

Grow Your Church Through Visitors

Lesson Three: Discover Your Churn Factor

What's the Churn Factor?

The churn factor is the impact of people both leaving and coming to your church.

It's a normal part of everyday life.

There's a churn factor in churches, your street and all workplaces.

Every year people leave your church and new people come. It's normative across the body of Christ around the world.

Benefits of Knowing Your Churn Factor

1. You realise you that you must grow by your churn factor every year just to maintain your current size.
2. It quietens the 'we're not growing' chorus by making people realise you are growing but not in net terms.
3. It gives you an initial target to aim for when considering your annual visitor's goal which we will cover in depth in a future lesson.
4. It normalises the coming and going of people and lessens its pain

How to Calculate Your Churn Factor

You calculate your churn factor by keeping an annual record of people leaving your church.

Your churn factor is determined by the percentage of people who have left your church.

For example, you start the year with 100 people on your database. 15 people leave. Your churn factor is 15%.

You discover your churn factor by keeping good database records, recording your departing members and new arrivals.

Download and Complete the Check List

Calculate your churn factor. If you don't have records of who has left your church, then compile a list as best you can and work out your churn factor.

Start keeping good records from today and your churn factor will become more accurate as time goes on.