

Receptive People?

Ed Stetzer at LifeWay recently posted some brief findings of a survey completed on people's willingness to receive information from a local church.

The survey tested 13 potential approaches to those outside of the church. The most effective method for bringing people to church is through personal invitations by family or friends. Most Americans say this approach is likely to work on them.

Can you guess what approach comes in last? What method of engaging and inviting is considered least acceptable? Yep, door-to-door visitation (Less than a quarter of Americans would appreciate a visit from your church to their front door). But we also can see that some people are more or less receptive to considering issues of faith at different times and in differing circumstances (or course, 1 out of 4 is not bad, in my opinion). For example, 47% of those surveyed said they were more open to matters of faith during the Christmas holidays; 38% around Easter, and 28% after the birth of a baby.

It's easier for Christians to talk about evangelism than to actually evangelize, and figuring out how to motivate our people to get out there and do it can be difficult. But this research indicates that many of your unchurched friends are ready for an invitation to at least talk about Jesus, or church. Ultimately the research showed that relationships remain the most effective approach to those outside of the church, and that good marketing / advertising are a good support, but not enough on their own. This is the takeaway for Christians here. You are more likely to influence the people you know for the gospel than a tract, billboard, commercial, TV or radio preacher. Those other things may help, but relationship is central.

How are you helping your congregation understand the importance of relationships?

To see the full study, follow this [link](#).

KEYWORDS: Evangelism, Reaching

Top 5 ways people are most willing to receive information about a local congregation

Among Adult Americans

