

# Diocese of Atlanta



## Membership Growth

Presentation 1—For Congregational Leaders

an adaptation from Project Resource  
Office of Congregational Vitality



# Ever experienced this?



We're  
Searching for  
Volunteers

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# What is “Circle of Stewardship”?



A resource for **BEST PRACTICES**  
for Congregational Stewardship



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Membership Growth



Annual Campaign



Planned Giving

Office of Congregational Vitality

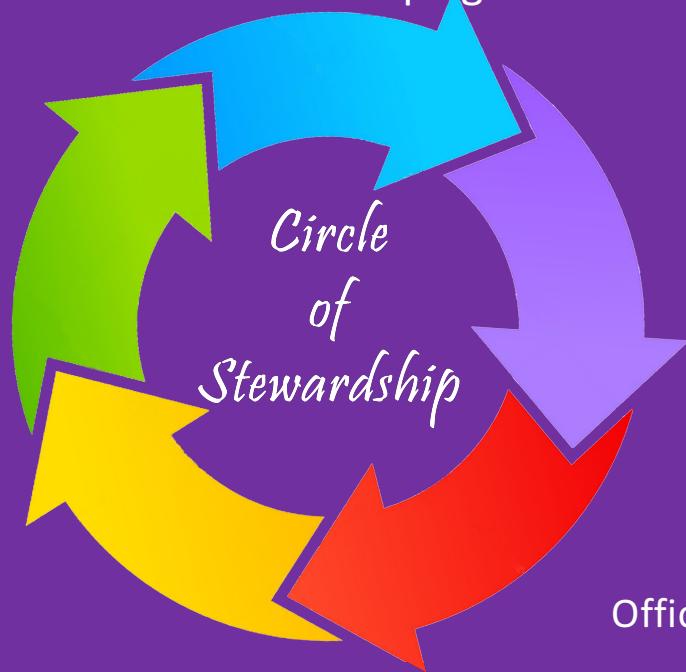




Membership Growth



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# Membership Growth as Resource



This Session's Focus:  
Membership Growth

<sup>1</sup> [http://www.episcopalchurch.org/files/new\\_facts\\_on\\_growth\\_2014\\_final.pdf](http://www.episcopalchurch.org/files/new_facts_on_growth_2014_final.pdf)



# Membership Growth as Resource



“Come and See” Campaign



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# “Come and See” Campaign

Ancient Slogan



“Come &  
See”

+

Basic Sales  
Technique



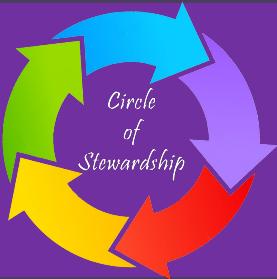
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Measurable Goals



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# 1. Ancient Slogan



The “come and see” slogan:

- Jesus saw them following and asked, ‘What are you looking for?’ They said to him, ‘Rabbi’ (which translated means Teacher), ‘where are you staying?’ He said to them, ‘Come and see.’ They came and saw where he was staying, and they remained with him that day. John 1:38-39





# “Come and See” Campaign

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Personal  
Invitation

+

Measurable Goals



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## 2. Personal Invitation



- What do you love about your church?
- When was the last time you made a recommendation to a friend (restaurant, product, book, movie)? Or a friend made one to you?



# Discussion



## TABLE DISCUSSION:

- When was the last time you shared about a personal church experience that meant a lot to you?
- When was the last time you invited someone to church?





# Personal Testimony

Watch:

*Come and See: Welcoming the New Member*

Saint David's Episcopal Church  
*Roswell*



DIOCESE of ATLANTA  
*The Episcopal Church in Middle and North Georgia*

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# Discussion



## TABLE DISCUSSION:

- Create a “commercial” for your church based on a personal testimony





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Personal  
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Measurable Goals



Pledges of  
Conversations

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# “Come and See” Campaign

- Parishioners are trained to make personal invitations to someone they know to “come & see” their church
- Parishioners pledge a measurable number of personal conversations/invitations they will make on a pledge card
- Works in conjunction with year-round stewardship; raise money in the fall, raise people in the spring



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# “Come and See” Campaign

## Intended Results:

1. Congregation turns from inward (maintenance) focus, to an outward (growth) focus
2. Expand volunteer base & donor base of a church, more possibilities for ministry
3. Provide structure & training for members to share their experience of church
4. Provide measurable goals to bring people into contact with the church
5. Allow for differing levels of comfort with “sharing faith”



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# Examples



Parishes that are trying things like this:



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# “Come and See” Campaign



- A tour of resources:
  - Link to video overview
  - Planning overview
  - Direct mail
  - Checklist
  - Underwriting
  - Congregational training
  - Sample letter



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# “Come and See” Campaign

For more information about the “Come and See” Campaign for Membership Growth, please contact:



## Canon for Ministry

The Rev. Canon C. John Thompson-Quartey

[jthompsonquartey@episcopalatlanta.org](mailto:jthompsonquartey@episcopalatlanta.org)

404-601-5320 or 800-573-6743, ext. 121

## Circle of Stewardship

Circle of Stewardship was adapted from Project Resource, a service resource, by The College for Bishops, The Development Office of the Episcopal Church and The Episcopal Church Foundation.

“Come & See” Campaign for Membership Growth information developed for the Diocese of Atlanta by the Rev. Canon C. John Thompson-Quartey and Sally C. Ulrey  
Photos: Bill Monk

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