

Successful Seasonal Strategies

Yvon Prehn, www.effectivechurchcom.com and www.churchcomtraining.com

Successful Seasonal Strategy

that will grow your church in numbers & your people in spiritual maturity

from
Yvon Prehn
Effective Church Communications

Our World Today

- Post Christian
- Beyond morals and culture
- The Christian faith and church simply don't matter to people
- The church is no longer where they look for answers, entertainment, or hope



It doesn't matter if you have

- The friendliest people
- Incredible preaching
- Fantastic music and celebration services to rival a rock concert
- Or liturgy and a sanctuary St. Thomas Aquinas would be comfortable in
- People don't care.....





Successful Seasonal Strategies

Yvon Prehn, www.effectivechurch.com and www.churchcomtraining.com



How do you get people to come to church?



Seasonal Events!

Here's why Seasonal events work so well

- Everybody is thinking about them
- Secular advertising is pervasive
- Family not there for many
- The church is!





Successful Seasonal Strategies

Yvon Prehn, www.effectivechurch.com and www.churchcomtraining.com

It's an "easy ask"

- It's much less intimidating to invite friends to a holiday party than it is to church
- No easier way to get numbers
- But you can do MORE!



Beyond a bigger service at seasonal events



- Not only can they grow your church in numbers, but with some strategic thinking . . .
- You will help your people grow as disciples of Jesus in two key areas:
 - *Evangelism*—Sharing their faith
 - *Serving others*—becoming like Jesus

Seasonal events do this because

- They provide a natural framework:
- For your people to reach out, invite to church, talk about their faith—
 - *That's evangelism*
- A structure for volunteering before, during, and after the event—
 - *That's service*





Successful Seasonal Strategies

Yvon Prehn, www.effectivechurch.com and www.churchcomtraining.com

To accomplish those things, you need:

- A Successful Seasonal Strategy that consists of:
- A Comprehensive PROCESS
- All-church TEAM
- Multi-channel COMMUNICATIONS
- EVALUATION & ENCOURAGEMENT
- *That's what this course will teach you!*
- Let's get started with the COMPREHENSIVE PROCESS that will give you a new approach to Seasonal events in your church



