

Century 3 Engagement Builders Team Meeting
October 4, 2021

Present in Person: Rev. Jim Peich, Tina Sayers, Izzy Massey, Denise McCartney, Tiffany Conway, Chris Kennedy, Doug Christopher

Absent: Jeff Haupt, Kenna Marcus

1) Team Name

- A. **“Engagement Builders”** was suggested at last meeting
- B. Confirmed by all members to be the team name going forward.

2) Shared Findings on “How churches invite and welcome new people to their church”

A. How are churches engaging people?

1. Website is very important

- a. Must be easy to navigate. Engaging, but not showy
- b. Includes Social Media
- c. Must be Welcoming and Vibrant
- d. Make evident “who we are”
- e. Needs to be clear, concise and visually appealing, and not too many levels deep
- f. Include “visitors” guide that easy to find and navigate. Use a “I’m New” tab to help people feel welcome to the church
- g. Plan your visit guide
- h. Must be fast and quick
- i. Use videos on the website to make it more personal.
- j. Highlight diversity and kids activities
- k. Offer a personal “guide or greeter” to meet a visitor at the church
- l. Gear the website to targeted communities
- m. Pastor Video welcoming visitors to the church
- n. Online Bulletins

2. How do people learn of church?

- a. Physical Location, Word of mouth / Personal Invite
- b. Then visit the church website
- c. Plan visit
 - i. Need to be warmly welcomed
 - 1. Welcome visitors every week at start of service
 - 2. Introduce the Pastor to congregation
 - 3. Welcome Station in Lobby
 - ii. Focus on the experience of “attending worship” -

- iii. Importance of First impressions: Make it vibrant and energetic for the first time visitor
 - iv. Use special worship events (Christmas and Easter) to target visitors and make them feel welcome (post cards)
 - v. Don't Scare people into faith
3. Unlike some new non-denominational churches, our website needs quickly show that we have 3 distinct styles of services. Traditional, Modern and Chapel.
 4. Don't push / start with gathering personal information about visitors, they may want to visit multiple times before they decide on a church. Focus on what our church offers in terms of programs and activities first. Make them feel welcome first.

5. Bridge affluent and non-affluent communities

B. Churches referenced: St Luke's UMC in Oklahoma City, Pathfinder in Ellisville, St Lukes UMC in Indianapolis, The Gathering UMC in Maplewood, Salvation Army, The Journey, Grace Church in Bridgeton

3) Discussion on 3 to 4 Goals for the team

- 1) Define and Understand our diverse audiences and how to engage and include them
 - 2) Create a culture of hospitality by equipping our congregation to invite/engage/welcome new(er) people
 - 3) Create "best in class" digital presence
 - 4) Help existing people to stay connected and engaged
- 4)** Reviewed the "***what does success look like in 4 years***" list created in last meeting to ensure that the 4 suggested goals support those success factors
- 5)** Closed meeting with prayer

Next Meeting: Wednesday, Oct. 20 6:30 pm on ZOOM