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# **“THE D.R.E.A.M. CHURCH”**

## **CHAPTER ONE: DESIGN WORSHIP SERVICES THE UNCHURCHED LOVE TO ATTEND**

Author: Brian Moss

# INTRODUCTION

**“We know that every weekend is someone’s first and we want them to keep coming back.”**

**“We do this by focusing on wow-ing our quests with friendliness, using music as a cultural bridge, and teaching the Bible with relevance and life application.”**

# INTRODUCTION

## CONCEPTS **NOT** ABSOLUTES

Some things to think about  
and  
move outside of our comfort zones  
in our worship plan

# INTRODUCTION



**In the D.R.E.A.M Church, they began by adjusting their services with the lost in mind.**



**Most people think they should work on reaching the people first, so they hammer their people “to invest and invite.”**



**“Jesus was willing to (metaphorically) step out of His comfort zone (heaven) and adapt to the cultural climate of the people He wanted to reach. He did not compromise His message, but He certainly adapted His methods.”**

# INTRODUCTION

Paul continued this tradition of adaptation for evangelization. We read in his letter to the church of Corinth.

# INTRODUCTION

## 1 Corinthians 9:19-23 (NIV)

19 Though I am free and belong to no one, I have made myself a slave to everyone, to win as many as possible.

20 To the Jews I became like a Jew, to win the Jews. To those under the law I became like one under the law (though I myself am not under the law), so as to win those under the law.

21 To those not having the law I became like one not having the law (though I am not free from God's law but am under Christ's law), so as to win those not having the law.

22 To the weak I became weak, to win the weak. I have become all things to all people so that by all possible means I might save some.

23 I do all this for the sake of the gospel, that I may share in its blessings.



**We must accept people where they are and then love them towards where God wants the to be.**



**Greet people personally, not (just) publicly. First time guests should be warmly greeted 2-3 times before they ever make it to their seat. Friendliness is an atmosphere, not a program.**

# PRINCIPLES

# INTRODUCTION

**D.R.E.A.M. churches intentionally work on three systems that help first-time guests move from fear to faith:**

- 1. Guest Services**
- 2. Music**
- 3. Preaching Style**



## **GUEST SERVICES**

**“Perhaps one of the scariest things a non-Christian can do is visit a church for the first time.**

**Often, we do not realize the incredible anxiety most guests are feeling as they walk through our doors.**

**Their minds are racing with so many questions.”**

# TEN QUESTIONS FIRST-TIME GUESTS ARE ASKING

1. **Is the roof going to cave in on me? Am I going to get struck by lightning.**

**Many of our guest are feeling the incredible contrast between their current lifestyle and what they know God wants from them. Because of this they think they are on the outs with God. Creating a sense of anxiety and fear.**

# TEN QUESTIONS FIRST-TIME GUESTS ARE ASKING

## 2. Is anyone going to acknowledge me?

This is human nature. When we walk into a new place, especially one that we believe to be customer-driven, we expect someone to speak to us. It is strange if no one acknowledges our presence.

# TEN QUESTIONS FIRST-TIME GUESTS ARE ASKING

## 3. Are my kids going to safe?

For many first-time guests, their frequent exposure to churches and children has been news stories of pedophiles violating kids. They have taught their kids to be wary of strangers and now they are completely surrounded by them as you ask them to “trust” you with their children.

# TEN QUESTIONS FIRST-TIME GUESTS ARE ASKING

## 4. Is the message going to be boring or confusing?

Most unchurched do have some church background. For many, they have an unhealthy view of the relevancy of the Bible to normal people...and preaching is merely a remedy for insomnia or some ranting lunatic who thinks volume is a motivational tool.

# TEN QUESTIONS FIRST-TIME GUESTS ARE ASKING

## 5. Am I going to be dressed right?

Since church attendance is not routine in their life, it only stands to reason that they probably do not know what the dress code is, and they are looking around to see if they stand out.

# TEN QUESTIONS FIRST-TIME GUESTS ARE ASKING

## 6. Will I know where to go?

One test of good signage is whether your guests have to ask where the bathrooms are or the children's ministry is, or worst of all, where the sanctuary is located.

# TEN QUESTIONS FIRST-TIME GUESTS ARE ASKING

## 7. Whom can I ask a question?

Even the clearest signage does not answer all your questions. Clearly identifiable Guest Services volunteers and/or a clearly marked Information Center are essential.



## TEN QUESTIONS FIRST-TIME GUESTS ARE ASKING

### 8. Are they going to do anything weird?

Going to church for most visitors is like visiting a foreign country. The culture is different that they're unsure what's going to happen and they're terrified they will be put in an uncomfortable situation. They know Christians are different.

# TEN QUESTIONS FIRST-TIME GUESTS ARE ASKING

9. Are they going to sing or clap?
10. Is there any hope?

**They are hoping that God can fix broken hearts and homes.**

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# GUEST SERVICES

**Every church leader should be wrestling with how they are answering first-time guests' spoken and unspoken questions.**

**Not only are first-time guests asking questions...but they are making observations.**

# FOUR THINGS YOUR GUEST ARE GOING TO NOTICE

1. **SMELLS:** Good smells; especially the bathrooms
2. **SMEARS:** De-clutter; paint; clean; etc.
3. **SMOOTHIES:** Remove roadblocks/rough edges
4. **SMILES:**

“Guests are not evaluating the friendliness of the church based on the people in the show. They are evaluating the friendliness of the church base on the people in their row.”

# FOUR WAYS TO WOW YOUR GUESTS

1. Website needs to match your physical site
2. Clarity is essential from the street to the seat.
3. Welcomeness NOT weirdness
4. The exit experience is as important as the entrance experience

# MUSIC

There are four areas that a church must get right if they are going to grow:

1. An atmosphere of love and acceptance
2. Good music
3. Good preaching
4. Good children's ministry

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# MUSIC

There are three critical issues the music portion of your church service needs to address in order to better reach people:

1. The quality of the musicians and vocalists.
2. The quality of the audio, video, and lighting.
3. The quality of the music selected. The musical style can increase discomfort or build a bridge.

# PREACHING

- ❑ “Bad preaching is the third thing that makes it hard for people to come to Christ.”
- ❑ “There are three ways we make the truth difficult for people.”
  1. We use difficult translations (KJV, really?)
  2. Dated mediums (paper versus apps),
  3. Dull preaching.

# PREACHING

Bryan Chappell's survey from *Christ-Centered Preaching*:

1. Preachers tend to use complex, archaic language which the average person does not understand.
2. Most sermons today are dull, boring, and uninteresting;
3. Most preaching today is irrelevant;
4. Preaching today is not courageous preaching
5. Preaching does not communicate
6. Preaching does not lead to change in persons
7. Preaching has been overemphasized.

# PREACHING

Get back to the approach of the Master. Jesus used simple language to communicate difficult truths. Jesus' sermons had four characteristics:

1. They were short (the longest one is estimated to be less than 15 minutes)
2. They were clear
3. They were relevant – Using everyday stories to communicate eternal truths
4. They were actionable – People knew what to do when He was through

# PREACHING

## Objectives of preaching:

1. All preaching should be sharing God's truth from God's Word.
2. All preaching should help people better understand God's character and purpose
3. All preaching should be crystal clear on what one must do in response to what they have just heard.

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# PREACHING

## Characteristics of Great Preaching:

**Be thoroughly biblical.**

**Begin with a question.**

**Bridge the timeless principle**

**Make it simple**

**Paint it personal**

**Watch the emotional**

**End applicable**

**Keep it short**

# PREACHING

**“Remember...the point of preaching is not to inform, but to transform.**

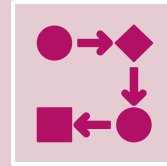
**The best way to transform our people is to transform our preaching.”**



# BONUS TRACK



**“One final word on DESIGNING your services is the flow and transition. Even if you did nothing to change your welcome, music, or preaching elements, adjusting your transition and flow could radically improve your service.**



**The difference between good and great is often pace, transition, and flow.**



**We want them walking away thinking, ‘Wow, that service flew by,’ not, ‘Man, that drug on F-O-R-E-V-E-R.’”**



**PROPERLY PLAN  
YOUR WORSHIP**



## SUMMARY

**“Adjusting your welcoming, singing, and preaching sounds simple, but so many churches break out in holy war over these changes. Somehow people have mistaken our methods with our message and our tradition with truth.”**

**EMBRACE THE POSSIBLE CHANGE**

QUESTIONS

