

Marketing Your Church Concepts And Strategies

Not only do Paul's Missionary Journeys have something to tell today's missionaries who are trying to plant churches, but his journeys follow what we think of as a very modern concept the seven steps used in strategic marketing. This book is for the young missionary or seminary student who wants to plant churches. Each chapter covers one of the seven strategic marketing steps and shows how Paul's ancient concepts apply to today's world. Bible study classes and discussion groups that are reviewing Paul's journeys will also benefit. Each chapter ends with questions for discussion and thought starters. In addition, there is information on how religions compete in the market place and a section giving some detail of life in the first century. "Larry Waltman has woven together a business model of church growth, along with his understanding of Paul and his approach to church planting. It is an interesting read that should generate a great deal of discussion." -- The Rev. Rod Buchanan, D. Min. "Larry offers valuable information about the culture of the Roman Empire in the Julio-Claudian period. His marketing model prompts you to consider the connections between Paul's planting of churches and planting churches in the 21st century." - Robert E. Bennett, Professor of Classics Emeritus, Kenyon College, Ph.D. Yale, M.A. Theology.

Marketing the church is hot. For many church leaders, marketing might even be the first article of their creed, which goes something like this: We believe that our church determines its identity and mission through the tactics of marketing strategies. Theologians Kenneson and Street offer a thoughtful and provocative protest, with a foreword from Stanley Hauerwas. The authors expose the theological presuppositions that inform the marketing project . . . and help us to see that the marketer's presumption that form can be separated from content of the gospel betrays an understanding of the gospel that cannot help betraying the gift that is Christ. The authors propose an alternative, constructive account of the church's mission and purpose that is not based on exchange of value but on reminding us that the gospel is always a gift - a gift that makes impossible any presumptions that there can be an exchange between human beings and God that is rooted in the satisfaction of our untrained needs. The cross and resurrection challenge the world's understanding of what our needs should be.

Pastoral ministry is challenging work, especially when a pastor ignores the church's "congregational culture" when seeking to minister to church members or implement changes. Just as a pastor studies to interpret the Scriptures in order to understand and preach the Bible, he or she must interpret the local church culture to better understand and move it toward accomplishing its mission and vision. In *Look Before You Lead*, trusted church leadership expert Aubrey Malphurs shows pastors how to read their church's unique local culture, how to change or revitalize it, and even how to combine two cultures when one church adopts another. This unique resource approaches leadership and discernment from a solid, biblical perspective and includes a number of helpful appendixes, such as a behavior, belief, and a values audit, that are key to reading and understanding the culture.

This book focuses on the utility and application of discourse theory and discourse analysis in the sociological study of religious change. It presents an outline of what a 'discursive sociology of religion' looks like and brings scholarly attention to the role of language and discourse as a significant component in contemporary processes of religious change. Marcus Moberg addresses the concept of discourse and its main meta-theoretical underpinnings and discusses the relationship between discourse and 'religion' in light of previous research. The chapters explore key notions such as secularism and public religion as well as the ideational and discursive impact of individualism and market society on the contemporary Western religious field. In addition to providing scholars with a thorough understanding and appreciation of the analytic utility of discourse theory and analysis in the sociological study of religious change, the book offers a cohesive and systematized framework for actual empirical analysis.

Navigate the Minefields and Release the Potential of Women in Your Church

Critical Reflections on Discourse and Dominance

A Practical Guide to Marketing Your Church Message

A Discursive Approach to Institutional Religious Change

How to Spark Immediate Growth in Your Church

12 Ways to Keep Yours Alive

Leading, Growing, and Sustaining God's Church

"I read Phil's book, *Rethink Communication*, and it's excellent. I picked up several nuggets of wisdom for myself, and highly recommend it to anyone looking for practical ways to improve their communication. "John Maxwell The church doesn't have a message problem. The church is facing a message delivery problem. The old communication playbook no longer works. What worked before isn't working anymore. It's time to rethink communication and leverage the greatest opportunities we've ever had to communicate in the church. In *Rethink Communication*, Phil Bowdle walks through the new reality for what attendance, engagement, and attention look like for the church. Then he offers a practical communication playbook you can use to communicate anything in your church-and actually connect. These practical tips and proven strategies will work regardless of size, staff, or budget. Communication has been overlooked for far too long in the church. It's time for that to change. It's time to rethink communication for the church.

Prepare yourself to be inspired and challenged. The Kingdom Crossover Concept is a gift from God and it will help you to develop a passion for your ultimate purpose. Remember, we all were born with a purpose. Sometimes know what we are called to do, but we don't know where to start. Author Demetrius Jackson presents a holistic, integrated, and principle-centered perspective for doing church. Forged around the fundamental purposes for evangelism, fellowship, ministry, discipleship, and worship, Jackson's approach brings to light twelve essentials for a healthy church system. Balancing both theory and practice, the Crossover concepts can be applied to any church setting, regardless of size, denomination, facilities, resources, and existing leadership styles. If you desire to reach a generation and see lives transformed by God, this comprehensive guide will show you how to do it. The Crossover Concept is an essential guide to creating and maintaining a Crossover ministry for longevity. If you are looking for fads, gimmicks or quick fixes for your church, this is the wrong book for you. If you desire to build a biblical foundation for reaching humanity and helping them to experience a lifetime transformation, then this is the right book for you. Marcus Moberg offers a new model of religion and religious life in the post-war era, through focusing on the role of markets and media as vectors of contemporary social and cultural change – and therefore institutional religious change. While there is wide agreement among sociologists of religion that there this area is transforming on a global scale, there is less agreement about how these changes should best be approached and conceptualized. In a time of accelerating institutional religious decline, institutional Churches have become ever more susceptible to market-associated discourse and language and are ever more compelled to adapt to the demands of the present-day media environment. Using discourse analysis, Marcus Moberg tracks how new media and marketing language and concepts have entered Christian thinking and discourse. Church, Market, and Media develops a framework that approaches changes in the contemporary religious field in direct relation to the changing socioeconomic makeup of contemporary societies on the whole. Through focusing on the impact of markets and media within the contemporary religious setting of mainline institutional Christian churches in the Western world, the book outlines new avenues for further theorizing the study of religious change.

In education, politics and religion, there are strong indications that discourse is becoming marketized. Around the world, government ministries have re-defined themselves as "service providers," universities draw up "market-driven" curricula, job seekers are asked to "package themselves" more effectively, and there are advertising agencies specialising in "the Christian marketplace." And it is not only word choice that is effected; higher-level linguistic patterns, such as genres and discursive practices (witness, for example, the text and talk connected with performance measurement and public relations), are also drawn into the orbit of market forces. Through an intricate dialectic, such patterns of linguistic choices, in turn, reinforce the social structures that shape them, further consolidating the marketization process. In a related development, language within the business domain itself is increasingly shaped by strategic planning and control, for example in branding, message design, and the promulgation of management buzzwords. Marketization thus emerges as a globally unfolding process in which language holds a key position as both cause and effect, and as both subject and object. The book examines these phenomena from a linguistic and critical perspective, drawing on critical discourse analysis, sociological treatises of market society, and critical management studies.

Growth Without Compromising Your Message and Mission

Church Planting with Paul

Discourse Theory and Analysis for the Sociology of Religion

The Exploitation of Our Longings for Connectedness

Inculturation

Concepts and Strategies

101 Great Ideas for Growing Healthy Churches

Why does a church 's online presence matter? Expert church communication and marketing strategist Katie Allred outlines how churches can continue advancing the gospel and reach more people using new methods of communication. Designed for pastors, church leaders, and volunteers, *Church Communications* guides the reader through practical steps a church can take to strengthen their digital footprint. Allred gives guidelines for a range of issues from creating marketing strategy, designing branding, how to set up and run social media, and more. All churches are storytellers on a mission, and new digital mediums play a vital role in the life and growth of the church.

For pastors and parish councils to develop and evaluate their strategies of marketing of the parish. Helpful, practical, and common-sense wisdom that will increase your visibility.

Over 90 percent of all Christian churches in the United States have fewer than 200 members. While they vary in shape, size, ethnicity, and denomination, they have one thing in common: the desire to grow. So why is it that some churches fail to grow for years, while other congregations in the same community increase exponentially? The problem, says church marketing authority Richard Reising, is that most churches should not be doing promotion. Instead, they should focus on the preparation that will make members eager to invite others. In *ChurchMarketing 101*®, he demystifies basic marketing principles for the church, evaluates them against biblical principles, and illustrates how simple changes can remove roadblocks that hinder members from reaching out. Reising's simple yet insightful approach will be invaluable to pastors and ministry leaders from churches of all denominations and styles.

This compelling account of how Andean Christians have inculturated the Gospel and the challenges that confront them provides a real-world view of the urgent process of inculturation. In the context of pluri-cultural development of the church, this process is one that affirms that both culture and history are transformed by the Spirit of God. Inculturation surveys Andean culture and religious traditions, drawing from day-to-day experience in the transformation of education and social action, personal and communal life, spirituality, and the whole of Christian mission in today's world. It also discusses current evangelization trends worldwide, examining negative as well as positive examples of inculturation, and offers guidelines for future efforts.

How to Discern and Shape Your Church Culture

Marketing Your Church to the Community
Church Marketing 101

A Decision-Maker's Guide to Shaping Your Church

Dying for Change

The Crossover

A startling 85% of churches in the US are plateaued or declining, a trend that has been building for the past fifty years. In the face of shrinking attendance and lagging spiritual growth, pastors and church leaders are understandably discouraged and demoralized. But the first step to turning things around is hope. Church health expert Gary McIntosh offers this hope by showing church leaders the first things they need to do to make a new start for their church. God can and does restore churches to new life, even as he restores individuals. The street-smart ideas and step-by-step instructions found in this book are ones that pastors and church leaders can put to use immediately in their churches to bring about solid growth and renewed hope for the future.

Ignite is the ultimate how-to book for church leaders who want to reach more people for Jesus Christ. Pastor and founder of Church Leader Insights, Nelson Searcy, will provide practical, inventive guidelines for bringing first-time guests through the doors. This book sets forth a step-by-step, biblically grounded, proven plan for creating immediate church growth by utilizing a "Big Day" to mobilize the church for evangelism. This user-friendly guide will show church leaders what they need to do to reach the unchurched in their communities and break through the debilitating growth barriers that are holding them back. Through the inspiration of testimonies and stories, combined with the down-to-earth, applicable teaching that Searcy readers have come to expect and appreciate, Ignite will give church leaders the tools they desperately need to reach and keep modern-minded, unchurched people to create and sustain growth momentum.

Churches are facing a crisis of epidemic proportions: attendance is dropping, empty pews are not being refilled, and doors are closing! Unfortunately, the leadership in today's churches are not trained, nor equipped, to handle this crisis. Leaders at all levels must know how to be an effective leader and communicate in a 360-degree radius effectively with each person they are in contact with. Knowing and understanding what the objectives of the church are is of paramount importance. Planning for church growth is more than a simple prayer. Church growth starts with prayers, visions of where God wants the church to go, and an evaluation and analysis of where the church is. Unfortunately, not every church is prepared for growth and must take the necessary steps to be prepared for growth. Love sells itself, and love must be shown to all those who not only enter the church's doors, but throughout the community. Love is not shown by being the loud carnival barker who is selling chances to win a stuffed animal, but by actions. Love is a warm smile, a heartfelt welcome, a firm handshake or hug, a short sweet introduction, a sincere inquiry about the person, and most importantly, love is listening. Love does not sell anything, especially denominationalism. The life cycle of the church must be understood, and leadership must know where the church is in the life cycle. In order to extend the church's life cycle, new ideas and services must be continuously developed and initiated in order to stay relevant. This relevancy leads to a strong brand for the church. This book was developed with interviews and conversations with pastors and clergy from all walks of faith and from all areas of the United States. Regardless of the denomination, this book is designed to guide church leaders through the necessary steps in order to grow and market your church.

As Counterfeit Community shows, building genuine community means no quick fixes and no false appeals. The hard work of weaving relationships must be combined with political, economic, and social change to counter the counterfeit trend.

From Concept to Success

Concise Encyclopedia of Church and Religious Organization Marketing

Church Parish Marketing E-handbook

Relationship Marketing: A broad church : conceptual and theoretical development in relationship marketing

Selling Out the Church

100 Ways to Get Your Church Noticed

1001 Marketing Ideas

We are in a new era of communication. The internet and social media have changed the way we connect and communicate with each other. As the body of Christ, it is important that we understand these changes, so that we can effectively serve others. Whether you are an established organisation or an individual starting your ministry, this book will help you understand these global, technology-enabled changes and how they impact churches, nonprofits and individuals in ministry. The four-part communication model and the six-step framework presented in this book will help you successfully implement a social media and digital ministry program, laying a strong foundation for the future of your ministry. Section I - Why the Church should use Social Media: In the first section, the book talks about the importance of using digital, online and social communication medium. The book explores the evolution of a new type of audience - the connected audience - and helps the reader learn the biblical basis of social media marketing and its relevance to the Great Commission. Section II - The Communication Model: In the second section, the book introduces the four-part communication model. The author lays out a broader vision of a smooth, seamless communication within the Church, as one body using social media and technology. Section III - The Framework for Implementing the Communication Model: In the third section, the book moves from visioning mode to action mode. The author presents a six-step framework as a practical means to implement the communication model in your ministry. This is a hands-on implementation section that examines management strategies, marketing strategies and operational details. Section IV - Future Trends that will Impact the Church: In the fourth and final section, the book returns to a visioning mode as the author identifies key future trends and discusses ways in which churches, nonprofits and ministries can prepare themselves for the future. Foreword is written by Mark W. Schaefer - Social media keynote speaker, college educator, consultant, and best-selling author of six marketing books including Known, The Content Code, Social Media Explained and The Tao of Twitter. Introduction is written by Rev. Sam P. Chelladurai - Senior Pastor of AFT Church. He is one of the most prominent and respected Bible teachers in India.

Most churches are not as effective as they could be in their marketing ministry because printed communications are not seen as vital and essential tools in church growth. Often, church publications primarily consist of getting the bulletin and newsletter completed, plus whatever flyers people need for youth group meetings or the church potluck. This book gives a simple how-to explanation of how to implement a church marketing plan. Using church growth paradigms combined with proven marketing strategies and specific publication techniques, this book shows pastors, church leaders, and administration staff how to produce publications that will grow their churches and change the lives of people in congregations. This book assists pastors and other church leaders intentionally move people from one stage of church growth to the next.

Are you ready to see your church impact more people than you have ever before? Are you tired of church leadership books that are long on theory but short on practical help? Have you wanted to reach more people in your community but you weren't sure where to start? Are you worried that your church isn't reaching its full potential? "Church Growth Flywheel : 5 Practical Systems To Drive Growth at Your Church" is full of helpful insights to help your church reach more people starting today! Bestselling author, Rich Birch, has pulled together his own hard-fought experience leading within one of the fastest growing churches in the country as well as over 200 interviews with church leaders from prevailing churches. What Church Leaders are Saying About Church Growth Flywheel: "Rich is right again. Momentum is hard to catch, easy to lose, and most important. If Flywheel has any importance, it has loads of importance. Don't miss this book!" - Clay Scroggins, Lead Pastor, North Point Community Church "Rich Birch has knocked it out of the park with Church Growth Flywheel. His new book is full of practical helps for church leaders looking to reach more people in their communities. Rich cuts through the theory and offers solid advice and guidance that you can put into action right away." - Dan Reiland, Executive Pastor, 12Stone Church, Lawrenceville, Georgia "Rich Birch has been reading my mind! After reading the first 15 pages, I made this book mandatory reading for my entire staff." - Hal Seed, Chief Mentor at PastorMentor.com and Founding Pastor of New Song Community Church "What an incredible book! Rich has a unique way of sharing real and relevant practices from his experience and conversations that will no doubt be a game changer for you and your church community. Church Growth Flywheel is a gift to church leaders filled with practical yet challenging steps to help initiate growth and change within your community. And what church leader doesn't want to see more lives changed by Christ!" - Sonja Waltman, Executive Director of Ministries at LCBC Church "Rich brings a wealth of passion, knowledge and experience to the subject of church growth. He presents a treasure trove of best practices and learnings around engaging people in your city with the message of Christ. Church Growth Flywheel is full practical steps that you can actually start doing and growing in your church, today. I'm so grateful for Rich's voice on this subject and I think you will be too." - Carey Nieuwhof, Founding & Teaching Pastor, Connexus Church "I've followed Rich Birch for many years as he has had a front row seat to some of the fastest-growing churches in North America. That's why I got excited when I heard he was releasing a book with some of what he has learned. You will be energized, informed, inspired, and equipped after reading Church Growth Flywheel." - Tim Stevens, Vice President of Consulting, Vanderbloemen Search Group "Insanely practical... super simple... and absolutely essential! Rich Birch has captured the disciplines and behaviors that will allow your church to experience growth that enables you to thrive. Buy one for every member of your team and read it together!" - Jenni Catron, Founder/CEO The 4Sight Group and author of The 4 Dimensions of Extraordinary Leadership "Most pastors I meet are frustrated since they are trying tons of tactics for growth, but not seeing any results. It isn't good enough to just go out and just do 100 things. Rich's system is what they are lacking. For sustained growth,

you need an end to end process that's strategic and easy to follow. This book gives you the entire blueprint in one shot." - Kenny Jahng, Founder, Church Butler Social Media LOOK INSIDE for more endorsements!

With classic and contemporary writings from influential figures in the field, this work explores the theory and practice of relationship marketing.

Church Growth Flywheel

New Dawn of the Church in Latin America

Jazz and Christian Freedom

There's Hope for Your Church

The Connected Church

Updated and expanded edition

Look Before You Lead

First published in 2006, this book is packed with simple, good advice and ideas for generating publicity for your church and its mission. This updated and enlarged edition includes extensive new material on using social media. Written in clear and jargon-free language, it offers advice on ~ Developing an effective communications strategy ~ Creating or updating your website ~ Making the most of Facebook, Twitter and other social media sites ~ Putting your building to work, inside and out ~ Giving your publications a makeover ~ Liaising with the media Illustrated throughout with real examples that have worked successfully, this essential resource makes communication expertise readily accessible for churches in all contexts.

Church Marketing 101Preparing Your Church for Greater GrowthBaker Books

By analyzing the present-day church and examining societal trends, Carl George presents a model that can mobilize your church for outreach.

Abingdon Press & The Church of the Resurrection Ministry Guides are the #1 choice for recruiting, motivating, and developing lay leadership for specialized ministries from A to Z. For those sharing the vision of reaching out with welcoming arms and a welcoming message, Marketing Your Church to the Community stands ready to help. Written clearly, concisely, and entertainingly, this guide will: * Arm you with ideas for getting your message right * Direct you through the marketing options maze * Help you keep your cool--while getting everything done Each guide in the Abingdon Press & The Church of the Resurrection Ministry Guides is user-friendly, encouraging, and full of ideas that can be put into use right away--even on a limited budget or no budget at all!

How Missional Leaders Cast Vision, Capture Culture, and Create Movement

Counterfeit Community

Church, Market, and Media

Language and the Market Society

Ignite

Marketing Your Church

Preparing Your Church for Greater Growth

Focusing on what facilitates effective leadership, church growth, and retention, this book sets forth a process-oriented framework for understanding the dynamics of church growth and what works for and against it. The author, who is currently serving as the senior pastor of a local church in the City of Brampton, Ontario, for more than twenty years, highlights basic concepts and practices related to church leadership and growth. He considers questions such as: Why do some churches grow in numbers while others lag? What are the dynamic processes, strategies, and pathways that underlie effective leadership, church growth, and retention? How can the answers to these questions inform endeavors to increase and retain church membership? The author also asks if it's true that God is in partnership with his leaders, why are so many of our local churches not growing but declining? The world the church was established in more than two thousand years ago is not the world we live in today. Rethink what it means to lead, grow, and retain membership in a changing world with this important book.

Tired of following the latest church-growth fad? In many churches, building vision means embracing the ideas of the latest guru and jumping from one program to another. Ministry decisions are made according to the crisis of the moment or the pressures of the bottom line. Long-term planning can seem like an impossible dream. This book offers something different. Here are ideas that have stood the test of time--ideas from the most significant Christian leaders of the last five hundred years. Your church can implement key strategies from the lives and writings of the reformers: Gain a vision for truth. Renew your quest for holiness. See how delighting in God will inspire your worship. Bring renewal with a biblical model of revival. Build leaders with a time-tested plan for discipleship. Energize your vision for missions. Grow together with key principles of Christian community. And who makes up the panel of expert consultants who will guide your vision for lasting change? None other than Martin Luther, John Calvin, Jonathan Edwards, William Carey, John Wesley, Richard Baxter, Dietrich Bonhoeffer and more. Each of the ten great ideas found in this book provides a biblically based and historically rooted vision for your church over the long haul. Do you want to revitalize the work of your church? Here are ten of the best ways in history to make it happen.

A recent survey of America's Protestant churches estimates that 85 percent have plateaued or are declining in membership. The rapid and complex changes transforming Western society have left many churches and ministry organizations teetering between ineffectiveness and extinction. They must learn to meet the challenges of the present and upcoming generation--quickly.Leith Anderson has successfully guided his own church through a process of extraordinary growth and change. Out of his experience, research, and presentations has come the material for this book. Dying for Change is not intended to be a simple formula for success. Change is extremely difficult--but absolutely necessary.

This comprehensive new book is the first guide to applications in marketing concepts in church and ministry services. Demonstrations of marketing concepts and techniques for effectively meeting the needs of constituents dispel any negative connotations about marketing religious organizations. Straightforward presentations of basic marketing principles emphasize their use in churches or ministries. This invaluable book features two complete marketing plans--one for churches, one for ministries--as examples to use in developing your own marketing plan. Marketing for Churches and Ministries addresses: what marketing is and is not. It describes how marketing can be successfully used as a tool by a church ministry. constituent analysis, showing how analyzing needs is the starting point in planning. the steps involved in marketing planning. program decisions needed to develop an effective program. communications programs and tools and how to use them effectively. how to obtain contributions and services of contributors. An excellent introduction to the marketing of churches and ministries, this volume blends sound theory with practically oriented instruction to facilitate the application of these principles to individual organizations. The definition of marketing in this helpful book is based on a system of voluntary exchanges and will assist you in analyzing the needs of constituents, developing programs to meet these needs, providing programs at the right time and place, communicating effectively with constituents, and attracting the resources needed to underwrite the activities of the organization. Church administrators and pastors will find Marketing for Churches and Ministries a practical tool for applying marketing strategies to their ministries while undergraduate students majoring in church administration will find it useful as an introduction to the marketing of churches and ministries.

Marketing for Churches and Ministries

Religion, Discourse, and Society

Church Unique

7 Ancient Concepts, 7 Successful Marketing Techniques to Use for Church Planting Today

Concepts and Strategies for Success

Easy to Use Guide to Market Your Church Parish Deanery

Marketing the Church

Written by church consultant Will Mancini expert on a new kind of visioning process to help churches develop a stunningly unique model of ministry that leads to redemptive movement. He guides churches away from an internal focus to emphasize participation in their community and surrounding culture. In this important book, Mancini offers an approach for rethinking what it means to lead with clarity as a visionary. Mancini explains that each church has a culture that reflects its particular values, thoughts, attitudes, and actions and shows how church leaders can unlock their church's individual DNA and unleash their congregation's one-of-a-kind potential.

Presents twelve lessons on keeping a church alive, discussing the consistent themes the author found in dying churches.

A variety of experienced church leaders, missionaries and other practitioners share simple and effective ideas for enhancing the life, worship and witness of every local church. With humour, realism, real-life stories and top-tips for dealing with challenging situations, here is a welcome aid for all clergy and lay church leaders.

Contemporary Western society has a strange relationship with freedom. Unbridled subjective liberty and narrow fundamentalism pull away from each other in mutual loathing while sociological forces seek to manipulate both sides. The church needs to recover and reconstruct a theology of freedom to navigate between the perils of both extremes and to avoid being manipulated by these forces. Just as biblical figures are taught through parables and metaphors, this book uses jazz improvisation as an analogy for Christian freedom. Just as jazz improvisation relies on successfully navigating constraints such as the history and traditions of jazz, jazz theory, and musical instruments, so Christian freedom also relies on constraints such as the biblical canon, church history, theology, and the church itself. Through understanding the freedom jazz musicians enjoy in making music together, we can better understand how Christian freedom might be enacted in daily life. If Western churches discover and enact Christian freedom in a meaningful way, the songs that they improvise will be as siren calls to people in chains.

Methods and Marketing

Preparing for Growth and Marketing in Today's Church

Rethink Communication

10 Great Ideas from Church History

The Dangers of Church Marketing

Autopsy of a Deceased Church

Improvising against the Grain of the West

Ministry Marketing Made Easy defines Ministry Marketing a s everything the church does to share the story of Jesus. This book challenges church leaders with a totally different and practical approach to marketing the church's message. Often, church leaders define marketing as spending large amounts of money on big ads in the church page section of local newspapers, building a killer web site or a dozen other standard marketing ideas that cost lots of money, or creating publications in full color that are professionally printed. Just as often, the church realizes very little return on its investment. Ministry Marketing Made Easy provides alternative, practical ways for church leaders to communicate the church's message. This book deals with how to reach people where they are today; people who: · are authority indifferent· are time starved· have no understanding of Christian terms or references· and yet are spiritually seeking. Reaching people with the church's message isn't as hard as you might assume. Rather than using fancy expensive ads, the book recommends the use of: · postcards and business card-sized invitation cards· ads in movie theaters and other unexpected places· bulletins that make sense to people who visit the church for the first time· welcome centers that really welcome people· messages repeated enough times for even erratic church attendees to know what is going on· niche newsletters, and more. Ministry Marketing Made Easy also suggests radical ideas to reach the unchurched, such as: · becoming a local media spokesperson for Christianity· allowing coffee inside the worship space during the service· setting up a smoking area at church· using pop-culture as the source for sermon illustrations· serving the community by doing what no one else wants to do. Finally the book provides practical tips on how to: · manage Marketing Ministry volunteers· choose

the right combination of software and printing tools· find resources that will make your Ministry Marketing more effective. ~ What would your church look like if it maximized the dormant gifts of the women God has brought there? Discover how to develop and leverage the leadership abilities of women within your congregation. Leadership and people development veteran Kadi Cole offers a practical strategy to help church and organizational leaders craft cultures that facilitate the development of women as volunteer and staff leaders. In Developing Female Leaders, Cole shares eight easy-to-implement "best practices" that help accelerate a woman's organizational contribution, such as: Seek to understand Clearly define what you believe Mine the marketplace Integrate spiritual formation and leadership development Be an "other" Create an environment of safety Upgrade your people practices Take on your culture Combined with current research, thorough appendices and references add even more guidance for setting vision, milestones, and goals. Using interviews and surveys of more than one thousand women in key church and organizational roles, Developing Female Leaders is a one-of-a-kind resource for identifying what is missing today in your church to help it flourish in the future.

Every church is driven by something. Tradition, finances, programs, personalities, events, seekers, and even buildings can each be the controlling force in a church. But Rick Warren believes that in order for a church to be healthy if must become a purpose driven church by Jesus. Now the founding pastor of Saddleback Church shares a proven five-part strategy that will enable your church to grow. . . - Warmer through fellowship - Deeper through discipleship - Stronger through worship - Broader through ministry - Larger through evangelism. Discover the same practical insights and principles for growing a healthy church that Rick has taught in seminars to over 22,000 pastors and church leaders from sixty denominations and forty-two countries. The Purpose Driven Church® shifts the focus away from church building programs to emphasizing a people-building process. Warren says, "If you will concentrate on building people, God will build the church."

Spiritual management is required for spiritual organization, and yet a ministry's master plan should be the Master's plan for that ministry. Church and Ministry Strategic Planning assists readers in developing a Biblically based blueprint for carrying out the many activities in which the church or ministry is involved. The authors show clearly how careful planning is inspired by the Scriptures ("Suppose one of you wants to build a tower. Will he not first sit down and estimate the cost to see if he has enough money to complete it?"--Luke 14:28) and how it improves making decisions today which ultimately affect the ministry's effectiveness tomorrow. Church and Ministry Strategic Planning covers all areas of this type of planning and can be read and reviewed quickly. Through the use of a model of the strategic planning process, the authors show how to develop mission statements, define strategic objectives, develop strategy options and operating strategies, appraise performance, and monitor strategic planning. Readers are led step-by-step through these key areas of creating a strategic plan. Examples and worksheets at the end of each chapter enable pastors, administrators, and lay leaders to develop a strategic plan fitting to their specific ministry or church. The appendices provide tools used in planning as well as a complete sample strategic plan for a large church. Put these concepts to immediate use in decisionmaking and pursue God's purpose and vision for the church or ministry. If readers take the time and effort to study this book, apply its format, and prayerfully keep God in every step of the plan, here is what the authors believe plan administrators can expect: 1. A sense of enthusiasm in the church or ministry 2. A 5-year plan in writing to which everyone is committed 3. A sense of commitment by the entire church to its overall direction 4. Time for the leaders to do what they have been called to do 5. Clear job duties and responsibilities 6. Clear and evident improvement in the health and vitality of every member of the church staff 7. Measurable improvement in the personal lives of all those in responsible positions with time for vacations, family, and personal pursuits 8.The ability to measure very specifically, the growth and contribution made by senior pastors or evangelists at the close of their careers 9. Guaranteed leadership of the church or ministry because a plan is in place--in writing--and is understood. Even more importantly, a management team and philosophy will be in place to guide the church or ministry into its next era of growth Explore this Biblical perspective on planning and develop a strategic plan that is systematic and continuous and allows the church or ministry to assess its market position, establish goals, objectives, priorities, and strategies to be completed within specified time periods, achieve greater staff and member commitment and teamwork aimed at meeting challenges and solving problems, and muster its resources to meet these changes through anticipation.

Church and Ministry Strategic Planning

Developing Female Leaders

Prepare Your Church for the Future

5 Practical Systems to Drive Growth at Your Church

A Social Media Communication Strategy Guide for Churches, Nonprofits and Individuals in Ministry

The Purpose Driven Church

First Steps to Restoring Health and Growth

Discover the marketing basics to draw new members—and more funds—to your church! Though more and more religious organizations increasingly attempt to use marketing techniques to improve response, little literature exists to explain crucial concepts, terms, and strategies. The Concise Encyclopedia of Church and Religious Organization Marketing fills this gap by providing novice marketers with basic theories and terms in easy-to-understand language. This A-to-Z reference presents the essential concepts and techniques, such as benefits to constituents, target markets, market research, and advertising, all with plain and concise explanations to apply to your situation, all aimed to effectively increase the numbers and resources of your faith-based organization. As people become increasingly inundated with advertising and given more choices, the need for a religious organization to cut through this informational clutter to present its own positive features to the right audience becomes vital. From social cause marketing to measuring attitudes of respondents and constituent analysis, the Concise Encyclopedia of Church and Religious Organization Marketing details the tools needed to measure and increase positive response to allow your organization to effectively compete in today's world. Numerous figures and tables clearly illustrate more complex concepts and terms to make comprehension fast and easy. An appendix has been included that provides a complete review of the early and contemporary literature applicable to marketing and religion as well as the origins of religious organizational marketing. The Concise Encyclopedia of Church and Religious Organization Marketing clarifies foundational marketing concepts and terms as they relate to church and religious organizations. Entries include: benefits brand equity cause-related marketing communication methods competition competitive advantage constituent analysis and behavior controlling marketing activities data collection and analysis demographics quantitative research directive marketing focus groups geodemographics marketing planning and research new program development performance evaluation and control publicity SWOT analysis—Strengths, Weaknesses, Opportunities, and Threats of an organization target audience and so much more! The Concise Encyclopedia of Church and Religious Organization Marketing is the perfect source for marketing beginners looking for the basic knowledge needed to market their church or organization, as well as being a quick bookshelf reference for more experienced religious marketers.

Ministry Marketing Made Easy
A Playbook to Clarify and Communicate Everything in Your Church
A MODEM Guide
Church Communications