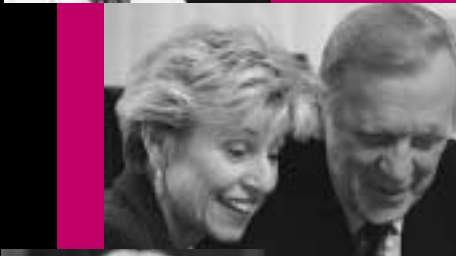


One-Day Seminar



# “Welcome to the Family!”



## How to Assimilate Newcomers into Your Church



- ✓ Improve your welcome to newcomers
- ✓ See more first-time visitors return
- ✓ Help new members become active members
- ✓ Close the “back door” to inactivity

### 1 One-Day Seminar

Co-sponsored by:



CHURCH GROWTH INCORPORATED

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Pittsburgh .....	March 15
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Washington, DC .....	April 21
Grand Rapids .....	May 17
Chicago .....	May 18
Milwaukee .....	May 19

See [www.ChurchGrowth.net](http://www.ChurchGrowth.net) for location and registration information.

# *This one-day seminar will help you:*



## **as-sim-i-lāte:**

*To include into the larger  
whole; to involve;  
to make one.*

Wouldn't you love to see an increase in the number of members who are actively involved in your church...participating in small groups...engaged in a meaningful ministry...supporting the church financially? Assimilated members do just that.

*But it won't happen automatically!*

This seminar will help you better understand the dynamics of welcoming people into the family, and successfully assimilating newcomers into your church life. It is practical...hands-on...real-world.

Churches are encouraged to bring at least three people to share in this learning experience, in order to best understand and apply the insights from this dynamic seminar.

- **Discover** how, when, and where churches convey first impressions to newcomers.
- **Learn** what experiences make the biggest impressions on visitors.
- **Increase** the number of your first-time visitors who come back again.
- **Explore** the difference between your new members and your long-time members...and why it's important.
- **Define** the characteristics of an active (assimilated) member...and how to get there from here.
- **Learn** to listen for clues in your new members' conversation that will tell you whether they feel a part of the church.
- **Understand** why most drop-outs leave in the first year...and how to "close the back door" of your church.

## **Why Bother with Assimilation?**



- Church members often believe they are "friendly"...but visitors may leave with just the opposite feeling!
- Every visitor has "first impressions"...but most churches aren't aware of, and don't focus on, the experiences that create those impressions
- Churches often leave visitor follow-up, and new member assimilation, to chance
- Of all church members who drop out, over 80% leave in the first year
- 40% of the members in the average church are inactive
- New members do not "automatically" become active members
- The longer a church has gone without many new members, the harder it is to assimilate new ones
- It's much easier to involve newcomers early than to reactivate drop-outs later

# During this one-day seminar you will learn:

## SESSION ONE 1 An Introduction to Assimilation

Every church has a “back door.” But the back door in some churches is open much wider than is necessary or healthy. This session will help you better understand your church’s attrition rate, and determine whether you should raise the priority of assimilation in the life of your church. We will consider important assumptions about the assimilation process.

## SESSION TWO 2 Visitors: The Key to Growth

Research of first-time visitors reveals why some do return and others don’t. In this session we will learn what influences a visitor’s decision to return to the church again, and how to assess your church in these key areas. Five guidelines will be presented for increasing your visitor return rate, and you will be encouraged to consider their application to your situation.

## SESSION THREE 3 The First Year

Of all those who drop out of active church involvement, over 80% do so in the first year of their membership. The first twelve months are critical for assimilation of the newcomer. In this session we will learn more about why some new members stay while others leave...and how to increase the number who become active and involved during the first year.

## SESSION FOUR 4 Characteristics of an Assimilated Member

What is an ideal, assimilated member? What does he do? What does she say? How do they feel? Ten characteristics are suggested of an assimilated member before you are given the opportunity to consider the qualities you would like to see in your own church’s active members.

## SESSION FIVE 5 Small Groups: A Key to Assimilation

A healthy small group network has many benefits, including the fact that it is the best vehicle for assimilating newcomers into the church community. But just the existence of small groups does not guarantee effective assimilation. This session provides helpful guidelines for nurturing a healthy small group system in your church that will help assimilate newcomers.

## SESSION SIX 6 Steps to Effective Assimilation

Capsulizing the day, this session presents specific “action steps” recommended to help you move from the conclusion of the seminar to the beginning of an exciting new day of growth through welcoming newcomers into the life and family of your church.



## Do You Have an Assimilation Problem?

Consider your church and answer the following questions:

YES NO

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | 1. Are there large numbers of “transfers out” who keep the same residency?  |
| <input type="checkbox"/> | <input type="checkbox"/> | 2. Are there more than 50% of your people with no role, task, or small group involvement?                                       |
| <input type="checkbox"/> | <input type="checkbox"/> | 3. Is there a large gap between church membership and average worship attendance?   |
| <input type="checkbox"/> | <input type="checkbox"/> | 4. Is there a high percentage of members whose worship attendance is one Sunday per month or less?                              |
| <input type="checkbox"/> | <input type="checkbox"/> | 5. Do many of your members feel “left out”?   |
| <input type="checkbox"/> | <input type="checkbox"/> | 6. Are there a large number of first-time visitors who don’t come back?   |
| <input type="checkbox"/> | <input type="checkbox"/> | 7. Is there a high percentage of new members who were not exposed to the ministries and people of your church prior to joining? |
| <input type="checkbox"/> | <input type="checkbox"/> | 8. Are there a large number of new members who don’t have a friend or relative in the church?                                   |
| <input type="checkbox"/> | <input type="checkbox"/> | 9. Are there members whose level of involvement suddenly declines?  |

If the answer to many of these questions is “yes,” you may have an assimilation problem. **WELCOME TO THE FAMILY—HOW TO ASSIMILATE NEW MEMBERS INTO YOUR CHURCH** will help more members (including new members) become active members. It helps them...and it helps the health and growth of your church.

## Who Should Attend?

- Senior pastors
- Church staff responsible for evangelism, assimilation, or member involvement
- Lay persons on assimilation or member involvement committees
- Church board members
- New members interested in helping the church improve its welcome

## HOW TO REGISTER

Registration is \$98 for the first person from your church, \$68 for each additional person.

To register, mail a copy of the registration coupon below, with your check, to: Church Growth, Inc., P.O. Box 541, Monrovia, CA 91017. You may register by phone (800-844-9286), fax this form (626-305-1286) or register on line at [www.ChurchGrowth.net](http://www.ChurchGrowth.net). You will receive confirmation and directions to the seminar location via return mail (also available online). The seminar begins at 9:00 am and concludes at 4:15 pm. Registration is from 8:30 am-9:00 am.

Lunch is open at area restaurants. Workbook and refreshment breaks are included. A \$10 administration fee will be assessed for cancellations less than two weeks prior to the seminar.

**SAVE \$30 off your registration!! Invite another church to also be a part of this seminar. When they register, we'll deduct \$30 from your registration fee, or give you a refund. Register additional churches: save an additional \$30 with each registered church.**

## FREE Book offer...

Register and pre-pay for the seminar at least three weeks prior to the seminar date, and your church will receive a FREE copy of the popular and helpful book, **Attracting New Members** by Bob Bast (\$10.95 value).

**GUARANTEE** If you are not satisfied with the information and benefit you receive from this seminar, your registration fee will be gladly refunded upon request (less \$10 administration fee).

### SEMINAR SPONSORS

WELCOME TO THE FAMILY—HOW TO ASSIMILATE NEWCOMERS INTO YOUR CHURCH is sponsored by Church Growth, Inc., the first organization to study and disseminate the principles of church growth in the United States, and ConnectionPower.Com, an exciting new ministry committed to helping churches manage their people resources using 21st century technology.

**CAN'T ATTEND? NOW AVAILABLE...** "Welcome to the Family" seminar is now available on video (DVD or VHS) or audio (CD or cassette), including seminar workbook and PowerPoint slides. To order, use the registration form below or call toll-free: 800-844-9286.



### Seminar Leaders

**Dr. Charles Arn** is President of Church Growth, Inc. He writes and speaks frequently on how to reach new people and assimilate them into the fellowship of the local church. Arn is considered a leading authority in congregational health and growth.



**Rev. Allen Ratta** is founder and CEO of ConnectionPower.com, the premier provider of web-based solutions in visitor assimilation and member retention. He is a gifted speaker, author, pastor of a rapidly growing church for many years, and a successful Christian businessman.

If mailing, please detach here and place in an envelope with your check to the address below.

Call Toll-free: **800-844-9286** Fax: **626-305-1286**  
E-mail: **ChurGrowth@aol.com**

U.S. mail: **Church Growth, Inc.**  
**P.O. Box 541**  
**Monrovia, CA 91017**

REGISTRATION

Seminar City \_\_\_\_\_

Seminar Date \_\_\_\_\_ No. attending \_\_\_\_\_

Name \_\_\_\_\_

Church \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Please send me the Seminar on:  
 Video (circle one: DVD VHS) for \$79.95 + shipping  
 Audio (circle one: CD cass.) for \$59.95 + shipping

Enclosed is our check # \_\_\_\_\_ for \$ \_\_\_\_\_

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