

DID YOU KNOW?

**DEERMEADOWS LEADERSHIP TRAINING
SPRING 2020**

MILLENNIALS HAVE NO AFFILIATION

When it comes to faith, millennials are choosing not to label themselves as one type of faith over another. Nearly 40% of Americans between 18-29 have no particular religious affiliation. That doesn't mean they don't believe in God, but they don't follow a set denomination.

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SMALL PORTION OF TITHERS

Despite growing your church's membership, you might find tithing doesn't automatically increase. In fact, only 10% to 25% of church members tithe regularly.

ONLINE TITHING BOOSTS TITHING

What church doesn't want to increase tithing?

Offering online tithing increases tithing by 32%.
This means it's well worth investing in online giving solutions.

HALF OF CHURCHES ARE SMALL

50% of churches have 100 members or fewer.

Small to medium churches make up another 40% of churches and have 100-350 members.

Sometimes it's not about having the most members, but retaining and engaging the members you do have.

ACCEPT CARDS TO INCREASE TITHING

Many people don't carry cash anymore, even to church. Allowing members to tithe via credit or debit card boosts tithing. In fact, Nonprofit Source found that 49% of all donations are made via a card.

MEGA CHURCHES AREN'T PREFERRED

While mega churches seem to have it all, only 8% of all church goers attend one. Part of the reason is they're just too big. However, they do have the benefit of having a budget that allows them to reach more people online than most smaller churches.

ATTENDANCE CONTINUES TO FALL

Pro Church Tools uncovered a sobering statistic – attendance in 2050 could be as much as half of what it was in 1990. That sounds horrible, but consider the move towards digital. You could easily see a rise in online attendance.

ONLINE BIBLES ARE BECOMING MORE POPULAR

While you might not want smartphones and tablets in your church, consider that Barna research found that 55% of church goers use the Internet to read Bible content. 43% use a Bible app on their smartphone.

MOST PEOPLE OWN A BIBLE

One of the most surprising church statistics is just how many people own a Bible. Barna found that a shocking 87% of homes have at least one Bible. Even 67% of those who consider themselves skeptic, own a Bible.

DESIRE FOR MORE BIBLE STUDY

It shouldn't come as a surprise that while people do want to spend more time studying the Bible, most have a hard time finding any extra time. Barna found that 58% of Americans wish they could study more often and that includes 22% of skeptics.

CHURCHES NEED VIDEOS

Think uploading your sermons online isn't important? Want to stick with text-based blogs only? Think again! Pro Church Tools found that 72% of people online prefer to learn by video over text.

SHORT VIDEOS ARE PREFERABLE

Outside of sermons, which people expect to be longer, almost 66% of people prefer videos that are one minute or less.

FACEBOOK IS STILL KING AMONG SOCIAL NETWORKS

If your church is deciding on which social network to use, Facebook is still number one. In fact, Pew Research Center found that 68% of adults are Facebook users.

DON'T COUNT OUT INSTAGRAM

Many church statistics focus mainly on Facebook for social media, but it's important to not count out Instagram. Not only do 35% of adults use Instagram, but Pew also found that 71% of 18-24 year-olds use Instagram.

YOUTUBE WORKS WELL FOR YOUNGER MEMBERS

Want to better engage your younger members or expand your reach to 18-24 year-olds? Pew found that 94% of people in that target demographic use YouTube regularly.

VIDEOS GET MORE SHARES

If you want your church's social media posts to be shared, opt for more videos. They get around 1200% more shares than images and text.

WHY DO CHURCH GOERS STAY?

What is it that makes some church goers stay, but not others? Most often, they stay because the church's theology aligns with their own beliefs.

CHURCH GOERS ARE LOYAL

Despite how it may seem, most church goers are actually quite loyal to their church. In fact, 35% of regular church goers have been at the same church for 10-24 years.

YOUR WEBSITE DOES MATTER

Even if you're fully engaging your members in church, you still need a church website. Why? According to Grey Matter Research, 17 million Americans who don't regularly attend church visited a church website.

While most are searching for church hours or programs, 26% are streaming video and another 26% are streaming audio.



RELATIONSHIPS MATTER

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DEERMEADOWS

4 CORE VALUES

- Grow Spiritually
- Worship Authentically
- Serve Purposefully
- Connect Relationally

REASONS COMMITTED CHRISTIANS ATTEND CHURCH LESS...

- Greater Affluence
- Focus on kids activities
- Changing family dynamics & cultural shifts
- Failure to see direct benefit
- ***Churches valuing attendance over engagement***

CONNECT RELATIONALLY

WE BELIEVE YOU CAN'T DO LIFE ALONE

- Reflect the kingdom of God.
- Community is life-giving & connects us in Christ.
- Small groups are best.
- Nurture friendship, care, prayer, and spiritual habits.

ARE YOU WELL CONNECTED?

- Right Now Media
- Jeff Pries, Pastor of Young Couples at Mariners Church in Orange County, CA
- [Are You Well Connected?](#)

INCREASED ACCOUNTABILITY

There are 59 “one anothers” – Biblical commands about how we treat each other and care for one another.

- Biblical command to care for others
- Help people through obstacles to their spiritual formation
- Walk alongside in difficult times
- Notice when people aren't around

CONNECTING IN TODAY'S WORLD

- Digital World
- Shelby Next: A digital ministry tool that empowers leaders to connect with *intention*
- Increases *accountability, connectivity, and measurability*

WHAT ARE YOU ASKING ME TO DO?

- Increase connections in your group; help grow followers of Christ
- Complete *interactions* assigned to you on a weekly basis
- Connect with group members. Pray, Care, Serve.

HOW DO I DO THIS?

- Choose a “Connect Leader”
- Connect Leader will receive automated interaction emails when someone has been absent for three consecutive weeks
- Reach out!
- Reply to the interaction email with what you did
- Group Leader/Teacher will also receive email notifying them of three consecutive absences.

QUESTIONS?

IT'S TIME FOR BREAKOUT GROUPS!

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MEASURABLE GOALS

LEADERS GET PASSIONATE ABOUT WHAT THEY MEASURE

- What if we measured...
 - How connected people in our groups are?
 - If we served one another in times of difficulty?
 - How we celebrated in times of joy?
 - The spiritual growth individuals have achieved?
 - Whether or not a person is better off five years after joining our church than they were before?
 - If people feel closer to Christ?
 - If people are engaging in God's word on a daily basis?

WHAT DO INTERACTIONS LOOK LIKE

The screenshot shows an Outlook email window. The title bar reads "You have been assigned an interaction - Message (HTML)". The ribbon is set to "Message" and shows various actions like Ignore, Delete, Reply, Forward, Meeting, etc. The email content is as follows:

Wed 1/22/2020 11:55 AM
Deermeadows Baptist Church <noreply@shelbnextchms.com>
You have been assigned an interaction
To Tammy Benedict

Bing Maps Action Items + Get more apps

REPLY ABOVE THIS line to add a summary

Sample, you have been assigned an interaction to complete.

Instructions (if entered): This member of your Group has been absent for 3 Sundays. Please give them a call, text or email. Let the church know about your contact by following the instructions included in the this message.

Interaction Type: Group Follow Up
Person: Absen Tee

- Email Address: example@gmail.com
- Home Phone: 904.642.2200
- Cell Phone: 904.642.2200
- Residential Address: 9780 Baymeadows Road
Jacksonville, Florida 32256 ([Map](#))

After completing the interaction, [fill out a summary](#) and mark it as being completed. You can also reply above this email with a summary, and the summary will be logged and the interaction marked as completed.

-- Deermeadows Baptist Church --

The Windows taskbar at the bottom shows the search bar, task view, and several open applications (File Explorer, Chrome, Word, Excel, PowerPoint). The system tray on the right shows the time as 11:58 AM on 1/22/2020 and a notification icon with the number 20.

LEADER NOTICE

The screenshot displays an Outlook email window titled "Group member absent notice - Message (HTML)". The interface includes a ribbon with various actions like Ignore, Delete, Reply, Reply All, Forward, Meeting, and More. Below the ribbon, there are Quick Steps (New Meeting, Finance, To Manager, Team Email, Done, Reply & Delete) and a list of actions (Move, OneNote, Actions, Mark Unread, Categorize, Follow Up, Translate, Find, Related, Select, Zoom). The email content is as follows:

Wed 1/22/2020 11:58 AM
Deermeadows Baptist Church <noreply@shelbnextchms.com>
Group member absent notice
To: Tammy Benedict

The following member of your Group has been absent for 3 sessions in a row.

Absen Tee

A request to contact this person has been sent to your Group's Connect Leader.

The Windows taskbar at the bottom shows the search bar, task view, and several open applications (File Explorer, Chrome, Word, Excel, PowerPoint, OneDrive). The system tray on the right indicates the time is 12:00 PM on 1/22/2020.

LARGE CLASSES

- Does your large class have care group leaders? Do you want to break your class into smaller care groups?
- The Connect Leader who receives interaction emails is able to forward emails to their designee. That individual may reply to the email and the interaction will still be marked as completed.

OTHER USES FOR THE SHELBY TOOL

- Class directory information at your fingertips on your mobile device, desktop, and tablet
- Ability to text and call directly from the app
- Take group attendance

WANT MORE HELP?

- February 9, 2020
- Immediately following worship
- Founders Hall
- BRING YOUR OWN DEVICE
- Quick meeting, no lunch provided