

Revised & Expanded

THE
EIGHT
SYSTEMS
OF A
HEALTHY
CHURCH

\$23.95
value!

BY NELSON SEARCY
Lead Pastor, The Journey Church

www.ChurchLeaderInsights.com
www.RenegadePastors.com

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WHAT OTHER PASTORS ARE SAYING ABOUT NELSON SEARCY

“I’ll read anything with Nelson’s name is on it. He’s one of the most practical writers I’ve read on any topic relating to the church.”

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Professor of Pastoral Ministries, Dallas Seminary

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Author of *The Purpose Driven Church* and *The Purpose Driven Life*

“Nelson is the best church strategist I know.”

Dan Southerland, Lead Pastor, Westside Family Church, Lenexa, KS
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Below is an overview of the Coaching Ladder - learn more about the benefits that await you at each level.



Choose to Abandon Average:

★ At the heart of the Silver level is a focus on abandoning average to fulfill your calling, while achieving personal growth and ministry-life balance; includes 2 monthly calls.

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Your don't-miss call with Nelson, jam-packed with the latest leadership lessons, encouragements, challenges and pitfalls to avoid.

Monthly Equipping Interview Call

A one-hour interview call with key pastors, writers, theologians and secular thought leaders.

Open to all Pastors, Church Planters and Ministers

Membership Welcome Kit upon joining

- 7 Commitments of a Renegade Pastor Resource
- Special Church Growth Champions Welcome Edition (3 Reports)
- Immediate Coaching Hub access
- Selected book by Nelson Searcy
- Renegade Pastor T-shirt
- *The Renegade Pastor* Key Learnings keepsake card
- And much more!

Mailed Monthly Bonus Kit featuring:

- 16+ page printed 'all content' newsletter
- 6x per year Church Growth Champions biographical report
- 6x per year Renegade Pastors in-depth book summaries
- Monthly Growth Points feature with Dr. Gary McIntosh
- MP3 Audio Files of both the Leadership Briefing and Equipping Interview Calls

Monthly Resource Giveaway Contest

Online Private Membership Hub Access

In your password-protected membership site, you'll have access to exclusive benefits like recordings of the monthly calls, members bonus kit archives, in-depth book summaries and more!

Exclusive Renegade Pastors email access to contact Nelson Searcy and the team

VIP support from RPN team via email and phone

Exclusive Access to Renegade Pastor Webinars

Annual 3-Day Renegade Pastors Conference – exclusively for members

Renegade Pastor rate for all live events, including Church Systems Checkup and Boot Camp

30% or More Discount on All New or Existing Resources

All Silver Benefits Plus:

12 Monthly Senior Pastor Focused Online Coaching sessions

Quick-Start Phone Call After Your First Session

★ At the heart of the Gold level is an in-depth focus through 12 monthly sessions on the 8 systems of a healthy church to break through the barriers keeping you from growing.

Open to Senior Pastors, Church Planters, Campus Pastors and future Lead Pastors

4x Per Year Special Gold Mailing

All Bonus Kit features from Silver plus CDs of the Leadership and Briefing calls

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Priority Q&A on All Calls and webinars

Coaching Hub Access to 6 months of Non-Coaching Session Archives

Gold Only Discounts for Live Events and Webinars

Special Meals and Breaks at Live Events (where available)

Lowest VIP Rate for New Resource Releases

Automatic Upgrade to Platinum (at current Gold rate) Upon Completion of 12 core sessions

Plus much more!

Turn the page over to see the other two levels on the ladder!

Your New Renegade Pastors Coaching Ladder (cont.)

**RENEGADE
PASTOR
PLATINUM**



**RENEGADE
PASTOR
TITANIUM**

All Gold and Silver Benefits Plus:

Deep Dive System Specific Online Coaching Focused On: (Pick One)

- Assimilation (7 sessions)
- Stewardship (9 sessions)
- Evangelism (12 sessions)
- Small Groups (8 sessions)
- Executive Pastor (12 sessions)
- Worship Leader (12 sessions)
- Worship Planning & Preaching (12 sessions)
- Leadership & Personal Growth (NEW - 12 sessions)
- More coming soon

★ At the heart of the Platinum level is an intensive focus on one of six specific systems or areas with in-depth training on each; will progress from one system to another.

Note: Upgrades from Gold automatically begin with Assimilation (although you may choose another system). Those beginning with Platinum may choose any system to start, with future systems automatically continuing your membership.

Open to all Pastors, Campus Pastors, Church Planters and Church Leaders (laity and ordained)

On-going Coaching Hub Access to All Previous Coaching Sessions Completed

Coaching Hub Access to 12 months of Non-Coaching Session Archives

Platinum-Only Discounts for You and Your Spouse at All Live Events and Webinars

Special Meals, Breaks and Lounges at Live Events (where available)

Priority Consideration for Titanium Upgrades

Plus much more!

All Silver Benefits Plus All Completed Gold and Platinum Coaching Sessions:

5x Per Year, Two Days of Intensive, Personalized In-person Coaching with Nelson Searcy (the only level with in-person coaching)

★ At the heart of the Titanium level is personalized, in-person coaching with Nelson and access to ALL NEW resources for FREE plus exclusive recordings, training and gifts only provided to Titanium members.

Limited Size Group (approx. 30 Senior Pastors)

Exclusive Training, Recordings, Books and Resources Provided Only to Titanium Members

Guest Coaching from Time to Time by Top Authors, Pastors and Professors

All New Release Resources Provided FREE

VIP and Emergency Phone calls with Nelson Searcy

Lowest Platinum Rate Available for Staff and Volunteers

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Special Meals, Events and Private Lounge Access at Events (where available)

Free Attendance at All Webinars

Unlimited Hub Access to ALL Archives and All Previous Coaching Sessions Completed

Your Coaching Path to Continuous Growth!

Explore all the benefits of the Renegade Pastors Network. Our new Coaching Ladder clearly shows the main focus of each level and your path to growing and continually moving up. Your place on the ladder directly ties to your ministry growth!

To learn more about each level, go to: www.ChurchLeaderInsights.com/Coaching

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MEET DR. NELSON SEARCY

Nelson Searcy is an experienced church growth strategist, pastor, church planter and coach, serving in ministry for more than 25 years and consulting with churches around the world. As founder of Church Leader Insights and the Renegade Pastors Network, he has personally trained more than 50,000 church leaders in over 45 denominations through live events, seminars and monthly coaching, helping them break common growth barriers like 125, 250, 500, 1000 and beyond, all while maintaining personal life and ministry balance. For more accelerated growth, pastors also participate in Nelson’s Renegade Pastor Gold, Platinum and Titanium networks. Nelson is also the Founding and Lead Pastor of The Journey Church, with locations across New York City and in Boca Raton, FL. Nelson and his church routinely appear on lists such as “The 50 Most Influential Churches” and “The 25 Most Innovative Leaders.” He is the author of over 85 church growth resources and 17+ books, including *The Renegade Pastor’s Guide to Managing the Stress of Ministry*, *The Difference Maker* and the 10th Anniversary edition of *Fusion: Turning First-Time Guests into Fully Engaged Members of Your Church*. Nelson is the recipient of the prestigious Donald A. McGavran Award for Outstanding Leadership in Great Commission Research. He’s also an avid country music fan, church history buff and New England Patriots supporter. His continued mission is to help church leaders around the world cooperate with God in creating healthy, thriving churches. He divides his time between NYC and South Florida. He and his wife, Kelley, have one son, Alexander.

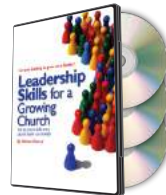
THE EIGHT SYSTEMS OF THE CHURCH:



Assimilation



Evangelism



Leadership



Ministry



Small Groups



Stewardship



Strategy



Worship Planning

Books by Dr. Nelson Searcy:



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**NEW
ADDITION!**

**NEW
ADDITION!**

**NEW
ADDITION!**

INTRODUCTION

Have you ever held a newborn baby? Have you counted tiny fingers and toes or watched a little chest move up and down, drawing breath for the first time? That baby may be a simple bundle of joy for his parents but in reality he's also a bundle of perfectly formed, intricate systems that are already working together to keep him alive. Thanks to his tiny circulatory system, his heart is pumping blood through his veins. Thanks to his respiratory system, his lungs are taking in air. His digestive system is breaking down his mother's milk from the very first drop and his muscular system is letting him wrap his tiny hand around his father's finger. Even in a brand-new baby, each of these systems and others are fully developed, fully functioning and ready to grow with him as he starts his journey toward adulthood.



God must be into systems. He organized the universe with systems. He established the measurement of time through systems. From the beginning, He formed our bodies as a cohesive unit of systems. Adam and Eve, untouched and unblemished specimens of God's craftsmanship, were compilations of the systems that caused them to function. They were perfect adult examples of that newborn baby. Without systems humming under the surface, they wouldn't have been able to walk or even breathe. They wouldn't have been able to experience the pleasures of the garden. Eve wouldn't have been able to pluck the apple from the tree and Adam wouldn't have been able to take the bite that set God's redemptive plan into motion. Without their systems,

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they would've remained as unmolded lumps of clay, unable to fulfill the purposes of God. From the beginning, God has put systems to work, providing the mechanics and the platform through which He shows His greatness.

One more thing about Adam and Eve: what is it that we know about them for sure? What was the blueprint God used in creating them? Himself. Genesis affirms that God created man in his own image.

Paul understood God's affinity for systems. That's why, in trying to help us wrap our minds around how the church should function, he compared the body of

Paul aligned the design of the church with the functioning of our own parts.

Christ to the human body. He aligned the design of the church with the functioning of our own different parts. In Romans, Paul writes, "Just as each of us has one body with many members, and these members do not all have the same function, so in Christ we who are many form one body, and each member belongs to all the others." Sounds

remarkably like how God designed our physical bodies with systems, right? Go back and read the verse again, substituting "systems" every time you see "members." Makes perfect sense, doesn't it?

So it is with the church as it is with our own body. Can the endocrine system say to the nervous system, "Because I'm not the nervous system, I'm of no use"? Of course not. All the parts of the body – both the church body and the physical body – work together, allowing us to fulfill God's purposes and plans on this earth, and both of those respective bodies function best through well-developed systems.

KEEP READING »

THE BODY SHOP

In the 1950s, the Japanese automotive industry was completely transformed by an obscure American professor named Edward Deming. While at the University of Chicago, Deming spent a lot of time constructing and lecturing on ideas about quality measurement and control. Shortly after World War II, leaders in Japan's automotive industry heard about Deming's research and came to him for advice. They had a notion that the automobile could be Japan's key to renewed prosperity and acclaim, but the industry was in shambles. To own a Japanese car was to own a dud. Something wasn't working right, and in the minds of the leaders, that "something" was their people.

Already convinced that their problem was the result of a disinterested and lazy workforce, Deming was brought in to conduct extensive research on how their cars moved from inception to final product. They wanted to know where the breakdowns were occurring and who, specifically, was responsible. Deming commenced with a ten-year evaluation, and his results were surprising. The industry leaders had it all wrong. Their employees were committed, hard-working and eager to put a good product on the market. They just didn't know how to go about it. Why? Because the industry's systems for moving a car through the stages of production were ineffective, at best. This was not a people problem; it was a systems problem.

The employees were eager to put a good product on the market. They just didn't know how.

Deming went to the men who had hired him and delivered this message: "Your system is designed to give you exactly what it is giving you." In essence, he was

telling them that they were responsible for their own failures. They had put weak systems in place that, by design, could not produce their desired results. No one had ever told them how to set their systems up for effectiveness.

With Deming's help, the industry leaders spawned a revolution by putting strong systems in place, and started the turnaround that eventually made Japanese cars the highly-sought-after commodities they are today. Even now, Japan celebrates Deming Day, in honor of the man who showed them how to structure for success through a series of interrelated systems.

KEEP READING »

THE POWER OF SYSTEMS

We may not be building cars in Japan, but we all use systems to help us accomplish our objectives every day. Think about the system you have for getting dressed in the morning. You don't put on your deodorant until you get out of the shower. You drink your coffee before you brush your teeth. Right? There's a system to the way you prepare yourself for the day that makes getting out of the house faster and easier. You have a system for the way you organize your calendar. You already have a system for the way you prepare for a Sunday morning...even if you don't realize it.

In speaking to pastors and church leaders across the country, I end up being on the road a lot. I check in and out of hotels regularly. Until recently, I used to leave something behind almost every time I checked out. I'd inevitably forget my

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cell phone, charger, keys, or something else that wouldn't hit me until I was miles away. So I developed a simple system. Now, whenever I go into a hotel room, I put all of my miscellaneous things on top of the television, rather than scattering them across the desk, dresser, bedside tables and bathroom vanities. Since I've implemented this system, I don't have to waste time and gas money going

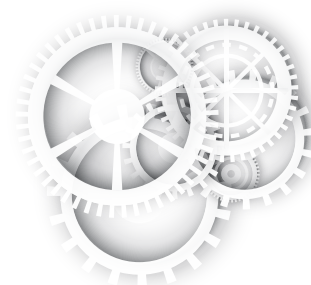
back to hotels to pick up the things I've left behind. I don't have to deal with the stress of knowing that my phone is going to die any minute or that my house keys are in someone else's hands. This rudimentary system is doing what a system is meant to: saving me stress, time, energy and money.

A system is any ongoing process that **Saves You Stress, Time, Energy and Money**, and continues to produce results. Good systems function under the surface to keep things running smoothly so that you can concentrate on more important priorities. Thankfully, you don't have to think about the fact that your neurological system is allowing you to read and process this information. That system is doing its job impeccably, or you wouldn't be able to understand the words in front of you. But if you began to see a decline in your cognitive ability, and suddenly you couldn't remember or analyze information in the way you always have, you'd have to deal with the stress of knowing something was wrong and put a lot of money, time and energy into figuring out where the breakdown was occurring. We may not be aware of a good system when it's running well, but there's no mistaking when something isn't working like it should.

**S.Y.S.T.E.M. =
Saves You Stress,
Time, Energy
and Money.**

Can the same thing be true in the church? We know that the church is a body, so it follows that the church also has systems working beneath the surface. Even if you don't know how to identify those systems, much less keep them healthy, they are there, both simple and complex, ready to help you achieve God's purposes for your church. Deming's truth applies here, as well: your systems, in whatever state they may be, are giving you exactly what they're designed to.

KEEP READING »



THE EIGHT SYSTEMS OF THE CHURCH

We may look different on the outside, but underneath each of us is a function of common machinery. We all have hearts that pump blood, even though we have different blood types. We all have senses that take in the world, though some senses can be more elevated than others. In the same way, all churches are made up of the same exact systems, even though we may view and utilize them in slightly different ways based on our individual calls to ministry. The question isn't whether or not these systems are in place, but whether or not they're being maximized.

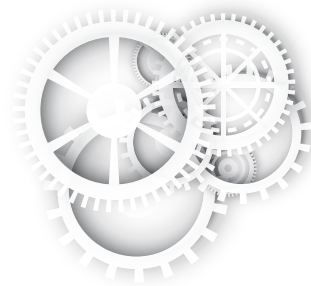
The eight systems of every church are interconnected. While some may be more developed than others, none of these systems can stand alone. Since a church is a living entity, like us, the well-developed systems run whether we're thinking about them or not. Just as you breathe while you sleep, strong systems operate without constant supervision. Still, to make sure that all of our church's systems are running correctly, we should take them in for a periodic checkup. If we're disinterested or lazy about growing and maintaining our systems, they won't produce the results we want. In other words, slack equals lack. When we become slack in taking care of our systems, we experience lack, and our systems, and therefore our churches, fail to live up to their God-given potential. We have to do our part to make sure that all eight systems are set up and functioning correctly, so that our churches will be healthy and thriving.

Just as you breathe while you sleep, strong systems operate without constant supervision.

There are simple ways to measure how each system is functioning, no matter what stage it's in. Whether your church is like a brand-new baby, just starting its journey of growth, or like a robust adult in the prime of his life, it has eight systems in place waiting to be utilized and maximized for life-changing results.

Let's take a look at these eight church systems, from the outside in.

KEEP READING »



THE WEEKEND SERVICE SYSTEM:

HOW WE PLAN, IMPLEMENT AND EVALUATE OUR SERVICES

Also known as the Worship Planning System, the Weekend Service System helps you plan, implement and evaluate your weekend services. Sunday comes around with great regularity, and the way you plan, implement and evaluate your music, preaching, transitions, offering and other events is key. Sunday is game day. You need to be at your best. You need to be totally reliant on God. You need to have some assurance that things are going to go just like they should, so that people will have the best possible opportunity to encounter God. If you're slack in your planning, the lack will be obvious.

Whether you acknowledge it or not, you already have a system for preparation in place. The system may not be giving you the results you want, but it's there. Think about it. How do you plan your teaching? How do you plan worship? If you use sermon notes, when are they due to the printer? You already have a way of getting these things done, so step back and look at how efficient your way is. Do you operate in crisis mode every week?

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obvious.**

To start building up your Weekend Service System, make a list of everything that goes into getting ready for the weekend. Think about what you can do to lower your stress and save yourself time and energy. As you develop this system, don't forget to evaluate how well things are working in the service each week. How have you been evaluating each service to make sure the next one is better? When was the last time you watched a "game tape" (i.e. a recording of a recent worship

service)? How often do you work on your communication with your worship leader? Always be asking yourself and those you trust:

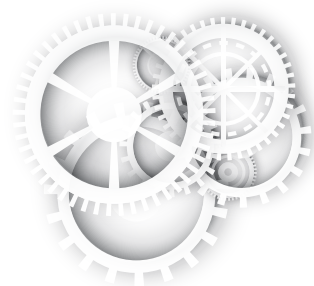
- What was missing?
- What was confusing?
- How can we be doing things better?

If you don't pay close attention to the details of your worship service, they'll atrophy. That's just another way of saying that if you slack, there will be lack.

CHALLENGE

Let me issue you a challenge for each of your eight church systems. Don't just read through this information and then let it go. Take some action steps. First, think about your Weekend Service System. Jot down some ideas for how you can make your service better. Decide to give attention to the areas you've been neglecting. The worst thing you can do is let Sunday run on autopilot. God is always up to something new. Make sure you're in a position to magnify whatever that is!

KEEP READING »



THE EVANGELISM SYSTEM:

HOW WE ATTRACT PEOPLE TO OUR CHURCH

Some refer to the Evangelism System as the Outreach System or the Marketing System. No matter what name you give it, this is the system that inspires you to ask, “How do we attract people to our church?” All churches grow through the incarnational and the attractional. Ultimately God is the one doing the drawing and attracting, but have you ever wondered why some churches seem to get all of the new growth while others sit stagnant? How does God decide which church to draw people to?

The principle of spiritual readiness teaches that God will never give us more than we’re prepared to handle. We have to do our part to let people know we are in town and ready to receive them, so how do you get that message out? How do you invite people through your doors for the first time? As you begin to think about this system, make sure that you’re maximizing the seasons of the year when people are most willing to come to church for the first time. Keep your culture in mind. Know whether your community will respond best to postcards, emails, phone calls, billboards, or a specific combination of outreach methods. Yes, God attracts, but we have to do our part of the preparation.

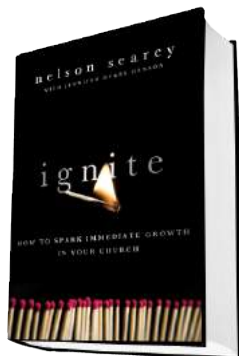
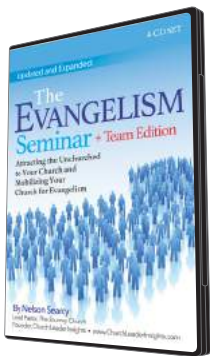
Maximize seasons when people are most willing to come to church for the first time.

Step back and take an objective look at your Evangelism System. What has this system looked like in your church over the last six months? Is it in a “baby stage,” or a well-developed one? If it’s been developed in the past, are you still seeing results? Are your methods of outreach effective? Are you seeing a lot of first-time guests? If

not, there's a good chance it's because you've been slacking on evangelism. To start revving this system up, ask yourself these questions:

- When was the last time we did a big direct mail campaign?
- Have we invested in servant evangelism lately?
- Who was the last person I personally invited to church?
- When was the last time we challenged our people to bring their friends to a "big day?"

CHALLENGE



Think about specific steps you can take to reach your community this month. Lead the way in your personal evangelism. Give your people opportunities to invite their friends, and then support them any way you can. Evangelism is critical to what we do. We'll never be able to bring unbelievers into God's

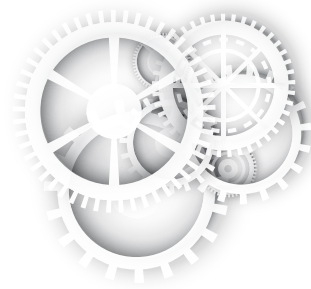
kingdom if we can't first bring them through the doors of our churches!

If you want to dig deeper into how you can bring the community into your church, check out our best-selling resource, Updated & Expanded: The Evangelism Seminar, with new DVD option, by visiting www.ChurchLeaderInsights.com/store.

KEEP READING »

*"I was stuck in maintenance mode and needed a serious reboot!
Through the coaching network, our church has now seen growth in
many ways. From numerical growth (going to two services) to financial
growth (our finances have grown 34%) and spiritual growth, more of
our folks are serving others and the community around us!"*

Jeff Newman, Senior Pastor, Austin Vineyard Church
Longtime member of the Senior Pastor Coaching and
Titanium Coaching



THE ASSIMILATION SYSTEM:

HOW WE MOVE PEOPLE FROM FIRST-TIME GUESTS TO MEMBERS

The Assimilation System is your plan for taking people from their first visit to being fully-developing members of your church. How do you get people to keep coming back until they're ready to plug in at a deeper level? Many churches have an evangelism problem (meaning they have a hard time getting first-timers through their doors) but even more have an assimilation problem. You can't just expect your first-time guests to come back without any intentional action from you and your staff. You have to make sure you're creating environments that make them feel comfortable and welcome, that they'll be eager to return to.

You can't expect first-time guests to come back without action from you and your staff.

Start thinking about how many first-time guests you have over the course of a year. An average of just three each week means that you influence over 150 new people every twelve months. How many of those are sticking around? To be growing consistently, you need to be keeping one in five of your first-time guests. What can you do to see those results? How do you bring your new person's assimilation full circle so that they start inviting their friends? To get a gauge on how well you're keeping on top of your assimilation, try asking yourself these questions:

- How many of our first-time guests end up becoming members?
Are we happy with that number? If not, where is the problem?
- When was the last time I looked at our church through a guest's eyes?
- Have I filled out our communication card to make sure it's user-friendly?
- What do people say is their first impression of our church?

A little bit of assimilation tweaking can reap big results. Simply by keeping your finger on the pulse of this one system, you'll see a huge difference in growth.

CHALLENGE



Be honest about how well your Assimilation System is working, and what kind of improvements you need to make. When God blesses you with guests, you need to make sure you're doing your part to give them unhindered

access to learning His truth! If you want to learn more about creating a system that will lead your first-time guests down the path to membership, let me encourage you to study *Fusion: Turning First-Time Guests Into Fully Engaged Members of Your Church* or check out The Updated & Expanded Assimilation Seminar, with new DVD option, at www.ChurchLeaderInsights.com/store.

ACTION STEP

Calculate Your Assimilation Ratio: See Appendix on page 43 for the complete worksheet to measure your current assimilation rate.

KEEP READING »

"Since implementing the Assimilation System, our first-time guests are no longer falling through the cracks. Our church is more connected and on board with the vision than ever. We've seen a 20% increase in our numbers. God is truly moving in our church to see many lives be transformed."

Greg Squires, Senior Pastor, Freedom Life Church, Kissimmee, FL



WHY YOU SHOULD NEVER USE THE “V” WORD

By Nelson Searcy

How do you view the new folks who come through your doors each week? If you’ve been referring to them by what I call the “V-word” (aka “visitor”) I strongly suggest you change your language and use the more welcoming word, GUEST.

“Visitor” implies an unwelcome drop-in or intrusion. But a first-time GUEST now demands more care and consideration in how you treat him or her and ultimately how you welcome and follow-up with your guest.

You can also use another “G-word” when talking about your guests – a GIFT from God. From this perspective, how you receive your guests takes on even more importance doesn’t it? In thinking through last week’s first-time guests, did you treat those gifts as they deserved to be treated by having a plan in place to integrate them into the life of your church? Or did you just say a quick thank-you and move on? Maybe you thought you did all you could to show your thanks.

Gifts from God are given freely – and strategically – and God expects us to handle what we’ve been given with the same strategic care. First-time guests are extraordinary gifts full of unparalleled potential. As God brings them through our front doors, our prayerfully planned reciprocation can result in changed lives for the Kingdom. To borrow a concept from

the business world, God has set up the perfect win-win scenario. He is giving us the new faces. Our responsibility is to show our gratitude and commitment by doing our part to turn those new faces into new fully developing members.

This is why we focus so much on Assimilation. Assimilation leads to life transformation by giving people the means and opportunity to become maturing followers of Christ.

In broad terms, “assimilation” can be defined as the process used to encourage your first-time guests to continue coming back until they see and understand God’s power, accept Jesus as their Savior and commit themselves to the local church through membership.

At The Journey, we have made the crux of assimilation our mission: to give the people of New York City the best possible opportunity to become fully developing followers of Jesus Christ. We know, as I’m sure you do, that the majority of people who visit a church do not come to faith in Christ on their first visit – or their second or third. Instead, continued interaction with God’s people, teaching from the Bible and involvement in volunteer opportunities all work together to open unchurched hearts to the good news of Jesus Christ.





A SPECIAL INVITATION FROM NELSON SEARCY



Dear Senior Pastor,

I want to give you the best opportunity to make this the most impactful year yet for your ministry, so today I'm inviting you to take the next step in your church growth by joining my **Renegade Pastors GOLD**

Coaching Network for senior pastors. The window is closing to get into the network at this special rate - there are only a few spots left. Once it's filled, that will be it.

A Renegade Pastor chooses a path to abandoning average! Your first step in this path is joining me in Renegade Pastor Gold where you will go in-depth with me on the **8 Systems of a Healthy Church** through online, on-demand coaching modules that you can access anytime!

The results? **An average 25% increase in your attendance and a 20% increase in giving!**

There's never been a better time to upgrade: You'll lock in a **VIP RATE**.

As a Senior Pastor you can still lock in the lowest rate available: only \$247 a month for the full network. You'll save \$1,800.00 a year!

Thank you for considering this invitation!

Your pastor in ministry,

Filling up - act now before this network closes!



Join Renegade Pastors Gold Today

Renegade Pastor Gold level is a growth-accelerating network for those Senior Pastors who are serious about leading their church to its full redemptive potential.

At the heart of the Gold level is an in-depth focus through 12 monthly coaching sessions on the Eight Systems of a Healthy Church to break through the barriers keeping you from growing.

Benefits:

- ▶ 12 Monthly Senior Pastor Focused Online Coaching sessions
- ▶ In-depth training on all 8 systems
- ▶ 4 Times Per Year Special Gold Mailing
- ▶ Over \$1,679.00 in FREE CLI resources



Here are just a few examples of the typical results that pastors see as part of my Renegade Pastors Gold Coaching Network:



"Nelson's teaching and coaching is practical. All solid material and ideas. I like the online opportunity of the Senior Pastor coaching - I can go to a module whenever I desire to."
- Earl Menchhofer, St. John's United Church of Christ, Du Quoin, Illinois



"Being a part of this network has helped me to lead our church more effectively, reverse what had been a slow decline over the past several years, mobilize greater numbers of our people in outreach and service, reach and retain more new people, and significantly raise the level of generosity in our church. Contributions are up and our attendance is up 30% over the prior year as well."
- Robert Haynes, New Life Community, Olive Branch, MS

YES, NELSON, I WANT TO JOIN NOW!
Go to: www.ChurchLeaderInsights.com/Gold

As a Senior Pastor – if you're not in Gold Coaching, you're missing out on Church Health and Church Growth Training!

With Renegade Pastors Gold You'll

Move from ideas...	...to implementation
Move from one-time improvement...	...to system-wide improvement
Move from personal systems...	...to church systems
Move from you...	...to your church



"Joining this Coaching Network will be a personal and ministry-impacting experience. It brings real clarity to what's required to lead a growing church. It will be an investment into yourself and your ministry."

– Jesse Giddens, *Destiny Christian Center, Apple Valley, CA*

As you prepare to join, please consider that:

- The average increase in attendance is 25%.
- The average increase in giving is 20% of your overall budget.
- One new tither will pay for this network.
- I'll be there step by step to help you implement.
- Unlike other coaching networks, you get everything you need to implement!

In just the first year of the Renegade Pastor Gold Coaching Network, you'll receive:

- Monthly online sessions: Hands-on coaching from Nelson on all eight systems.
- Over \$1,679.00 in FREE resources from Church Leader Insights (including all eight systems seminars) in your first year, PLUS special discounts on any new resources.
- Regular group Q-and-A calls to ask your specific questions.
- Unlimited email access to me and my entire CLI team.
- FREE attendance at CLI (live or web) training events during your network (up to \$1,249.00 value).

Join now and get immediate access to the Systems Overview as soon as you upgrade!

ON-DEMAND:

Available now via a new **on-demand, online module format**, where you can participate at your convenience each month. Your experience will be identical, no matter when you log in.

IN-DEPTH:

Led by me, this network is based on the **8 Systems of a Healthy Church** that I've identified and taught to thousands of churches, through books, resources and live events. You'll receive **online coaching sessions** over the course of this network that you can fully participate in anytime. And unlike other networks, **you'll receive both the audio and video.**

I want my church to grow!

AFFORDABLE:

You'll lock in the lowest rate available now: **only \$247 a month for the full network (you save \$1,800 in the first year!)**. You'll receive all Renegade Pastors Network membership benefits, and now you'll have access to **over \$1,679.00 in new bonus resources**, including all eight Systems Seminars!

YES, NELSON, I WANT TO JOIN NOW!

Go to: **www.ChurchLeaderInsights.com/Gold**

THE SMALL GROUPS SYSTEM:

HOW WE FILL AND PRODUCE SMALL GROUPS AT OUR CHURCH

Believe it or not, it's possible to have 100% church participation in small groups. How? By having a strong Small Groups System in place that focuses on the core question, "How do we fill and reproduce small groups at our church?" Whether you're a church *with* groups, a church *of* groups, a church with Sunday school, or a church operating on a semester-based system, you need to have a specific plan in place for filling your current groups and multiplying new ones. How do you start groups that get off the ground quickly and sustain their momentum?

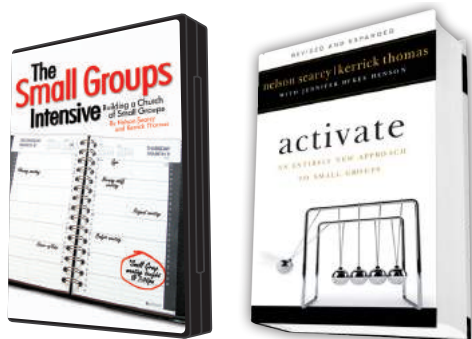
At The Journey, our Small Groups System is based around four key activities: Focus, Form, Fill and Facilitate. By setting up an ongoing system that focuses, forms, fills and facilitates our groups for success every semester, we see 100% participation with low stress, time commitment, expended energy and outgoing money. If you have a weak Small Groups System, you'll see problems in many of your other systems as well. But a strong Groups System will help you solve leadership, pastoral care, volunteer and hospitality issues across the board.

A strong Groups System will help you solve leadership, volunteer and hospitality issues across the board.

Think about your Small Groups System. Would you say that it's healthy? How are things going? Are you doing your part and seeing God's blessing, or have you been slacking off and experiencing lack? To take the pulse of this system in your church, ask yourself:

-
- How many of our attenders and members are actively involved in a small group?
 - Are we competing against our own groups by offering too many other activities?
 - How many passionate group leaders do we have?
 - Am I involved in a small group? Is everyone on my staff?

CHALLENGE



First of all, if you aren't in a small group, join one today. The same goes for everyone on your staff. Your people won't engage in what you're not modeling. Secondly, take a hard look at the state of your Small Groups System. Be honest about the level of excitement in

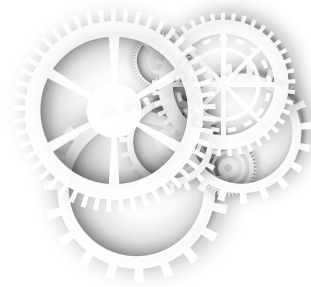
your church over groups. Be honest about your participation numbers. Sketch out some ideas about what you can do to improve your system next semester.

If you want to explore and learn to implement the proven principles for building a Small Groups System that fosters 100% participation, I encourage you to spend some time with two resources: *Activate: An Entirely New Approach to Small Groups*, available on www.Amazon.com, which details everything I know about building a Small Groups System from scratch to overwhelming success, and *The Small Groups Intensive*. I'm convinced that these resources will lead you to cooperating with God in developing a life-changing Small Groups System.

KEEP READING »

"Thanks to the Activate approach, we now have a solid 70% of our congregation participating in small groups. We've still got a long way to go, but already our small groups have changed the dynamic of our church. Our sense of community is so much stronger, and we're now seeing people get saved and come into the church through groups!"

Phil Morgan, First Assembly of God, Brookfield, CT



THE MINISTRY SYSTEM:

HOW WE MOBILIZE PEOPLE FOR SIGNIFICANT MINISTRY

The Ministry System, also known as the Volunteer System, determines how you mobilize people for significant ministry at your church. God created people to serve. It's part of how they grow as disciples. If you don't have a system in place that helps them get plugged in, you'll be hurting both yourself and your potential, untapped leaders.

At The Journey, our goal is to get 50% of our people involved in serving at least one hour each week. What's your goal? Do you have one? If you have multiple services on a Sunday, try asking volunteers to serve at one and attend another. You can never have too many volunteers. Check up on your Ministry System by asking yourself these questions:

God created people to serve. It's part of how they grow as disciples.

- How many passionate volunteers do we have?
- How many passionate volunteers would we like to have?
- What are we doing to make people want to serve?
- When was the last time I personally invested in our volunteers?

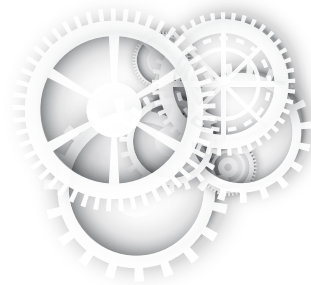
CHALLENGE:

What steps do you need to take to create a volunteer system that makes people want to get involved and do the things that you can't hire people to do? Think about what you want your Ministry System to look like one year from today, and jot that vision down.

KEEP READING »

"When I first heard about the eight church systems, my first thought was that this could help the ministry of my church go to a whole new level. Well, it has; our giving has increased 10% every year, we've grown from 200 to 330 in morning worship, there are 150 volunteers who serve and we actually have a system for following up with first-time guests."

Rick Rouse, Lead Pastor, Akron Free Methodist Church, Akron, NY



THE STEWARDSHIP SYSTEM:

HOW WE DEVELOP EXTRAVAGANT GIVERS AT OUR CHURCH

Most of us as church leaders tend to separate the issue of giving from other spiritual disciplines, like praying, reading our Bibles and gathering for service. This is because we're afraid to hold our attenders accountable in the personal area of money. But let's face it, money is essential to Kingdom growth. It's also an essential issue in the hearts of our people. We'll never develop strong disciples until we learn to develop strong givers. This is where the Stewardship System comes in.

How do you encourage people to give for the first time? How do you know when they do? Once they give that first gift, how do you follow up with them? How do you turn sporadic givers into regular givers and teach them the importance of giving the full tithe?

Most new givers don't go from 0% to 10% right away. There's a path we have to lead them down.

Most new givers don't go from 0% to 10% right away. There's a path we have to lead them down, as they mature in their understanding of stewardship. Growth doesn't happen haphazardly. We'll never disciple a church of extravagant givers if we don't have a system in place that allows us to train, educate and nurture them.

So, how effective is your Stewardship System? Have you been slack in doing your part to fund the kingdom? To test your level of proactivity, ask yourself:

- Am I modeling extravagant giving?
- When was the last time we taught on the spiritual discipline of giving?
- Have we put forth a "tithe challenge" in the last year?

CHALLENGE:



Spend some time with your Stewardship System over the next few weeks. Think through your process for explaining the importance of giving. Think about how you follow up with those who give. Write out your own financial testimony. If you give this system some true attention, you can begin

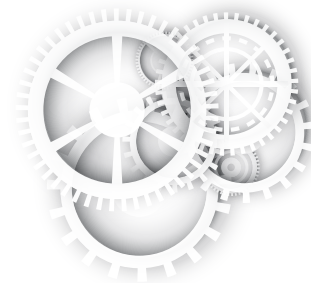
to recast the sticky issue of money as the important spiritual discipline it is.

To learn more about strengthening this critically important system, take a look at The Updated & Expanded Stewardship Seminar, with new DVD option, at **www.ChurchLeaderInsights.com/store**.

KEEP READING »

"Implementing this system was huge for Canyon Creek Church. By making some simple adjustments, our giving has increased 15% overnight."

Brandon Beals, Canyon Creek Church, Mill Creek, WA





A PASTOR'S FINANCIAL LIFE: FOUR STEWARDSHIP COMMITMENTS YOU NEED TO MAKE

By Nelson Searcy

If you know some of my story (and I won't repeat it here) then you know that in my teenage/pre-Christian years I made a lot of money writing computer programs and building a computer business. Basically, I earned more money than any 16-year-old should be allowed to. **I wasted quite a bit of it, but also used some of it for good** (to graduate college debt-free and start my first evangelism ministry after I became a Christian).

In 1990, shortly after I became a Christian, I learned the principle of tithing. I remember thinking, "This is great! **God gives me salvation and all he asks from me, from a financial perspective, is 10%.**"

Sounded like a good deal! (Still does, although I've grown quite a bit in my understanding of what God expects.)

Over the next 11 years, through marriage, pastoring, moving and attending seminary, I racked up over \$16,000 in credit card debt. This slide into the red began my journey toward **becoming a student of biblical stewardship.**

Now, I'm happy to say that **I've been debt free since 2004**, and I've been living according to biblical stewardship principles at a higher level than ever before. I'm sure I have a long way to go, but I've learned a lot.

In fact, my up-and-down financial journey has led me to make **four very strong commitments:**

1. **To be debt free for the rest of my life.**
2. **To always give more than a tithe.**
3. **To become an expert on biblical stewardship.**
4. **To challenge others toward Godly stewardship.**

Let's examine each of these commitments...



COMMITMENT #1: To be debt free for the rest of my life.

In 2002, just after Kelley and I had started The Journey Church, we were surprised to discover that we had over \$16,000 in credit card and graduate school debt. (For the sake of this post, I won't focus on mortgage debt. Mortgage debt, if incurred through a conservative loan, could be considered secured debt – but now I'm splitting hairs). About four months into our new church, **we felt like God was saying to us, "Get out of debt!"**

We put together a three-year plan, and through **God's power we were debt free in two and a half years!**

I learned a great number of stewardship principles through this process. The most important one is that a **pastor's personal stewardship will impact the stewardship life of the church.**

In other words, **how I manage my money will promote or limit God's blessing on our church's finances.** I believe that one of the reasons our new church was able to become financially self-sufficient in less than three years is because I honored God by getting and staying out of debt.

I'd like to give you a resource where I describe the exact process I used. It's called ***The Debt Free Pastor: Free Yourself to Lead Your Church (FREE download).*** It's my gift to you as an encouragement for you to become debt free. To receive this free download, **send an email to nelson@churchleaderinsights.com with "Debt Free Pastor" in the subject line.**

If you're in debt, I hope you'll make the bold decision to become debt free. If you're debt free, I hope you'll determine today to remain that way. **The future stewardship vitality of your church just might depend on the financial decisions you make.**

COMMITMENT #2: To give more than the tithe.

Within weeks of becoming a Christian, I was taught the biblical principle of tithing. Now I've grown in my understanding of God since then, but my excitement about tithing has rarely waned.

I'm a committed tither, not because I think God will punish me if I'm not, but because I believe it honors Him when I am. Here's what I believe about the tithe:

- **The first 10% of all income I receive should be returned to God.**
- **I return it to God by giving it to my local church.**
- **By returning the first 10%, God blesses the other 90%.**

I believe that I argue these three beliefs on solid biblical foundation (but please don't send me argumentative notes or comments until you read the resources I'm recommending in tomorrow's post). Here's a belief that I'm not sure I can back up with one or more specific verses, but I do believe it captures the spirit of giving as found in the New Testament:



As I grow as a Christian, the percentage of my income I return to God through his local church should increase in proportion to my maturity.

This is why I'm committed to giving more than the tithe! **Do you need to increase your giving to the local church? Is your giving increasing as your maturity is increasing?**

COMMITMENT #3: To become an expert on biblical stewardship.

I don't think I had a single class on stewardship in seminary, so I had to go searching for the knowledge. Here are the books that helped me the most:

Money, Possessions and Eternity by Randy Alcorn

Money Matters in Church by Aubrey Malphurs and Steve Stroope

Rich in Every Way by Gene Getz

Developing a Giving Church by Elmer Towns and Stan Toler

Financial Peace Revisited by Dave Ramsey

I encourage you to **pick up these books and work through each of them.** With the current economic problems, now is the perfect time to become an expert on biblical stewardship.

**COMMITMENT #4:
To challenge
others toward
Godly stewardship.**

Most pastors make the mistake of being **too timid in the area of stewardship.** We aren't afraid to challenge our congregations on many other aspects of their spiritual growth, but we often shrink back from discussions of money. Please don't let this be true of you.

The Bible speaks so frequently about stewardship that we just can't ignore the subject with our people. The fact is, once you've made the other commitments we've discussed over the last week, you'll have the moral authority to address stewardship head on. **With this moral authority and Biblical imperative, there's no reason you need to shy away from challenging your congregation to:**

- **Make the commitment to being debt free for the rest of their lives.**
- **Make the commitment to always giving more than a tithe.**
- **Make the commitment to living out Biblical stewardship.**

I hope you've found this both challenging and encouraging. Let's all commit to leading the Stewardship charge in our churches.



THE LEADERSHIP SYSTEM:

HOW WE DEVELOP LEADERS AT ALL LEVELS OF OUR CHURCH

As your church grows, you'll need to develop staff, lay leaders, and high-powered volunteers. What kind of plan do you have in place to make sure you're developing people in the right way? What tools are you using? How do you determine the qualifications of a leader? Your Leadership System will help you with staff management, organizational efficiency, and personal development. To get an idea of how things are going with your Leadership System, consider:

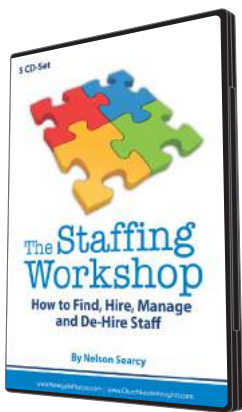
Define the expectations of every leadership position in your church.

- When was the last time I invested in developing new leaders?
- How am I helping my current leaders grow personally and spiritually?
- Am I modeling the kind of leadership I want to see from my leaders?
- Are any of my levels of leadership in need of more people?

To start structuring this system for health, define the expectations of every leadership position in your church. Assign requirements for each role, and make sure that you don't let anyone blindly climb the leadership ladder. Put deadlines on service roles, so that everyone who agrees to serve in a high-level volunteer position knows that it isn't forever.

CHALLENGE:

Spend some time thinking through your leader development process. Take a hard look at who is moving up through the ranks and make sure that you have

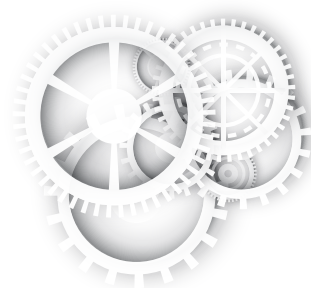


enough leaders at all levels of service. Pick up and scan a book on leadership that you might want your staff to read together, and don't forget to make the connections between systems. The Ministry System is a direct inroad to the Leadership System. Everything works together for optimal success.

KEEP READING »

"When I started in Nelson's network, I was desperate to grow as a leader. Our church was averaging 600 in worship, and we'd plateaued. Over the next two years God used you and your coaching network to lead our church to over 2,000. Your Kingdom mindset has been used by God to build leaders all across the globe."

Marty Martin, Lead Pastor, Northstar Church, Panama City, FL



THE STRATEGIC SYSTEM:

HOW WE CONSTANTLY EVALUATE AND IMPROVE OUR CHURCH

The Strategic System sits above the other seven systems, and serves as the evaluation tool that ties them all together. It gives us the opportunity and means to make sure that we're constantly improving, rather than living by the status quo. Strategy has a bad wrap, but without it, we continue to re-invent the wheel week after week, month after month and year after year. A well-thought-out strategy will help you become more faithful and fruitful in every area of your ministry. To that end, the Strategic System makes sure that you're continually evaluating and improving all of your other systems.

A well-thought-out strategy will help you become more faithful and fruitful in every area of your ministry.

How healthy is your Strategic System? Ask yourself these questions:

- When was the last time I checked in with my eight church systems?
- How prepared am I for what God wants to do in and through my church?
- Do my staff members know and understand our strategy?

Think of the Strategic System like your church's annual physical. Just as with your body, if you don't pay periodic attention to how the systems are working (if you slack), disease can creep in (you'll experience lack). The Strategic System keeps your church humming along efficiently and ensures that you are always proactively looking for ways to improve.

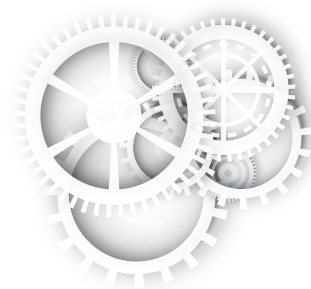
CHALLENGE:



Pull out your calendar and block out some time for reviewing your strategic system. Meet with your strategic team and discuss ways to improve your strategy. As you sow some time and effort into your Strategic System, you'll reap the reward in your other seven systems. Don't skimp on strategy. It's the thread that ties your church systems together.

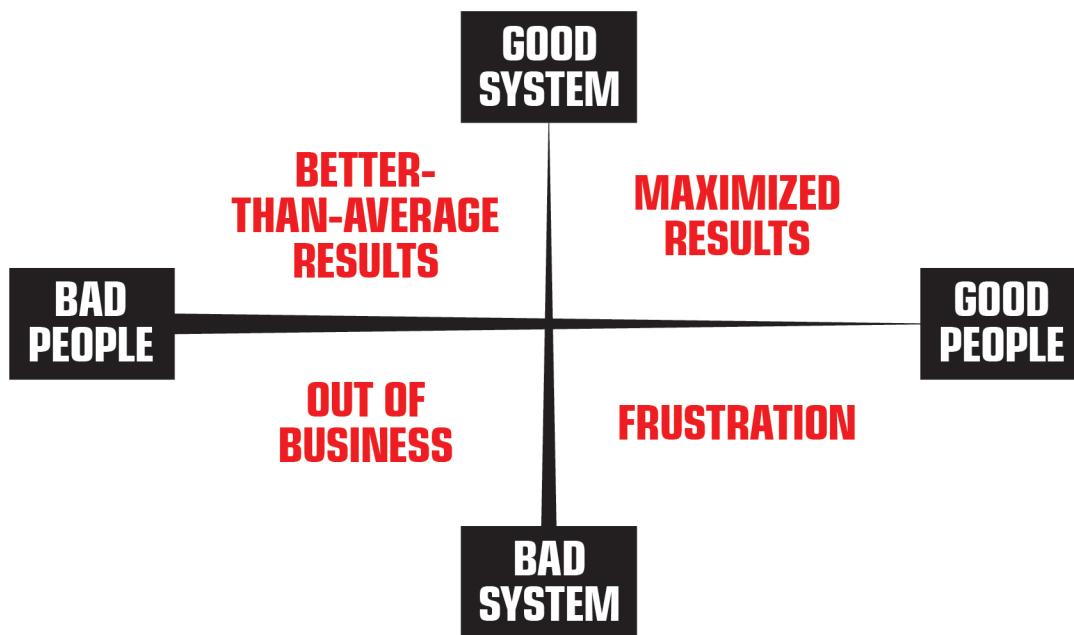
This system is so important that it's one of the first ones I created a workshop around in an effort to get the information out to church leaders like you. If you go to www.ChurchLeaderInsights.com/store you can have the downloadable version of *The Strategy Seminar* at your fingertips within ten minutes. Don't let slack lead to lack any longer. The health of your church systems is up to you.

KEEP READING »



THE **RELATIONSHIP** FACTOR

No matter how strong your eight systems are, they can never be fully maximized until you have the right people around you. Relationships are the tracks on which successful systems run. Take a look at the diagram below:



The best results come from having good people working within good systems. As Deming found in Japan, good people working in bad systems just leads to a lot of frustration and misunderstanding. Have you been there? Perhaps some of the people problems you've experienced haven't really been people problems at all. Then again, maybe you have well-developed systems in place, but some of the wrong people working in them. If that's the case, you've probably been seeing better-than-average results, but can't quite break through to the next level. Systems will never be enough on their own. The people inside have to be motivated to work together in

pursuit of a common vision; in this case, the vision to give people the best possible opportunity to become fully-developing followers of Jesus.

God has shown us since the beginning of time that He is into systems. He wired the planets to operate through systematic patterns. He created the soil to produce through strategic systems of sowing and reaping. He wired you and me

God is not haphazard in His execution, and neither should we be.

to function with certain cycles and beneath certain time tables. Following the trends that God has put in place is the best way to reach this world with His glory. If you look at the way He set things up, and then align yourself and your ministry accordingly, you can start every day with the assurance that you're doing His will.

God wants to work in the church. He wants more for your church body and mine than we can even dream. He has given us not only examples of His systems but also systems of our own to help us accomplish all of the plans that He has in store. God is not haphazard in His execution, and we shouldn't be either. Let's do our part to maximize these eight systems fully so that God can work through them mightily.

For more details and opportunities for in-depth training on each of the Eight Church Systems and what they can do for your church, visit our website at www.ChurchLeaderInsights.com. For hands-on and in-depth personal training on implementing the Eight Church Systems in your church, check out the Coaching Networks with Nelson Searcy at www.ChurchLeaderInsights.com/coaching.

KEEP READING »

RATIO REALITY

To get started, ask yourself, “How well am I assimilating people now?” It’s time to key in to your church’s vital signs. In order to find your assimilation ratio, which is the measure of your current assimilation rate, you need to know (1) how many regular attenders you have, (2) how many guests you have, and (3) how many of those guests stay.

Understanding how the numbers work within your church is critical to monitoring the success of your Assimilation System. Let’s step inside Fictional Community Church (FCC) for a moment and see how well they’re assimilating first-time guests...

Tim is the pastor of FCC, a church with a regular attendance of 430. He estimates that FCC averages about ten first-time guests each week, and knows that a healthy ratio of first-timers to regular attenders is 5/100, or five guests for every one hundred regulars.

Ratio of First-Time Guests to Regular Attenders

3/100 = a church in maintenance mode

5/100 = a steadily-growing church

7 to 10/100 = a rapidly-growing church

FCC’s ratio is about 2.5/100, which puts him just below maintenance mode. Three first-time guests for every one hundred attenders is the minimum number of guests that FCC, or any church, needs just to maintain consistency as people move away, join other churches or die. Five guests per one hundred regular attenders usually signals a growing church, while seven to ten guests per one hundred regular attenders would indicate rapid growth. Even though Tim is not seeing as many first-

time guests as he would like or even as many as he saw a couple of years ago, the real question weighing on Tim is, “What’s happening to those who do visit?”

If Tim has had an average of ten guests each week over the course of a fifty-week year (for the sake of simple math, we’ll give him two Sundays off), that means he’s had five hundred first-time guests come through his door in the last twelve months. But looking back over the year’s growth numbers, Tim realizes that FCC has only grown by sixty people in the same period of time. Huh?

Tim gets down to business and decides to figure out his actual assimilation ratio. If FCC had five hundred guests attend over the last year and ultimately kept sixty of those guests as new members, FCC has an assimilation ratio of roughly 1/8 – one out of every eight guests becomes integrated with the church. Tim wonders about the other seven guests in that equation, or the other 440 people. What happened to them? How did they slip through? Just think: if Tim were able to get his assimilation ratio up to one out of five people returning, he could grow an additional forty people over the next year. That’s a total of one hundred new members!

With the numbers laid in front of him, Tim decides to make some changes. He’s not planning to revamp other areas of FCC – just to focus more intently on the kind of experience his first-time guests are having and to start taking a harder look at how they walk the path from their first visit to membership. By taking small steps to ensure that guests want to return, he’ll dramatically increase the number of people who stay connected with the church long enough to understand God’s will for their lives. Over the next several months, Tim reevaluates and restructures his Assimilation System. The results are almost immediate! As Tim honors God by valuing guests who come through his door, God honors Tim by showing Himself at FCC in a mighty way.

That’s how the assimilation numbers played out at FCC. How do they look for your church? When you get right down to it, how are you doing at keeping the guests God gives you?

You researchers and number crunchers are going to love the rest of this chapter. I'm going to have you do a little digging into your own assimilation ratio. For those of you who don't consider yourselves numbers people, you may just want to skim through the next few pages and get on to the actual assimilation process. While it's important to know where you're starting from, the information in the following chapters doesn't hinge on it. You'll still gain great benefit from the material even if you don't want to calculate the numbers.

WHERE AM I?

In order to really go to work on your assimilation rate, you first need to figure out where you are – your assimilation ratio. Do this by following the steps below. For maximum benefit, I suggest that you do the research on your church as you continue reading. If you're reading this as a team, perhaps you could divide up the tasks of looking back over your records and finding the numbers you need.

1. Determine your average attendance two years ago or as far back as you can since then. (I suggest pulling your attendance numbers from March or October, as those are good growth months.)

Average attendance number in _____ = _____
Month / two years ago

2. Determine your average attendance for the same month one year ago.

Average attendance number in _____ = _____
Month / one year ago

3. Subtract the two-year-old attendance number from the one-year-old attendance number. The difference is your net growth.

Net growth = _____

-
4. Determine the total number of first-time guests you had during that period of time. You can figure this number by adding up the actual number of first-timers you had (if you have that information) or by estimating how many guests you averaged each week and multiplying by 52.

Total number of first-timers during same period = _____

5. Divide your net growth by your total number of first-time guests.

Net growth / Total number of first-timers = _____

6. Divide 1 by that number to get your second ratio number. Round it to the nearest digit.

My assimilation ratio = 1 / _____

The number you just discovered is your assimilation ratio, or as it's sometimes called, your assimilation rate. It represents the number of first-time guests you're keeping. The following examples illuminate and clarify what the assimilation ratio looks like for different types of churches...

Example 1: Minimal Growth

Average attendance, one year ago	305
Average attendance, this year	307
Net gain	2
First-time guests between last year and this year	156
Net gain / number of first-timers	.013
1/.013 = 77, which equals an assimilation ratio of 1/77	

Note: This doesn't mean this church didn't reach new people. It may have reached a lot of new people and may have also lost many long-term members. An array of economic or other factors could have contributed to the small net gain. If you've ever pastored a church, you know there are times when any net gain is a miracle.

Example 2: Steady Growth

Average attendance, one year ago	210
Average attendance, this year	255
Net gain	45
First-time guests between last year and this year	208
Net gain / number of first-timers	.216
1/.21 = 4.6, which rounds to an assimilation rate of 1/5	

Example 3: Fast Growth

Average attendance, one year ago	110
Average attendance, this year	327
Net gain	217
First-time guests between last year and this year	364
Net gain / number of first-timers	.596
1/.596 = 1.67, which rounds to an assimilation rate of 1/2	

Note: This fast-growing church is keeping about three people for every five guests. I've seen this exact scenario play out many times in new churches, or ones that experience dramatic turnaround. For more, see Nelson Searcy and Kerrick Thomas, *Launch: Starting a New Church From Scratch* (Ventura, CA: Regal Books, 2007).

Example 4: The Very Large Church

Average attendance, one year	2,200
Average attendance, this year	2,800
Net gain	600
First-time guests between last year and this year	9,400
Net gain / number of first-timers	.063

$1/.063 = 16$, which equals an assimilation rate of $1/16$

Note: You can see that size doesn't necessarily mean a better assimilation rate. But size does mean that a few changes in assimilation can reap big rewards. For example, if this church had seen a mere $1/10$ assimilation rate during the same period, they would have grown by 940 people instead of 600. That's an additional 340 people by doing nothing but changing their assimilation process.

In training thousands of churches on this Assimilation System, I've found that the average leader I work with is experiencing about a $1/20$ assimilation rate. That rate translates to some growth. While anything better than $1/20$ should lead to solid growth, I suggest that you pray for an assimilation rate of $1/3$.

Be careful not to fool yourself if you feel like your assimilation rate is already better than most; just because you have a strong rate, doesn't mean you are doing all you can do. Your rate can always get better. At the same time, a low rate doesn't mean there's no hope. God wants those first-timers He sends you to be assimilated. You just need to make the commitment to be honest about where you are right now and where you're going.



A SPECIAL INVITATION FROM NELSON SEARCY



Dear Senior Pastor,

I want to give you the best opportunity to make this the most impactful year yet for your ministry, so today I'm inviting you to take the next step in your church growth by joining my **Renegade Pastors GOLD Coaching Network** for senior pastors. The window is closing to get into the network at this special rate - there are only a few spots left. Once it's filled, that will be it.

A Renegade Pastor chooses a path to abandoning average! Your first step in this path is joining me in Renegade Pastor Gold where you will go in-depth with me on the **8 Systems of a Healthy Church** through online, on-demand coaching modules that you can access anytime!

The results? An average 25% increase in your attendance and a 20% increase in giving!

There's never been a better time to upgrade: You'll lock in a VIP RATE.

As a Senior Pastor you can still lock in the lowest rate available: only \$247 a month for the full network. You'll save \$1,800.00 a year!

Thank you for considering this invitation!

Your pastor in ministry,

Filling up - act now before this network closes!



Join Renegade Pastors Gold Today

Renegade Pastor Gold level is a growth-accelerating network for those Senior Pastors who are serious about leading their church to its full redemptive potential.

At the heart of the Gold level is an in-depth focus through 12 monthly coaching sessions on the Eight Systems of a Healthy Church to break through the barriers keeping you from growing.

Benefits:

- ▶ 12 Monthly Senior Pastor Focused Online Coaching sessions
- ▶ In-depth training on all 8 systems
- ▶ 4 Times Per Year Special Gold Mailing
- ▶ Over \$1,679.00 in FREE CLI resources



Here are just a few examples of the typical results that pastors see as part of my Renegade Pastors Gold Coaching Network:



"Nelson's teaching and coaching is practical. All solid material and ideas. I like the online opportunity of the Senior Pastor coaching - I can go to a module whenever I desire to."

- Earl Menchhofer, St. John's United Church of Christ, Du Quoin, Illinois



"Being a part of this network has helped me to lead our church more effectively, reverse what had been a slow decline over the past several years, mobilize greater numbers of our people in outreach and service, reach and retain more new people, and significantly raise the level of generosity in our church. Contributions are up and our attendance is up 30% over the prior year as well."

- Robert Haynes, New Life Community, Olive Branch, MS

YES, NELSON, I WANT TO JOIN NOW!
Go to: www.ChurchLeaderInsights.com/Gold

As a Senior Pastor – if you're not in Gold Coaching, you're missing out on Church Health and Church Growth Training!

With Renegade Pastors Gold You'll

Move from ideas...	...to implementation
Move from one-time improvement...	...to system-wide improvement
Move from personal systems...	...to church systems
Move from you...	...to your church



"Joining this Coaching Network will be a personal and ministry-impacting experience. It brings real clarity to what's required to lead a growing church. It will be an investment into yourself and your ministry."

– Jesse Giddens, *Destiny Christian Center, Apple Valley, CA*

As you prepare to join, please consider that:

- The average increase in attendance is 25%.
- The average increase in giving is 20% of your overall budget.
- One new tither will pay for this network.
- I'll be there step by step to help you implement.
- Unlike other coaching networks, you get everything you need to implement!

In just the first year of the Renegade Pastor Gold Coaching Network, you'll receive:

- Monthly online sessions: Hands-on coaching from Nelson on all eight systems.
- Over \$1,679.00 in FREE resources from Church Leader Insights (including all eight systems seminars) in your first year, PLUS special discounts on any new resources.
- Regular group Q-and-A calls to ask your specific questions.
- Unlimited email access to me and my entire CLI team.
- FREE attendance at CLI (live or web) training events during your network (up to \$1,249.00 value).

Join now and get immediate access to the Systems Overview as soon as you upgrade!

ON-DEMAND:

Available now via a new **on-demand, online module format**, where you can participate at your convenience each month. Your experience will be identical, no matter when you log in.

IN-DEPTH:

Led by me, this network is based on the **8 Systems of a Healthy Church** that I've identified and taught to thousands of churches, through books, resources and live events. You'll receive **online coaching sessions** over the course of this network that you can fully participate in anytime. And unlike other networks, **you'll receive both the audio and video.**

I want my church to grow!

AFFORDABLE:

You'll lock in the lowest rate available now: **only \$247 a month for the full network (you save \$1,800 in the first year!)**. You'll receive all Renegade Pastors Network membership benefits, and now you'll have access to **over \$1,679.00 in new bonus resources**, including all eight Systems Seminars!

YES, NELSON, I WANT TO JOIN NOW!

Go to: **www.ChurchLeaderInsights.com/Gold**

FEATURED RESOURCES

FROM CHURCH LEADER INSIGHTS

The Accelerated Growth Package

All-in-one package to grow your church!

19 proven resources – normally over \$4,689.95, yours for only \$695.

We've included all of our systems seminars and leadership resources in this package, along with many of our top-rated sermon series and single-CD resources. All of this at a savings of over \$1,100 compared to what you would pay for each resource individually.

This package includes:

- Six-hour workshop: The Growth Barriers Workshop (\$599.95 value)
- Complete resource: Relationship Rescue sermon series (\$99.95 value)
- All eight of our best-selling Systems Seminars (altogether a \$799.60 value)
- Complete resource: Positive Living sermon series (\$99.95 value)
- Three-hour seminar: Leadership Skills For a Growing Church (\$99.95 value)
- 60-minute audios: Fasting For Spiritual Breakthrough (\$39.95 value), Reaching Your Community Through Servant Evangelism (\$39.95 value), Starting a Second Service (\$39.95 value), Planning a One-Year Preaching Calendar (\$39.95 value)
- 70-minute audio: Developing a One-Year Personal Growth Plan (\$39.95 value)
- 75-minute audio: The Big Day: A Proven Tool to Break Your Next Growth Barrier (\$39.95 value)
- 50-minute audio: Debt-Free Pastor: Free Yourself to Lead Your Church (\$39.95 value)
- 25-minute video: Prayerwalking Your Community (\$39.95 value)

If you already have some of these resources, use this opportunity to bless another pastor. Buy the package, and give away the resources you already own – you'll still save money because of the discounted price of this package!

Normally \$4,689.95 or more! Available: Fully downloadable \$695.95 | CD set \$795.95



Save 85% with this resource package!

The Systems Seminar Package

Healthy systems, healthy church!

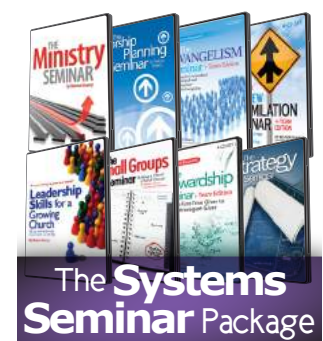
Eight proven seminars – normally over \$3,399.95, yours for Only \$549

This package contains all of our Systems Seminars in one low-price, high-value package! Strengthen and build the processes you'll need to draw people to your church, keep them coming back and disciple them into spiritual maturity. Each seminar is valued at \$299.95 or more, but you'll save over 50% on all 8 systems resources in this high-value package. Includes the updated and expanded Assimilation and Evangelism Seminars!

This package contains:

- The Ministry Seminar: Double and grow your volunteer team!
- The Worship Planning Seminar: Plan, implement and evaluate life-transforming worship services every week!
- The Evangelism Seminar: Reach more people in your community!
- The Assimilation Seminar: Turn first-time guests into fully-engaged members
- The Small Groups Seminar: Learn how to get 100% participation in your small groups!
- The Stewardship Seminar: Discover how to grow first-time givers into extravagant givers!
- The Strategy Seminar: Discover the steps that move you from where you are to where God wants you to be!
- Leadership Skills For a Growing Church: Develop your leadership skills!

Normally \$3,399.95 or more! Available: Fully downloadable \$549.95 | CD set \$649.95



Save 84% with this resource package!

www.ChurchLeaderInsights.com/store

FEATURED RESOURCES

FROM CHURCH LEADER INSIGHTS

Revised and Updated: The Stewardship Seminar + Team Edition

Help your people grow through biblical stewardship!

**Super-Low Investment Options to Fit Your Budget —
Choose from Download, CD or DVD — Save Over 67%!**

Bringing together EVERY key strategy and tool — Nelson Searcy presents his most powerful stewardship resource to date, completely UPDATED and EXPANDED! This proven, step-by-step resource contains EVERYTHING you need to develop faithful givers in YOUR church!

What would it look like if you had a fully resourced church? How many of your people — current members and first-time guests — would you like to grow spiritually through biblical stewardship?

The fact is that **Stewardship is Discipleship**. And in this brand new resource, Pastor Nelson Searcy shows you a proven way to develop disciples as you cultivate giving in your church.

You will discover a step-by-step process to move people from non-giver to first-time giver, to regular giver to obedient giver/tither and ultimately extravagant giver.

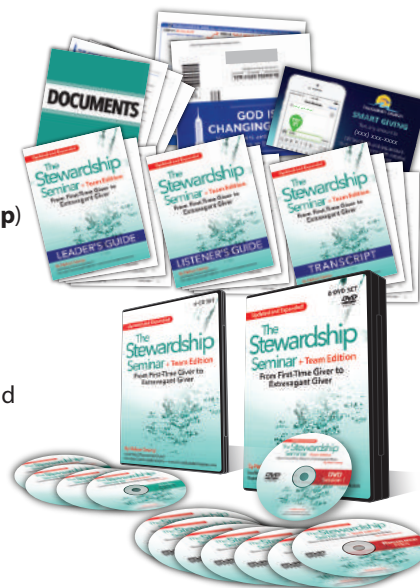
Organized for team training, each of the nine 30-minute sessions will have specific action steps from Nelson, so you're building your process each week in a repeatable, sustainable way for visible results. You'll discover numerous insights, such as:

- **How to integrate giving into the life of your church** so you can finally make decisions based on the Lord's will — and NOT on finances!
- The keys to **rapid discipleship development** through stewardship
- **The #1 way that people start giving** — and how to master it!
- How to turn first-time givers into extravagant givers (so they can experience the **full blessing of God** in their lives)
- How to develop disciples rather than donors (after all, **Stewardship is really Discipleship**)
- How to create a **culture of consistent giving** (and avoid the up-and-down cycle that comes with holidays, natural disasters and tough economic times)
- How to **create effective quarterly giving statements** (and get people to open them!)
- How and when to preach on giving
- How to **follow up effectively** with those who give (you are following up, right?)
- How to identify and share **powerful stories of giving** from the people in your church and inspire others to give
- **How to model generosity in your own life** (and why it's essential if you want to build a generous church)
- **A BONUS session:** Pastor to pastor — five stewardship decisions you need to make!
- And much, much more!

**Available: Fully downloadable ~~\$599.95~~
Just \$199 — You Save 67%!**

**Four-CD set ~~\$699.95~~
Just \$229 — You save 67%!**

**Eight-DVD set (CD included plus FREE download!) ~~\$899.00~~
Just \$299 — You Save Over 67%!**



Includes: Nine sessions of audio training, option for DVD video of the nine sessions, fill-in-the-blank listener's guide, leader's guide, complete transcript, editable sample emails, follow-up docs, a proven offering envelope template and additional stewardship documents!

To Learn More or Secure Your Resource Visit: www.ChurchLeaderInsights.com/Giving

FEATURED RESOURCES

FROM CHURCH LEADER INSIGHTS

Updated & Expanded: The Evangelism Seminar + Team Edition

Attracting the Unchurched to Your Church and Mobilizing Your Church for Evangelism

Super-Low Investment Options to Fit Your Budget — Choose from Download, CD or DVD — Save Over 87%!

Bringing together EVERY key strategy and tool — Nelson Searcy presents his most powerful evangelism resource to date — Completely UPDATED and EXPANDED! This Proven, Step-by-Step Resource contains EVERYTHING you need to maximize the Evangelism System in YOUR church!

No matter what your church size or location, by making **just a few small steps** you can dramatically increase the number of unchurched you reach in your community. In this brand new resource, your coach Nelson Searcy guides you through a **step-by-step plan to challenge your church to both:**

- **Attract a crowd to your worship service — particularly the unchurched**
- **Mobilize your congregation to share their faith**

Nelson wants to help you realize your true evangelism potential as a pastor and as a church. So he went back into the studio and completely updated his best-selling Evangelism Seminar. All new learnings and strategies.

FOR THE FIRST TIME, you have a Team Training DVD option! Nelson will be right there on the screen walking you and you team through each of the six sessions of training.

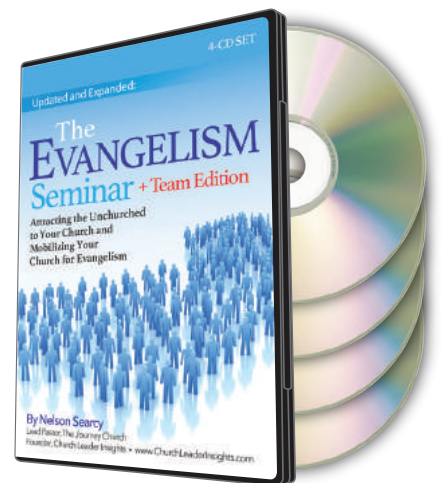
Organized for team training, each of the six 30-minute sessions will have specific action steps from Nelson, so you're building your process each week in a repeatable, sustainable way for visible results. You'll discover numerous insights, such as:

- **The three key elements of an Evangelism System** that you need to master —and that will be covered in this seminar
- **6 key evangelism measurements** you need to know and be tracking on a regular basis (and the ONE key indicator that matters the most)
- Special evangelistic events that you can use to mobilize your people to share their faith
- **The main responsibility** you have as lead pastor when it comes to evangelism (hint: it may involve some heat!)
- How to create a thriving evangelism-focused culture
- **The fastest way** to bring in more unchurched in your community
- **The power of a personal invite** (and how many would say YES if just asked!)
- The secret to how your church can truly **DOUBLE** in just one day
- **11 effective invite tools** to make it easier for your people to share their faith!
- The promotional focus you must embrace and never see as a “dirty” word
- **The 5 C's you need to know** and apply to your marketing materials
- **8 proven tools to reach the maximum number** of people possible in your community
- And much, much more!

Available: Fully downloadable \$599.00 - Just \$199.00 — You Save Over 67%!

Four-CD set \$699.00 - Just \$229 — You Save Over 67%!

Eight-DVD set (CD included plus FREE download!) \$899.00 - Just \$299 — You Save Over 67%!



Includes: Six sessions of audio training, option for DVD video of the six sessions, fill-in-the-blank listener's guide, leader's guide, complete transcript, new believer follow-up letter and email samples, plus templates for newspaper ads and inserts, invite cards and additional promo materials and evangelism documents!

To Learn More or Secure Your Resource Visit:
www.ChurchLeaderInsights.com/Evangelism

FEATURED RESOURCES

FROM CHURCH LEADER INSIGHTS

Updated & Expanded: The NEW Assimilation Seminar + Team Edition Turning First-Time Guests Into Fully-Committed Members

Super-Low Investment Options to Fit Your Budget — Choose from Download, CD or DVD — Save Over 67%!

10 Years in the Making – Nelson Searcy presents his most powerful resource to date – Completely UPDATED and EXPANDED! This **Proven, Step-by-Step, “Done-for-You” Resource** contains everything you need to implement the Assimilation System in YOUR church!

Nothing impacts the growth of your church FASTER than Assimilation — the process of welcoming first-time guests, keeping them coming back and eventually moving them to membership.

- ✓ **Updated with the latest learnings and strategies that have worked in Nelson’s church and over 3,000 other churches across all sizes and denominations — it’s 30% longer with 50% new content!**
- ✓ **Designed for easy implementation with your team. Everything is laid out for you in a logical step-by-step fashion to make it easy to get up and running quickly!**
- ✓ **AND FOR THE FIRST TIME – you have a Team Training DVD Option!** Train your staff and key leaders — Nelson will be right there on screen walking you through each of the seven sessions of training.

Organized for team training with seven powerful 30-minute sessions that you can go through at your own pace. Each of these seven sessions will have specific action steps for you from Nelson:

SESSION 1: The Power of Assimilation

SESSION 2: Four Keys for a Great First-Time Guest Experience

SESSION 3: The ONE Thing You Want First-Time Guests to Do

SESSION 4: An Effective Follow-up Process in 4 Easy Steps

SESSION 5: Connecting Second-Time Guests

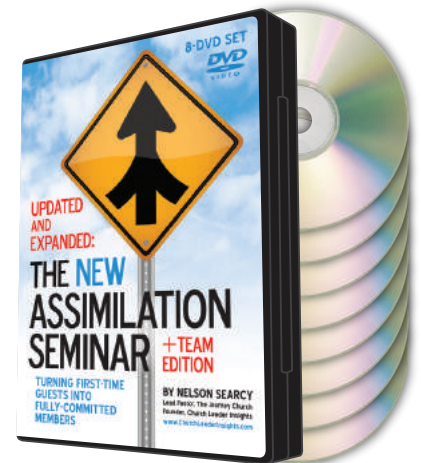
SESSION 6: From Regular Attender to Fully-Engaged Member

SESSION 7: Where to Start: The Keystone in the Entire Assimilation System

Available: Fully downloadable ~~\$599.00~~ - Just \$199.00 — You Save Over 67%!

Four-CD set ~~\$699.00~~ - Just \$249 — You Save Over 64%!

Eight-DVD set (CD included plus FREE download!) ~~\$899.00~~ - Just \$349 — You Save Over 61%!



Includes: Seven sessions of audio training, option for DVD video of the seven sessions, fill-in-the-blank listener’s guide, leader’s guide, step-by-step checklist, complete transcript, sample emails, surveys, connection cards and other templates, plus the 91-page Assimilation Strategy used at The Journey Church

**To Learn More or Secure Your Resource Visit:
www.ChurchLeaderInsights.com/AssimSeminar**

Explore the NEW Renegade Pastors Coaching Network

Your Path to Abandoning Average and Maximizing Growth in Your Church!

Below is an overview of the Coaching Ladder - learn more about the benefits that await you at each level.



Choose to Abandon Average:

★ At the heart of the Silver level is a focus on abandoning average to fulfill your calling, while achieving personal growth and ministry-life balance; includes 2 monthly calls.

Monthly LIVE Leadership Briefing Call with LIVE Q&A

Your don't-miss call with Nelson, jam-packed with the latest leadership lessons, encouragements, challenges and pitfalls to avoid.

Monthly Equipping Interview Call

A one-hour interview call with key pastors, writers, theologians and secular thought leaders.

Open to all Pastors, Church Planters and Ministers

Membership Welcome Kit upon joining

- 7 Commitments of a Renegade Pastor Resource
- Special Church Growth Champions Welcome Edition (3 Reports)
- Immediate Coaching Hub access
- Selected book by Nelson Searcy
- Renegade Pastor T-shirt
- *The Renegade Pastor* Key Learnings keepsake card
- And much more!

Mailed Monthly Bonus Kit featuring:

- 16+ page printed 'all content' newsletter
- 6x per year Church Growth Champions biographical report
- 6x per year Renegade Pastors in-depth book summaries
- Monthly Growth Points feature with Dr. Gary McIntosh
- MP3 Audio Files of both the Leadership Briefing and Equipping Interview Calls

Monthly Resource Giveaway Contest

Online Private Membership Hub Access

In your password-protected membership site, you'll have access to exclusive benefits like recordings of the monthly calls, members bonus kit archives, in-depth book summaries and more!

Exclusive Renegade Pastors email access to contact Nelson Searcy and the team

VIP support from RPN team via email and phone

Exclusive Access to Renegade Pastor Webinars

Annual 3-Day Renegade Pastors Conference – exclusively for members

Renegade Pastor rate for all live events, including Church Systems Checkup and Boot Camp

30% or More Discount on All New or Existing Resources

All Silver Benefits Plus:

12 Monthly Senior Pastor Focused Online Coaching sessions

Quick-Start Phone Call After Your First Session

★ At the heart of the Gold level is an in-depth focus through 12 monthly sessions on the 8 systems of a healthy church to break through the barriers keeping you from growing.

Open to Senior Pastors, Church Planters, Campus Pastors and future Lead Pastors

4x Per Year Special Gold Mailing

All Bonus Kit features from Silver plus CDs of the Leadership and Briefing calls

Exclusive Gold Level Email Address for Faster Response and Access

Priority Q&A on All Calls and webinars

Coaching Hub Access to 6 months of Non-Coaching Session Archives

Gold Only Discounts for Live Events and Webinars

Special Meals and Breaks at Live Events (where available)

Lowest VIP Rate for New Resource Releases

Automatic Upgrade to Platinum (at current Gold rate) Upon Completion of 12 core sessions

Plus much more!

Turn the page over to see the other two levels on the ladder!



Your New Renegade Pastors Coaching Ladder (cont.)



All Gold and Silver Benefits Plus:

Deep Dive System Specific Online Coaching Focused On: (Pick One)

- Assimilation (7 sessions)
- Stewardship (9 sessions)
- Evangelism (12 sessions)
- Small Groups (8 sessions)
- Executive Pastor (12 sessions)
- Worship Leader (12 sessions)
- Worship Planning & Preaching (12 sessions)
- Leadership & Personal Growth (NEW - 12 sessions)
- More coming soon

★ At the heart of the Platinum level is an intensive focus on one of six specific systems or areas with in-depth training on each; will progress from one system to another.

Note: Upgrades from Gold automatically begin with Assimilation (although you may choose another system). Those beginning with Platinum may choose any system to start, with future systems automatically continuing your membership.

Open to all Pastors, Campus Pastors, Church Planters and Church Leaders (laity and ordained)

On-going Coaching Hub Access to All Previous Coaching Sessions Completed

Coaching Hub Access to 12 months of Non-Coaching Session Archives

Platinum-Only Discounts for You and Your Spouse at All Live Events and Webinars

Special Meals, Breaks and Lounges at Live Events (where available)

Priority Consideration for Titanium Upgrades

Plus much more!

All Silver Benefits Plus All Completed Gold and Platinum Coaching Sessions:

5x Per Year, Two Days of Intensive, Personalized In-person Coaching with Nelson Searcy (the only level with in-person coaching)

★ At the heart of the Titanium level is personalized, in-person coaching with Nelson and access to ALL NEW resources for FREE plus exclusive recordings, training and gifts only provided to Titanium members.

Limited Size Group (approx. 30 Senior Pastors)

Exclusive Training, Recordings, Books and Resources Provided Only to Titanium Members

Guest Coaching from Time to Time by Top Authors, Pastors and Professors

All New Release Resources Provided FREE

VIP and Emergency Phone calls with Nelson Searcy

Lowest Platinum Rate Available for Staff and Volunteers

Book Co-author and Endorsement Opportunities

Lowest Rates for All Events Plus FREE Spouse Ticket Provided

VIP Event Seating, Registration and Recognition from Stage

Special Meals, Events and Private Lounge Access at Events (where available)

Free Attendance at All Webinars

Unlimited Hub Access to ALL Archives and All Previous Coaching Sessions Completed

Your Coaching Path to Continuous Growth!

Explore all the benefits of the Renegade Pastors Network. Our new Coaching Ladder clearly shows the main focus of each level and your path to growing and continually moving up. Your place on the ladder directly ties to your ministry growth!

To learn more about each level, go to: www.ChurchLeaderInsights.com/Coaching

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