

STRENGTHEN AND GROW YOUR MINISTRY

LCEF MINISTRY MOMENTS VIDEO SERIES

Church Membership #3 – Casual Members

Rev. Eric Kennaugh
LCEF Vice President Ministry Solutions

Of the many members in the pews each week, only a small number are actively involved in the life of the church outside of the worship service.

How to mobilize the people in the pews?

1. Personally invite

- Many people aren't inspired by the impersonal searches for volunteers in announcements and newsletters.
- They assume that since the church has been doing fine so far without their involvement, they really aren't needed.
- A personal invitation assures people that they specifically are desired to fill a role and that their involvement is important to the church.

2. Discover ministry passion

- People find joy in serving their church when they volunteer in areas they are passionate about.
- Members are more likely to stay involved if they are serving in roles they care deeply about and feel fit their skill sets.

3. Create short-term task forces

- Many opportunities are too intimidating for someone new to serving to feel comfortable engaging in.
- Offer well-defined opportunities with a clear endpoint, like helping plan an event or serving in a weekend outreach project.
- This allows people to try out a ministry opportunity and then take on a larger commitment if they enjoy it.