



THE UNCHURCHED NEXT DOOR

NEW TOOLS AND INSIGHTS TO REALLY REACH THEM



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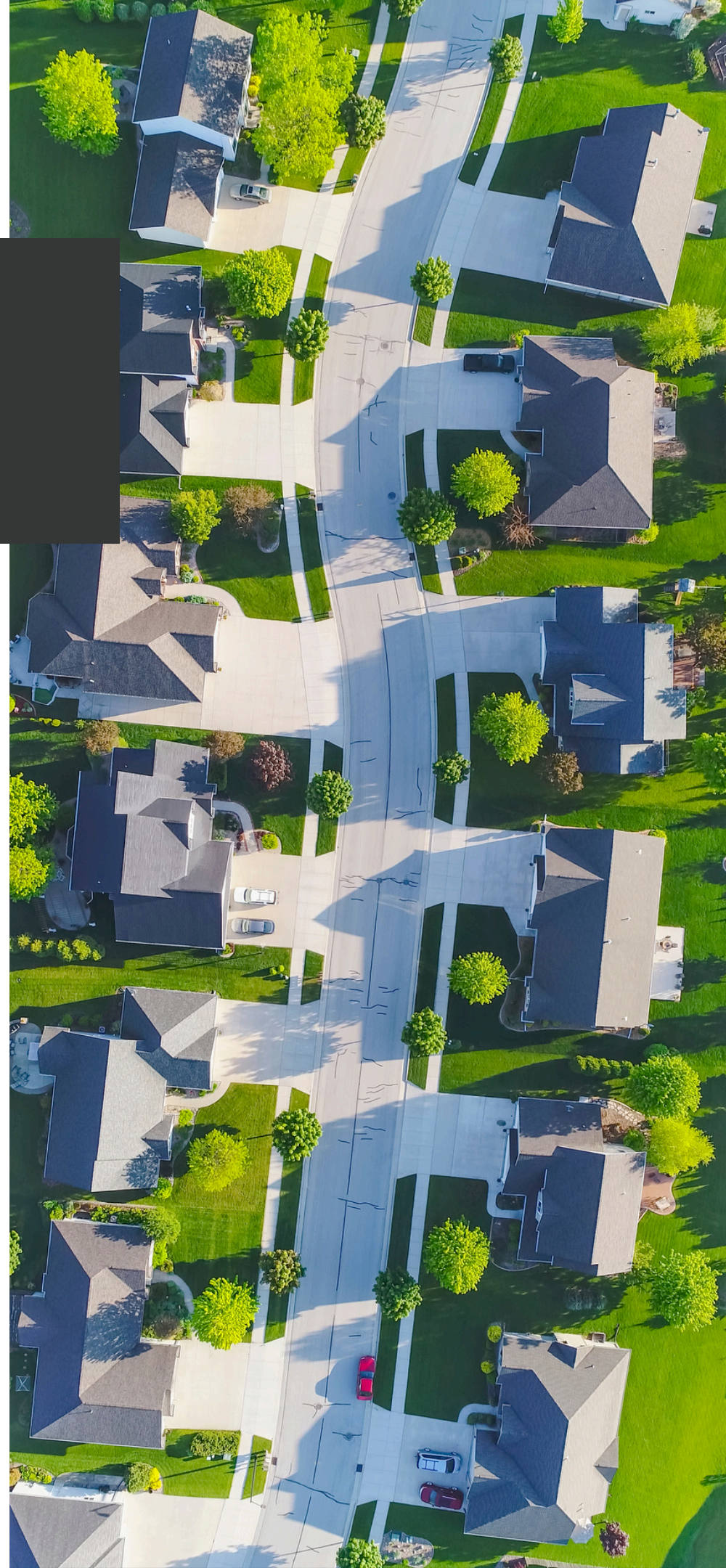


**We Help Churches
Grow Generosity...Period.**

- Growing Generosity is Our Heart.
- Coaching Church Leaders is Our Passion.

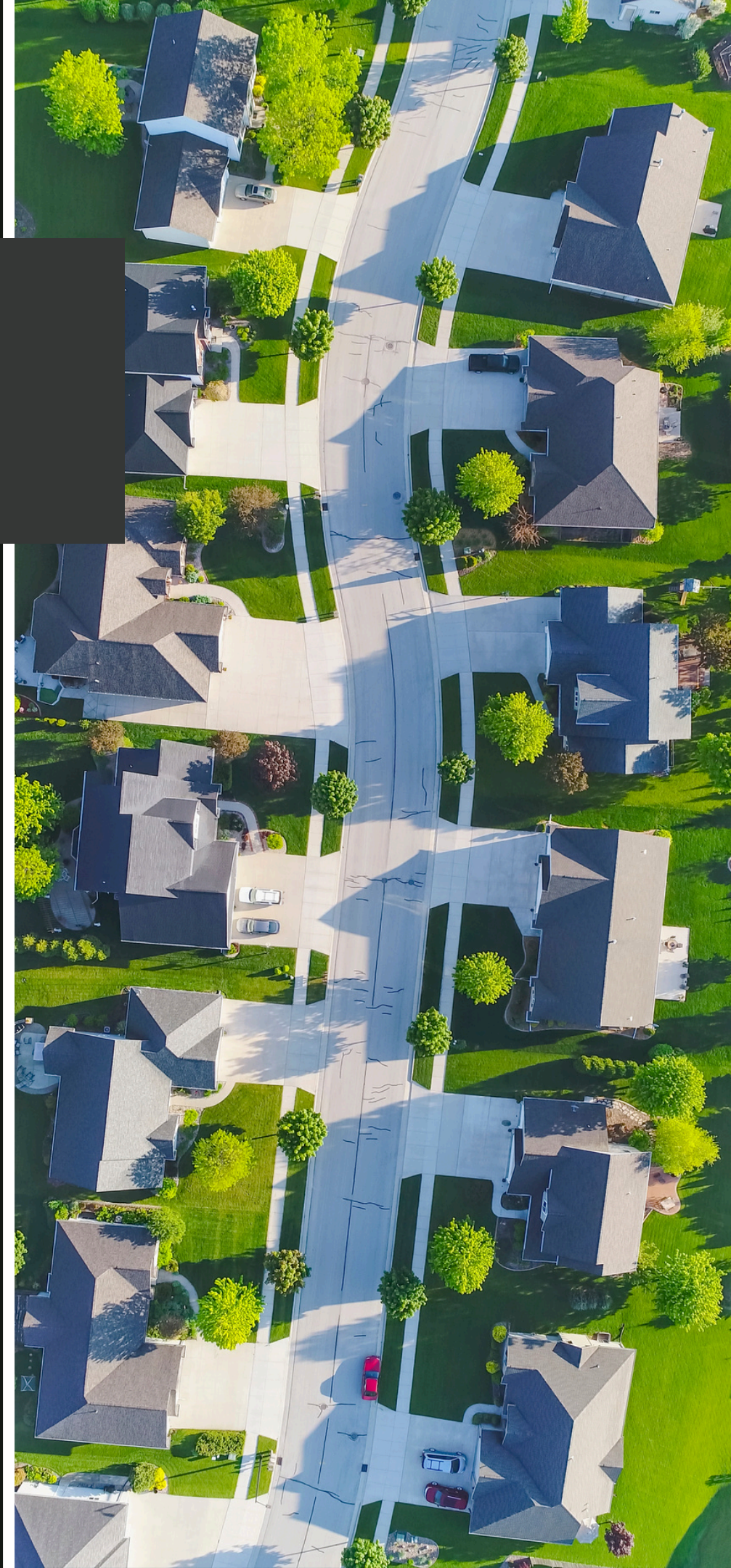
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**THE MISSION FIELD IS LARGER THAN
MOST CHURCHES REALIZE**



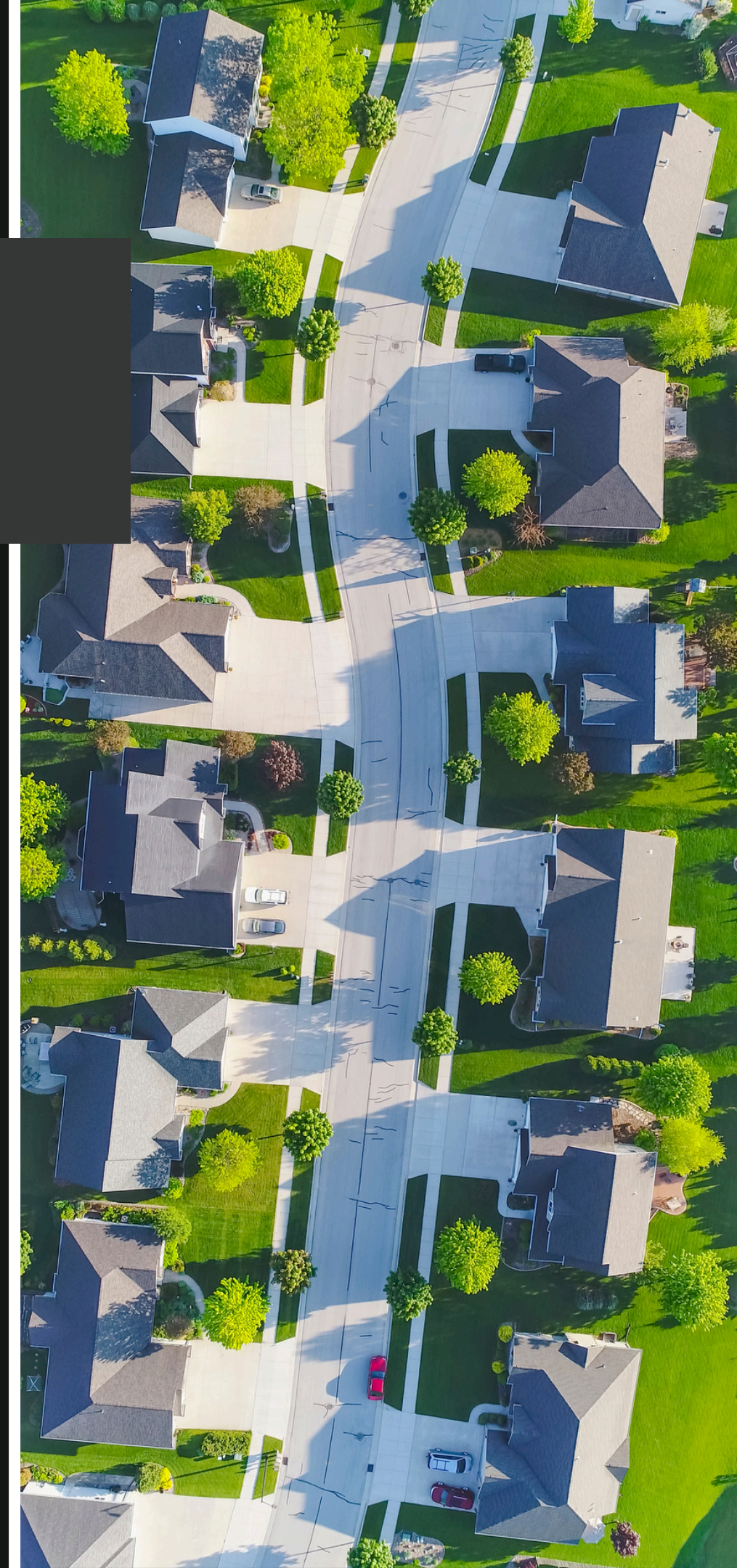
THE MISSION FIELD IS LARGER THAN MOST CHURCHES REALIZE

- Most communities now have more unchurched people than church people.



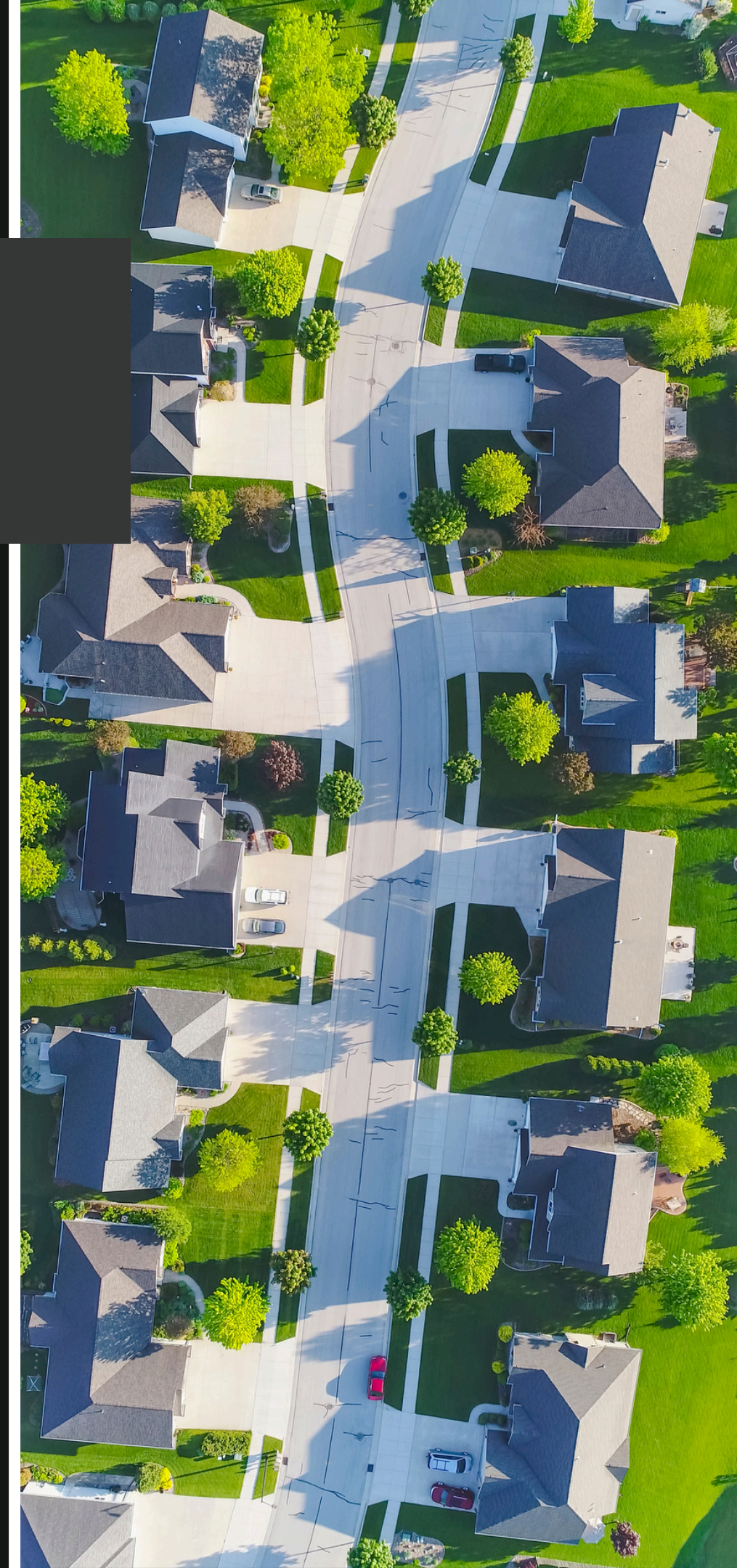
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- Most communities now have more unchurched people than church people.
- The mission field is no longer somewhere else; it is right outside your church doors.
- **Many churches underestimate the size of the opportunity around them.**





THE UNCHURCHED ARE NOT ALL THE SAME





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- **The unchurched vary greatly in their receptivity to the church.**





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- The unchurched vary greatly in their receptivity to the church.
- **Some are ready for an invitation today.**





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- Others need trust, relationships, and time before they engage.





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- Others need trust, relationships, and time before they engage.
- **Effective outreach begins with understanding these differences.**



RECEPTIVITY IS **HIGHER THAN
MANY CHURCHES ASSUME**



U1

U1: HIGHLY RECEPTIVE



U1

U1: HIGHLY RECEPTIVE

- Open to attending church today and often responds to a simple invitation.



U2

U2: RECEPTIVE



U2

U2: RECEPTIVE

- **Interested in spiritual matters but typically needs trust and relationships before engaging.**



U3

U3: NEUTRAL



U3

U3: NEUTRAL

- **Neither resistant nor receptive. Church is simply not a priority in their lives.**



U4

U4: RESISTANT



U4: RESISTANT

- Carries barriers to church involvement, often rooted in past experiences or perceptions.



U5

U5: HIGHLY RESISTANT



U5

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- **Firmly disengaged from church and unlikely to respond without long-term relational investment.**



U5

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- Firmly disengaged from church and unlikely to respond without long-term relational investment.
- **Most churches overestimate resistance and underestimate receptivity.**



U5

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- More than seven out of ten unchurched people fall into the U1, U2, or U3 categories.



U5

U5: HIGHLY RESISTANT

- More than seven out of ten unchurched people fall into the U1, U2, or U3 categories.
- **The greatest opportunity is often closer than pastors realize.**



**THE GREATEST OPPORTUNITY IS OFTEN
HIDING IN PLAIN SIGHT**



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- Friends, neighbors, coworkers, and family members are frequently more receptive than expected.



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- Friends, neighbors, coworkers, and family members are frequently more receptive than expected.
- Many people simply need someone to take the initiative.
- **Personal invitations remain one of the most effective outreach tools.**



CHURCHES GROW WHEN MEMBERS ENGAGE THE MISSION FIELD



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- Outreach is most effective when members see themselves as missionaries.
- Relational evangelism continues to outperform most programmatic approaches.
- **A culture of invitation creates momentum throughout the church.**



UNDERSTANDING YOUR COMMUNITY CHANGES EVERYTHING



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- Every church has a unique mission field.



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- Every church has a unique mission field.
- **Better understanding leads to better outreach decisions.**



UNDERSTANDING YOUR COMMUNITY CHANGES EVERYTHING

- Churches are more effective when they know where the greatest opportunities exist.



UNDERSTANDING YOUR COMMUNITY CHANGES EVERYTHING

- Churches are more effective when they know where the greatest opportunities exist.
- **Local mission field insights help leaders focus their efforts strategically.**





INTRODUCING THE **UNCHURCHED** RECEPTIVITY REPORT





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- The Unchurched Receptivity Report helps churches understand the mission field around them.





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- The Unchurched Receptivity Report helps churches understand the mission field around them.
- **Churches receive insights about local unchurched populations and receptivity.**





INTRODUCING THE **UNCHURCHED** RECEIPTIVITY REPORT

- Each report includes a customized analysis of the community surrounding the church.





INTRODUCING THE **UNCHURCHED** RECEPTIVITY REPORT

- Each report includes a customized analysis of the community surrounding the church.
- **Church leaders receive practical recommendations for reaching the people around them.**





INCLUDED IN EVERY REPORT





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- **Estimated local unchurched population**





INCLUDED IN EVERY REPORT

- Estimated local unchurched population
- **U1–U5 receptivity analysis**





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- Estimated local unchurched population
- U1–U5 receptivity analysis
- **Average worship attendance benchmark**





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- Estimated local unchurched population
- U1–U5 receptivity analysis
- Average worship attendance benchmark
- **National church size percentile ranking**





INCLUDED IN EVERY REPORT

- **Primary Opportunity assessment**





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- **Strategic Focus recommendations**





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- Primary Opportunity assessment
- Strategic Focus recommendations
- **Trajectory Insight**





INCLUDED IN EVERY REPORT

- Primary Opportunity assessment
- Strategic Focus recommendations
- Trajectory Insight
- **Actionable next steps**





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RECEPTIVITY REPORT**





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- Customized for your church and community
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- **Designed to help leaders understand and engage their local mission field**





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- **A practical pathway for moving from information to action**





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- A practical pathway for moving from information to action
- **Helps churches mobilize members toward outreach and invitation**





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- **Designed to complement the Unchurched Receptivity Report**





QUESTIONS?



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THANK YOU!



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