



*Find Them,  
Reach Them,  
Welcome Them:  
Building the Family of Faith*

**Friday, May 10, 2025**

**Mid-Year Spring Convocation**

**Emmanuel A.M.E. Church – San Antonio, TX**



*Presented by:  
Rev. Sean J. Nickelberry*



# THE D.R.E.A.M. CHURCH

FIVE PROVEN STRATEGIES FOR GROWING  
A HEALTHY, DISCIPLE-MAKING CHURCH

Brian Moss

## Chapter 2:

*Reach Your Target &*  
***ADD THEM TO THE FAMILY***





Find Them, Reach Them, Welcome Them:  
Building the Family of Faith

In ONE word, what  
does the “family of  
faith” mean to you?

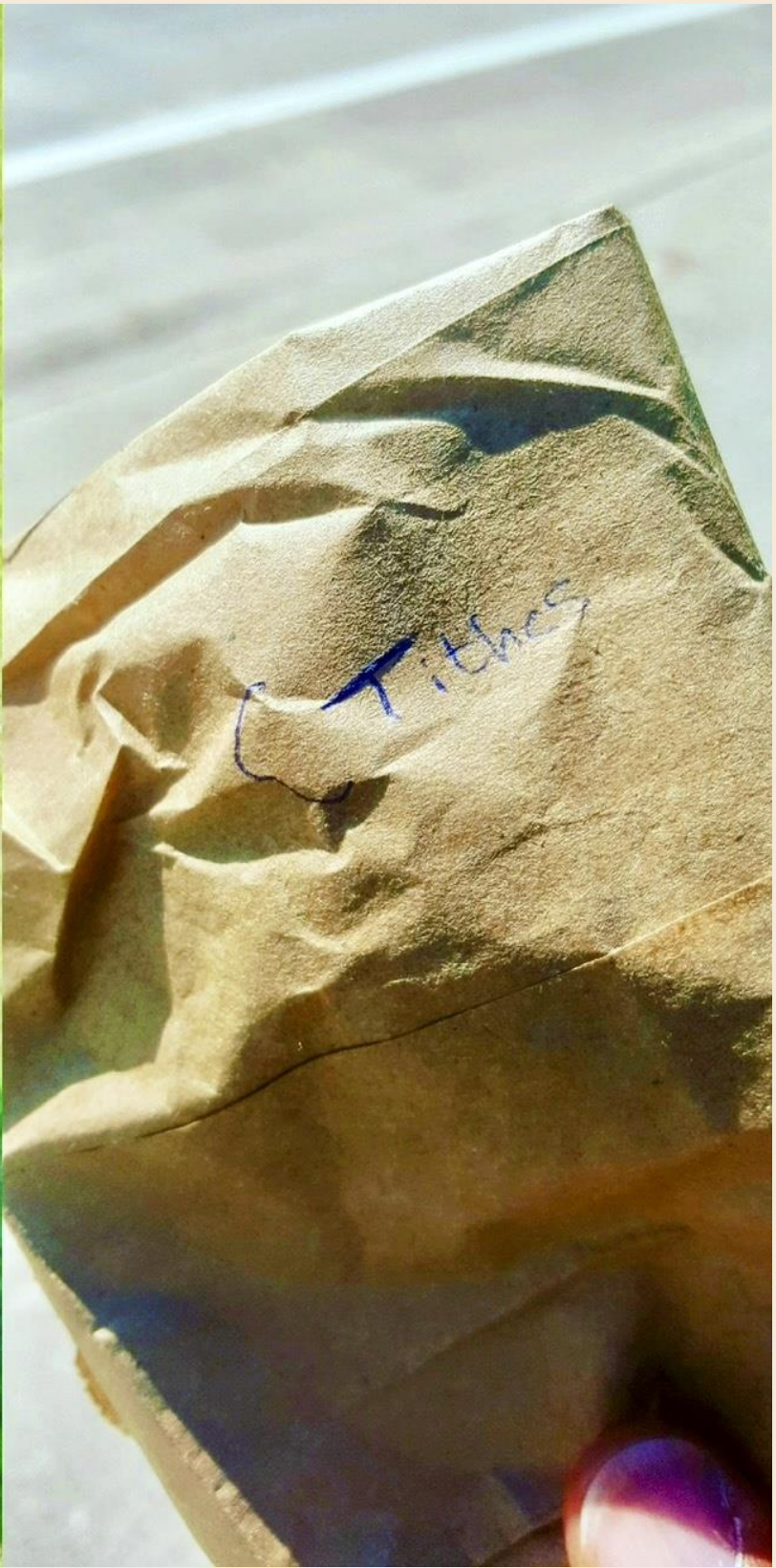




















# Discovering Your Church's Unique Target

Healthy churches know who they're called to reach and go after them intentionally.



# 1. Know Your Community

- ~Study local demographics (i.e.- age, ethnicity, income, culture, etc.)
- ~Understand community pain points, needs, hopes. etc.



## 2. Know Your Church's Strengths

~What is your church uniquely good at?

~What groups have you already connected with?



### 3. Define Your Target Audience

~Use the “Personas” strategy: Create a profile of your ideal new member.

~Example: “Single moms aged 25-40”, “Young professionals starting families”, or “Retired seniors.”





# Build Strategic Bridges

You must build a bridge between where they are and where you are.



# 1. Go Where They Are

~Don't wait for them to come, show up in their spaces (i.e.-schools, coffee shops, sports events, etc.)

~Engage in community service with visibility and love.



## 2. Create Connect Points

~Host non-threatening events (i.e.-  
block parties, parenting workshops,  
financial seminars, etc.)

~Use digital platforms (i.e.-social  
media, livestreams, podcasts, etc.)



### 3. Communicate Relevance

- ~Preach messages that address their real life.
- ~Avoid church jargon, use practical language they understand.





Mobilize Your People to Invite

A church grows when its people own the mission.



# 1. Train for Invitation

- ~Teach members how to share their story.
- ~Offer simple invite tools (i.e.-cards, social posts, conversation starters, etc.).



## 2. Celebrate Inviters

- ~Share testimonies of people brought to church by friends.
- ~Publicly thank those who bring guests,  
make it contagious!



### 3. Make Inviting a Culture, Not an Event

~Embed the “invite” mindset into small groups, classes, ministries, and leadership.

~Run “Each One Bring One” campaigns with intentional focus.





Assimilate with Love,  
Not Just Systems

Adding them to the family means more than a handshake, it means belonging.



# 1. Design a Warm Welcome System

- ~Friendly greeters, clean spaces, signage for newcomers, etc.
- ~First-time guests gifts and follow-up texts or calls with 24-48 hours.



## 2. Create a Clear Path to Belonging

~Offer a “New Members Orientation” or “Next Steps” class within 2-3 weeks of visit.

~Explain membership, classes, small groups, volunteering, etc.

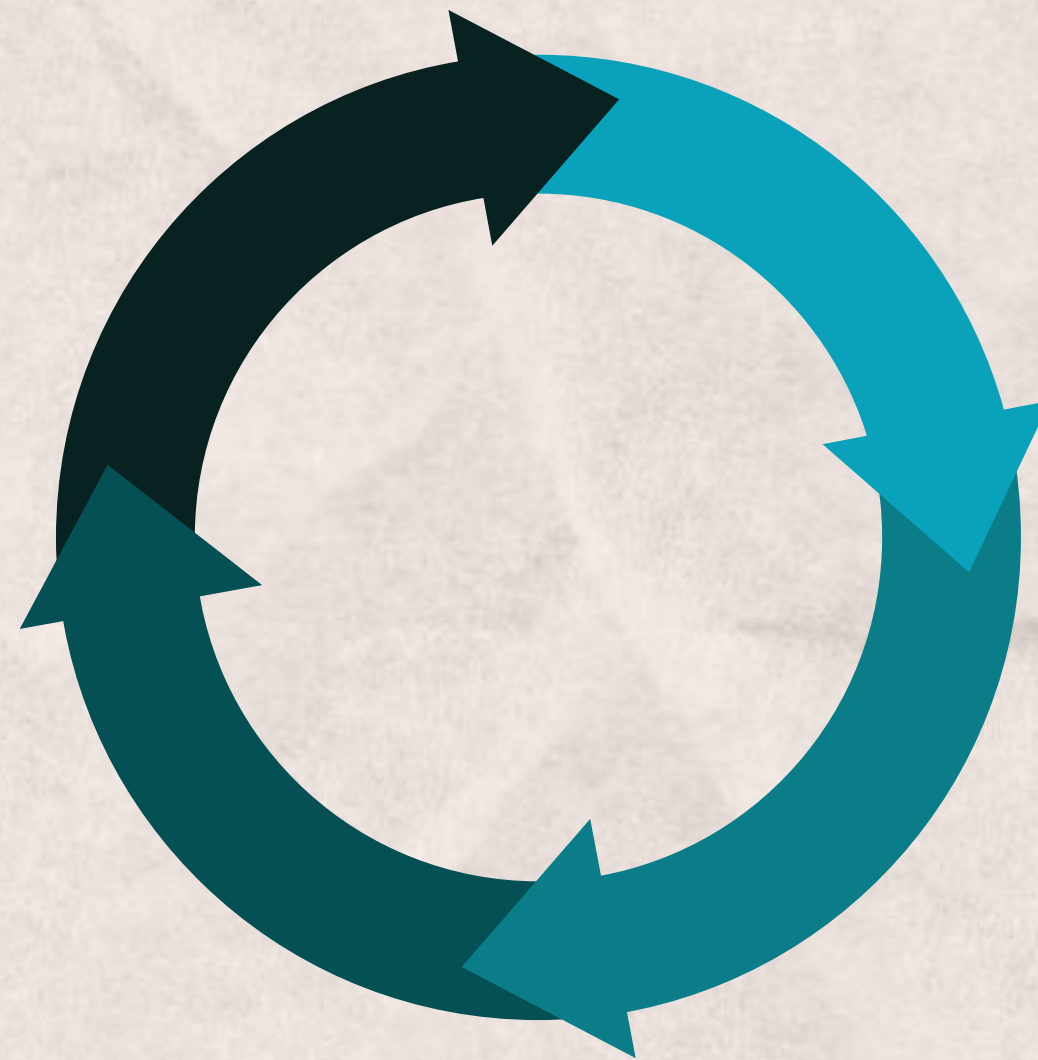


### 3. Foster Relational Connection

~Pair new people with prayer partners, “church buddies”, or mentors.

~Encourage existing members to take ownership of guest relationships.





Keep It Going:  
Evaluate, Adjust, Repeat

Outreach isn't a one-time push, it's a lifestyle.





# Track Engagement Metrics

~Who's visiting? Who's sticking? Who's not returning?

## Survey Visitors & New Members

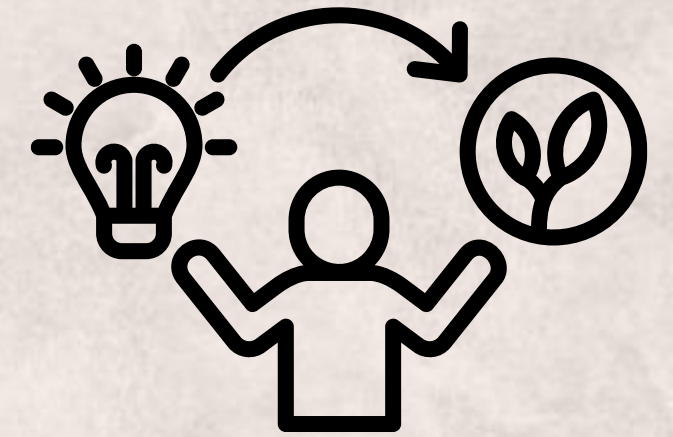
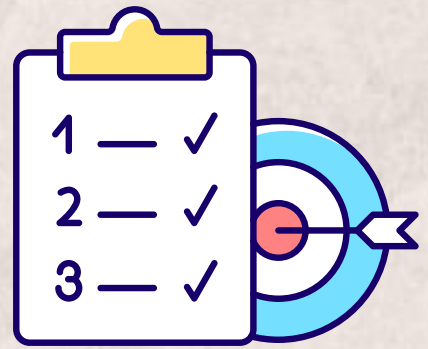
~What made them stay, or not?

~Use feedback to improve experience.

## Refine Your Target and Strategy Annually

~Communities change. So should your outreach tactics.





# Action Steps:

- 1) Do a community survey.**
- 2) Determine your church's evangelistic target and develop a profile.**
- 3) Evaluate your services, ministries, programs, events, and staffing based on your target profile.**
- 4) Create a bridge event that will reach your target.**
- 5) Develop/upgrade your digital presence.**
  - a. Website**
  - b. Social Media**
  - c. Church app**
- 6) Launch a 40 Days of Purpose Campaign**
- 7) Use a database that can track the spiritual progress of your people through the concentric circles.**





# Questions & Answers



Contact Information:

Rev. Sean J. Nickelberry  
Allen Chapel A.M.E. Church (Bryan, TX)

(832) 496-0718  
sean\_nickelberry@hotmail.com



Find them,  
Reach them,  
Welcome them....

Now go get them!!!