

Growing and Keeping Your Church: What Really Matters

Church growth is not complicated. It is consistent. Healthy churches focus on the things that strengthen people, deepen relationships, and point the community toward Jesus. This guide highlights what truly matters and what often wastes time, so leaders, staff, volunteers, and pastors can multiply the mission with clarity and purpose.

What Really Matters

- **Warm, consistent presence**
People stay where they feel known. A church that remembers names, notices absence, and shows genuine care builds trust that lasts.
- **Strong volunteer culture**
Volunteers are the backbone of ministry. Equip them, thank them, and give them clear roles. Healthy volunteers create healthy churches.
- **Clear follow up**
Guests return when someone reaches out. A simple text, call, or note communicates value and belonging.
- **Meaningful discipleship**
People grow when they are guided, not entertained. Small groups, mentoring, and simple teaching environments matter more than big events.
- **Outreach that meets real needs**
Churches grow when they look outward. Serve the community, build relationships, and show the love of Christ in practical ways.
- **Healthy leadership**
Leaders who are humble, present, and approachable create a culture people want to be part of.

What Does Not Matter

- **Events that drain energy but do not build people**
If an event takes weeks of planning but produces no relationships, no discipleship, and no community impact, it is not worth the effort.
- **Programs that exist only because they always have**
Tradition is beautiful, but not when it blocks growth. Evaluate everything with honesty.

- **Perfection in production**
People are not looking for a flawless show. They are looking for authenticity, warmth, and spiritual depth.
- **Busy calendars**
Activity is not the same as impact. A full schedule can exhaust staff and volunteers without helping anyone grow.

Simple Ways to Multiply the Mission

- **Focus on development, not entertainment**
Teach people how to pray, serve, lead, and love. Development creates long term growth.
- **Equip volunteers to carry the mission**
When volunteers feel confident and supported, they invite others, serve with joy, and stay committed.
- **Build an outreach mindset**
Encourage your church to see every week as an opportunity to reach someone new. Outreach is not an event. It is a position.
- **Create a culture of belonging**
People stay where they feel safe, valued, and included. Belonging is one of the strongest forms of outreach.
- **Keep the main thing the main thing**
Jesus, people, discipleship, and mission. Everything else is optional.

Churches grow when they love well, follow up faithfully, and focus on what truly matters. When we stop pouring energy into things that do not produce fruit and start investing in people, presence, and outreach, the mission multiplies naturally.