savvy



Trailblazing

Still on the Millennials.....

- The millennial are the centre of development in today's world. They:
 - **Are Technology freaks who love to appear casual.**
 - **Have short attention span.**
 - **Are impatient**
 - **Cannot put up with mediocrity.**
- Every manufacturer and service provider have them in mind as they design new products and services.
- Any growth loving church must adopt strategies that will reach, attract and retain the millennial.
- Their habits and preferences must be taken into consideration.

How to attract the Millennials

- Pastoral leaders need to adopt Entrepreneurial Church Management Approach [ECMA] to draw the millennial to their churches.
- If the church is going to reverse some trends and maximize potential, we need more entrepreneurial pastors, not more shepherds.
- Who them is an Entrepreneur?
- What is ECMA?

We Need Spiritual Entrepreneurs!

- The Apostle Paul, as he became known, left a huge impact not just on the church, but on millions of lives (and on human history) because he possessed the spiritual gift of apostleship.
- What's an apostle? To put it into today's idiom, an apostle is a **spiritual entrepreneur**. (Nieuwhof, 2017).
- A shepherd cares for a (usually) small group. An apostle launches dozens, hundreds or thousands of new communities of Christ-followers.

- The church today is flooded with leaders who
 - **Fit the shepherd model, caring for people who are already assembled,**
 - **Managing what's been built and**
 - **Helping to meet people's needs. (This is also a spiritual gift.)**
- But we have far too few leaders who have the **spiritual gift of apostleship.**

Are we against Small Churches??

- NO! and NO! According to Karl, 90% of the churches in the world have less than 200 people, while 80% have less than 100 people.
- “If your attitude to your being small is I’ve tried my best, or I think God is saying that’s all we need, that’s OK. Or are saying that your gifting works better in a small setting? That’s OK also.”

Innovative attitude is about mindset!

- However, I want people who want to innovate... who realize that maybe because of their gifting it works better in a small setting, but they refuse to settle for that as they explore new horizon! It is such shepherd that God supports with help!
- It's not about settling down. It's about mindset. It's about attitude! So, Never settle. Never settle.

A person wearing a light blue button-down shirt is sitting at a desk, writing in a white notebook with a black pen. A silver laptop is partially visible to the right. The background is a solid orange color.

The Crucial Skills (Gifts) Entrepreneurial Church Leaders

Entrepreneurs

- If your church [small or not] as a whole is going to grow, the leadership cadre and the laity must be part of innovation – it must even come from the people with the gift of apostleship or else...??
- According to Carey Nieuwhof, there are five crucial skills (gifts) entrepreneurial church leaders demonstrate for ECMA to bear fruits in their domain.

1. The Willingness To Risk

- The early church took incredible risks. People risked their health, safety, financial security and their very lives for the sake of the Gospel.
- In a time when too many churches are trying to figure out how to survive, we need leaders who will change the question to how the church is going to *thrive*.
- You can't do that without risk. Being willing to risk what you have today is the best way to get to a different tomorrow.

2. Experimentation

- Have you ever asked yourself what it would have been like to be in the New Testament church?
- It was an audacious experiment that God was completely behind. Everything changed in a generation; the place of worship, who worshipped, where people worshipped, how they worshipped, how they connected to each other, how they gave and how they forgave.
- There isn't a single element of everyday life that looked the same after a decade of life in the church.
- If the church is going to grow, it's going to have to change.

3. A Restless Discontent With The Status Quo

- Entrepreneurs and apostles are never satisfied. While it can be frustrating to work with someone who is never satisfied, it's an essential gift in birthing what's new and expanding a current mission.
- Entrepreneurs are not only discontent with what others have created; they're soon discontent with what they've helped create.
- Paul died in prison longing to do more. Why do we make fun of church leaders today who have the same sense of urgency?

4. Boldness

- Boldness can be seen in the New Testament as a hallmark of early church leaders.
- The church culture of many churches today can't be describes as bold. Anaemic, maybe. Bold, No.
- When people become bold, people criticize them for being arrogant or in it for themselves. Sometimes yes, but often No. They're just exercising a God-given gift. Paul, after all, was no stranger to that criticism.
- Boldness moved the cause of Christ forward in a remarkable way, changing millions of lives.

5. A Bias For Action

- We have plenty of thinkers in the church and not enough doers.
- Entrepreneurs bring a bias for action that is often astonishing. Spiritual entrepreneurs accomplish things nobody else accomplishes because they do things nobody else is willing to do.
- If you think about the (much criticized) innovations in today's church (video venues, multisite churches, online campuses etc.) you realize that you open yourself to a world of criticism when you start bold new things. So what?

The Missing Link!

- We are loaded with the gift of shepherding, but we're desperately missing the gift of spiritual entrepreneurship in the church today.
- It is time for today's church to let leaders lead and care for fifties, hundreds, or thousands, of people through volunteer shepherd (some call them small group leaders).
- Through this let off, those with gifts of spiritual entrepreneurship will have the space to innovate and grow their people physically and spiritually.



“When it comes to spiritual gifting in today’s church, we are quite literally missing the boat.” Carey Nieuwhof

What Spiritual Entrepreneurs Should Do!



How To Engage Your

.....
Millennial **Generation**



1. The Location of new Parishes

- The Location of new Parishes can no longer be done without considerable thinking.
- Accessibility as well as ease of parking without constituting a nuisance to the host community must be of prime consideration in the decision to plant a Parish.

2. Appearance and Outlook:

- First timers often make up their minds about their stay in a Church within the first five minutes of their first visit.
- The appearance of most people in the Church and the general outlook of the Church form the basis of the decision of the fresher to return after service.

3. Communication:

- Communication is the life wire of relationships.
- How you communicate in your Church matters.
- Adults tend to retain only 30% of what they hear while over 60% of what adults see is retained.
- You therefore must learn to create pictures with words that endure.

4. Problem Solving:

- Any Pastor who hopes to sustainably grow His or her Church must transform to a “Mega Pastor”.
- Today’s congregation expects their pastor to combine the attributes of a spiritual adviser, counsellor, financial adviser, medical guide, trainer, coach and engineer.
- You must develop yourself to be multi-skilled and multi-talented apart from possessing an entrepreneurial mindset.

5. Being technologically savvy

- Technology is the default tool in today's world.
- If you want to grow your Church you must be open-minded and embrace technological platforms as well as social media for the purpose of the gospel.
- You have to be able to hold e-meetings using such tools as **GoToMeeting, Moodle, Skype, Facebook, WhatsApp etc.** These are tools that are used to reduce physical contact time in management and social interactions.
- The era of spiritualizing every issue has gone.

WHAT MILLENNIALS WANT FROM CHURCH



What Millennials Want from Church

- Millennials are noted as belonging to a generation that:
 - Is extremely tech savvy and tech-dependent
 - Is driven towards career advancement in a particular field rather than loyalty to a company or organization
 - Sees instant gratification as a right not a privilege
 - Is team-oriented when it comes to completing job tasks
 - Desires and expects transparency and to be treated with equality by their supervisors and superiors
 - Is interested in knowing what is real and relevant

Research Reveals What Keeps Millennials in Church: *An interview with the authors of "Growing Young."*

- The [Fuller Youth Institute](#), a research institute in California that equips leaders in the church with best practices, conducted research to uncover what the biggest challenges facing the church in this area are.
- Their strategy of leveraging the high-level research into practical resources has led to one of the most comprehensive and collaborative studies to date of churches that are thriving with young people.

- After nearly four years, 10,000 hours of research time, 1,300 interviews, more meetings of people with PhDs than you'd want to imagine and translating all of this data into an accessible format, Kara Powell, Jake Mulder, and Brad Griffin have released *Growing Young: 6 Essential Strategies to Help Young People Discover and Love Your Church*.
- The study centred around 250 churches that have been the most effective in reaching young people in America today, particularly those between ages 15-29. The purpose of their study was to understand why these churches are growing young, countering the “growing old” effect most churches are experiencing.

Growing Young: A Book

- “Multiple studies highlight that 40 to 50 percent of youth group seniors—like the young people in your church—drift from God and the faith community after they graduate from high school.”
- Kara Powell, Jake Mulder, and Brad Griffin cite this statistic at the outset of their new book, *Growing Young*.

6 ESSENTIAL STRATEGIES

TO HELP YOUNG PEOPLE DISCOVER AND LOVE YOUR CHURCH

GROWING YOUNG

KARA POWELL, JAKE MULDER, AND BRAD GRIFFIN

- What the research *did not* reveal was as interesting to me as what it *did* reveal. In the first chapter, the authors briefly outline “10 Qualities Your Church Doesn’t Need in Order to Grow Young.” That list includes:
 - **A precise size**
 - **A trendy location or region**
 - **An exact age**
 - **A popular denomination...or lack of denomination**
 - **An off-the-charts cool quotient**
 - **A big, modern building**
 - **A big budget**
 - **A “contemporary” worship service**
 - **A watered-down teaching style**
 - **A hyper-entertaining ministry program**
- Some churches effectively engaging young people had these ten qualities, others didn’t. In other words, they weren’t necessary or sufficient for engaging young people.

Growing Young: Six Essential Strategies to Help Young People

- What did the research reveal? It showed that churches that are “growing young” make six “core commitments”:
 - **Unlock keychain leadership.** Instead of centralizing authority, empower others—especially young people.
 - **Empathize with today’s young people.** Instead of judging or criticizing, step into the shoes of this generation.
 - **Take Jesus’ message seriously.** Instead of asserting formulaic gospel claims, welcome young people into a Jesus-centred way of life.
 - **Fuel a warm community.** Instead of focusing on cool worship or programs, aim for warm peer and intergenerational friendships.
 - **Prioritize young people (and families) everywhere.** Instead of giving lip service to how much young people matter, look for creative ways to tangibly support, resource, and involve them in all facets of your congregation.
 - **Be the best neighbours.** Instead of condemning the world outside your walls, enable young people to neighbour well locally and globally.

- Who should read *Growing Young*?
 - Whoever cares about young people—clergy or laity, paid staff or volunteer, young or old.
 - We especially encourage senior pastors to read it. Why? They're the church's primary vision caster, mission bearer, and values leader.
 - Engaging young people today can't be delegated (or relegated).
 - Growing young must become part of the church's culture.

**What the Millennials says:

- **Millennials are not interested in a celestial Jesus with a permanent smile and open arms, unconcerned with the goings-on of planet Earth. We've heard about that Jesus our entire lives, and we're not buying it.**
- Do you know what we would buy? Jesus the man, Jesus the prophet, the Jesus that fashioned a whip of cords and overturned the tables of the money changers for making God's house a den of robbers. The Jesus that challenged the establishment and paid the ultimate price. The Jesus that took up the cross of the poor, the weak, and the marginalized in the name of God.

- I'm all for love and a personal relationship with God, but I choose to follow the man who teaches that political action *is* worship, that social justice *is* love.
- What I and people my age are looking for is a church that preaches not just transcendental love, but that *prophetic fire* that makes Jesus so appealing.

Conclusion

- As we prepare for the harvest that the Lord Jesus promised His Church, the Ministers must double their efforts to position themselves and the gospel to **Attract and Retain** the souls who Jesus Christ died for without compromising the message of the cross.

“Truth be told, there is no way we can double without doubling our efforts, and without changing our approaches and strategies.”

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