

# Grow Your Church Through Visitors

## Lesson Four: Set an Annual Visitors Goal

### Annual Church Wide Visitors Goal

An excellent goal that promotes church health and adds focus is an annual, church wide visitors goal.

### Why Establish This Goal?

#### 1. Increase visitor awareness

It causes your church to increase visitor awareness and thus focus on visitors. Your church will become far more visitor aware if there is a singular goal related to visitors.

#### 2. Clarity of focus

When a church has clarity in its aim there is a measurable increase of focus which in turn brings confidence, hope and faith.

#### 3. Pain free goal

This goal will not hurt you and your church. Compare that to a growth goal. For instance, you set a growth goal of 10% and you reach it! Party time! However, what are going to do next year? Maintaining 10% growth year after year is exceptionally difficult and adds massive pressure to a pastor. Alternatively, you fail to reach the goal and quietly dispose of all evidence of the goal and never mention growth goals again! Either way it's unhelpful. In contrast, a conservatively set church wide visitor's goal can serve you year after year after year.

#### 4. Adds motivation and momentum to your youth and children's ministry

They are a part of the overall target.

#### 5. Improved church health

Outreach oriented goals improve church health as people focus less on their needs and more on the needs of those coming into the church.

### How to Set an Annual Church Wide Visitor's Goal

If you keep good records, calculate the number of visitors you have had in your weekend services and youth ministry in the last 12 months.

If you don't have good records, then start counting the exact number of visitors in your weekend services, including your children's ministry and your youth ministry. Do this for four months and extrapolate these figures over 12 months making allowance for special events such as Easter and Christmas.

When you have calculated your current annual number set a target of 90% of that number.

For instance, if you have a total of 90 visitors then set a target of 80 visitors. It is far better for your church to under project and then over perform than vice-versa.

The next step is to spread this number across three areas: auditorium, children's ministry and youth ministry.

So, if your goal is 80 visitors, you may aim for 40 in the auditorium, 20 in the children's ministry and 20 in the youth ministry.

Now you can begin to strategize about how you will reach that goal. This will generate prayer, creative thinking and motivation as you begin to work with your team towards achieving this goal.

### Should I Go Public with This Goal?

I think a public setting of this goal can help unite a church and stimulate cohesion as you pursue a target together. The main downside with public goal setting is handling the downside of not reaching the goal. If your church is in a robust state of health they will be able to handle this downside but if not, a public goal may not be the best course of action.

## Download and Complete the Check List

Calculate your visitor numbers

Set a goal for the next 12 months

Create strategies to increase visitor numbers

Decide who you will tell