This Christian Education Department presentation is “only to aid you in becoming more attractive to the fish you’re trying to catch - so they too may become a part of God’s family through Christ.”
This “book will assist churches in one of our main missions - evangelizing.”
A Few Things…

“If we are called to be fishers of people, shouldn’t we truly know the people we are trying to catch - or guide into a relationship with Christ? Shouldn’t we know the right bait to use to even attract them …. 
Begin to see our church as outsiders see them.

You don’t get to call people what you want to call them. You call them by their name.
Grow!
Church Growth (Evangelism) Skit
Dionne L. Blasingame, G. Beyan Kekula, and Tonya Lee

What is Evangelism?
Every believer is called to spread the good news of Jesus the Christ and invite others into his fellowship (6).
Go into all the world and preach the gospel to all creation - *Mark 16:15* NIV
Don’t be afraid; from now on you will fish for people - Luke 5:10b NIV
To be a disciple means “fishing for people.” This is not an assignment that resides with a few; this is an assignment that resides with all. We are all fisherman and fisherwomen…
Are you ready to catch some fish? Get ready to be fishers of all people. You are called to be an evangelist, one who points others to the saving grace of Christ.
“It is important that your church be visible in the community and visible in today’s digital community” (12).
“Branding your church is important. This includes a logo, a consistent color scheme and look or feel that resonates throughout your visible presentation and conveys the philosophy and priorities of the church.”
Every church needs a website.
“If your [church] budget allows, make sure you have a large and visible sign in front of the church building” (14).
Brother Joe Herron will address the need for personal and church budgets this conference year.
“One of our church’s annual events was a car show. We used this event to finance the laptop computers we would give to graduating seniors who decided to pursue higher education”
We can’t just tax and assess members. We must involve the community. Let us think of other ways!
How do I evangelize?
“Talk about family and laughter and the joy of coming together with like-minded people” (20).
Talk about your personal relationship with God. No need to quote scriptures or talk about salvation. Make God relatable to everyone.
Fish At the Church

Be A Fish, When the Fish Show Up, Using Feedback to Grow Your Church

“Your church should welcome visitors through its appearance. A well-kept building...
“Fish do not always know what is appropriate clothing, that food is not allowed in the sanctuary, when to stand and when to sit, when they can leave for the restroom and when it is most disturbing” (34).
“I hope you are seeing my point. Fish must be interacted with patience, delicateness and lots of love and kindness” (35).
As the body of Christ, we need to mind our business and concentrate on the things of God.
Getting Fish in the Church
Reeling The Fish, Make Room for New Fish, Why Volunteerism is Important
Sister Vashlyn Kekula: Why volunteerism is important?
“Getting your new members to feel a part of the church is critical to retaining them. Giving them a job - a place and position where they feel like their contributions matter - is inevitable to helping them further develop their relationship with God...There is always a job for a Christian to do” (44).
“Volunteerism is not only encouraging everyone, but also making sure there is a place for everyone desiring to get involved” (48).
Getting the Church Into the Fish: Get The Church In the Fish, Genuine Hospitality
“The spirit of Christ burns through each of us who have the church in us and it prompts change, commitment, ownership, and the desire for evangelism” (51).
“Genuine hospitality must reach all people and this is where most churches fall short” (54).
Sister Ashley Kekula
“You should consider the powerful use of social media to attract those in the digital age. What is being posted on Facebook? Do you tweet about your church? Do you send out devotions that others forward? Fish of today are infiltrated with information via social media.”
“Even if you do not use it, you need to have someone in your church who is proficient post messages for you - this is a perfect place to engage young people….”(14).
“Your church website should show images of all ages and all ethnicities if you are trying to attract all people” (55).
“We recently experimented with digital media by sharing the liturgy and songs on a screen for all to see... Guests commented on how much easier it was to follow the flow of service....” (56).
“Diversity in the imagery of people, places, genders, and ages should be a consistent goal of media ministry” (56).
“I constantly remind them that we have no hierarchy built on seniority” (58).
“A genuinely hospitable church is one that encourages full participation of its members, new and old” (58).
“Hospitality is something that you have to work at. It requires strong strategic and intentional thought and planning” (58).
“If you are serious about growing your church, genuine hospitality must be in place” (59).
“It’s our mission. It’s our purpose. It’s life-changing work. Let’s go fishing!” (61).
Next...Sister Tonya Lee will discuss “Reeling the Fish” and “Making Room for New Fish.”
Then, Reverend Edie Scott will give commentary on church growth at Knights Monumental AME Church.
Finally, Pastor David Morrow will wrap us up and dismiss us.
Thank you for listening. We want your feedback!
Ponder on this.....
Reflect on your personal attitude toward evangelism.
How often do you invite a family member or friend to your church?
How often do you invite a person you do not know well to church?

What keeps you from inviting people more often?
Reflect on your church’s attitude toward evangelism

On average, how many visitors come to your church each week?