

## ASK THE ADVISORS

# ARE YOU CONNECTING WITH THE UNCHURCHED?

### START WITH “WHY?”



People aren't going to church as much as they used to. Even usually dedicated attendees are showing up less often. Why? Various reasons include a failure to see a direct benefit, self-directed spirituality, and culture shifts.

### PAY ATTENTION TO THE PARTICULARS



There are two unchurched groups: the "Dones" are people who attended church at some point, but haven't been for a while and the "Nones" are those who have no affiliation.

### ASSESS THE ACTUAL, NOT THE POSSIBLE



Are you really reaching unchurched people? How would you know? Just because attendance is growing doesn't mean you're making new disciples. When unchurched people make connections, things change.

Scan the QR code to learn more:

