



Worship & Outreach Lessons Learned

WELS National Worship Conference
2024



Experience. . .

Holmen/Galesville, WI: dual parish: 5 -years.

Galesville/Arcadia, WI: multi-site: 8+ years.

Verona/Mt. Horeb/Monroe, WI: new/multi-site: 11+ years.

Cary, NC: one site. 2+ years.

Experience. . .

Learning from _____.

Wisdom. . .

Learning from _____.

Best Strategy for Worship & Outreach

- #1 far and away
- Not even close

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- Members inviting friends

Best Strategy for Worship & Outreach

- #1 far and away
- Not even close
- **Members inviting friends**
- Ads, reviews, trusted friend

Worship

Especially intersection with outreach

Worship

Are the people friendly?

Worship

Does the sermon make sense?

- Gripping intro
- Specific law
- Specific gospel
- Specific application

Worship

—

Musical style?

Worship

Everything is weird
if you are not used to
going to church!

Worship

Value of Liturgy and repetition

Worship Guest Welcome

Fewer guests

Guests worth less, or worth more?

Worship Guest Welcome

Evaluate everything from door to door

Worship Guest Welcome

Evaluate everything from door to door

- Parking lot
- Guest parking
- Entrance
- People flow

Worship Guest Welcome

Evaluate everything from door to door

- Walk, don't point

Worship Guest Welcome

Evaluate everything from door to door

- Walk, don't point
- Where to sit

Worship Guest Welcome

Evaluate everything from door to door

- Walk, don't point
- Where to sit
- Bulletin: print it all out!

Greeters

Greeters

Formal and “secret” greeters

Greeters

Formal and “secret” greeters

“I don’t think we’ve met before.”

Pastor hand-off

Greeters

Formal and “secret” greeters

Pastor hand-off

Balance ignored vs overwhelmed

What do you think?

Greeters

Formal and “secret” greeters

Pastor hand-off

Balance ignored vs overwhelmed

Three people to say hello; one to talk more

Greeters

Formal and “secret” greeters

Pastor hand-off

Balance ignored vs overwhelmed

Three people to say hello; one to talk more

Enlist the gifted: good and bad example.

Gathering Worship Guest Information

Gathering Worship Guest Information

Guest book

Gathering Worship Guest Information

Guest book

Friendship register

Gathering Worship Guest Information

Guest book

Friendship register

Communication card

Gathering Worship Guest Information

Guest book

Friendship register

Communication card

QR code

Gathering Worship Guest Information

Guest book

Friendship register

Communication card: Best was in offering plate.

QR code

Free gift

Worship Guest Follow-up

Within 2 days

Worship Guest Follow-up

Within 2 days

Again at 2 weeks

Worship Guest Follow-up

Within 2 days

Again at 2 weeks

As personal as possible:

Home, phone, email

Worship Guest Follow-up

Within 2 days

Again at 2 weeks

As personal as possible:

Home, phone, email

Pastor and lay people

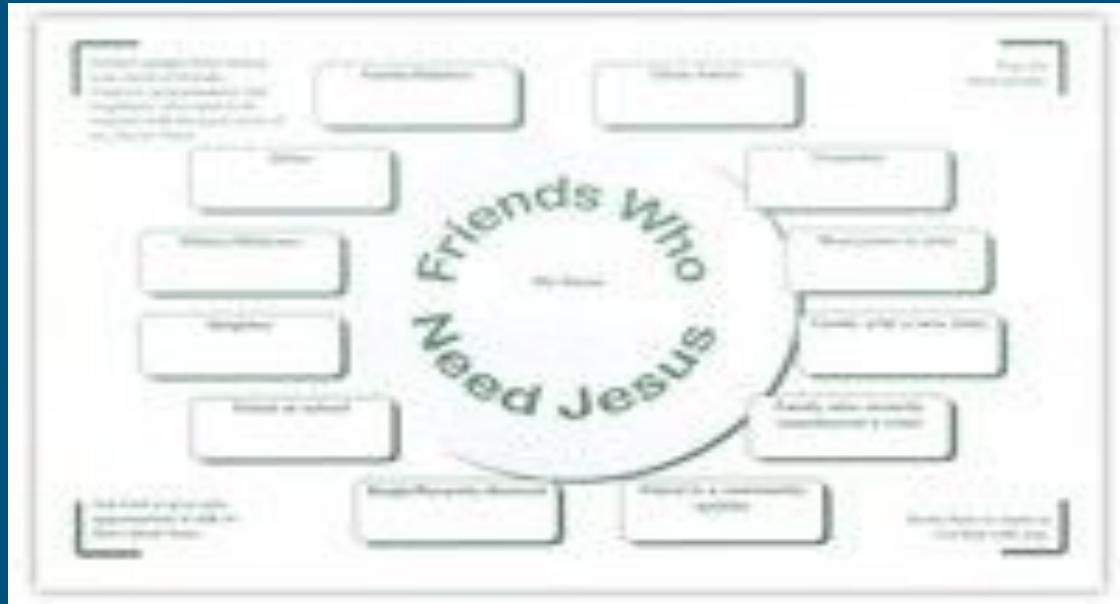
Outreach

- #1 best strategy far and away
- Not even close

Outreach

- #1 best strategy far and away
- Not even close
- **Members inviting friends**
- Friends Who Need Jesus

Friends Who Need Jesus free from nph



Things Every WELS Church Can Do

Play to our strengths.

What do you think they are?

Things Every WELS Church Can Do

Play to our strengths

- Personal pastoral care

Things Every WELS Church Can Do

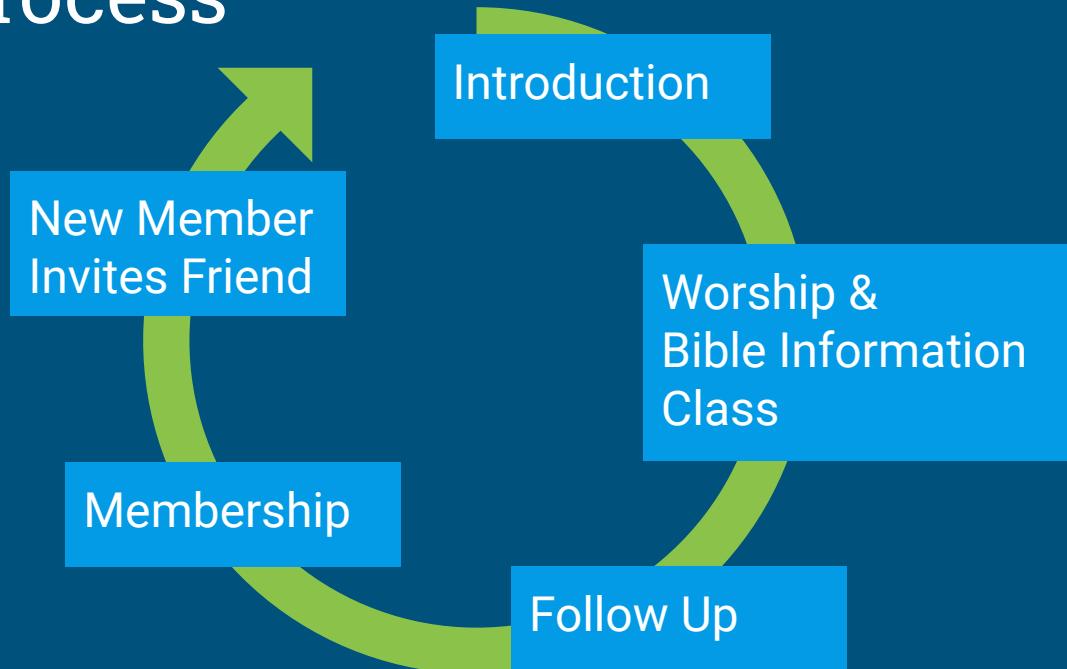
Play to our strengths

- Personal pastoral care
- Doctrine: governor in restroom.
- BIC

Things Every WELS Church Can Do

Membership cycle

Proven Process



Things Every WELS Church Can Do

Welcoming Worship

Things Every WELS Church Can Do

Welcoming Worship

- Friendship Sunday

Things Every WELS Church Can Do

Welcoming Worship

- Friendship Sunday
- Christmas & Easter
- One or two other times per year

Things Every WELS Church Can Do

Welcoming Worship

- Friendship Sunday
- Christmas & Easter
- One or two other times per year
- Worship guest follow up

Things Every WELS Church Can Do

Welcoming Worship

- Friendship Sunday
- Christmas & Easter
- One or two other times per year
- Worship guest follow up
- Remember indirect blessings

Things Every WELS Church Can Do

Offer Bible Information Class

- Anywhere, anyplace, anytime, with anyone

Things Every WELS Church Can Do

Offer Bible Information Class

- Anywhere, anyplace, anytime, with anyone
- Almost always have someone show up. From Japan!

Things Every WELS Church Can Do

Offer Bible Information Class

- Anywhere, anyplace, anytime, with anyone
- Almost always have someone show up
- After Christmas
- After Easter
- After summer

Things Every WELS Church Can Do

Offer Bible Information Class

- Anywhere, anyplace, anytime, with anyone
- Individual or group?

Things Every WELS Church Can Do

Prospect follow up

Things Every WELS Church Can Do

Prospect follow up

- As personal as possible
- “Pushes people the direction they are leaning.”

Things Every WELS Church Can Do

Prospect follow up

- As personal as possible
- Prospect canvass

Things Every WELS Church Can Do

Prospect follow up

- As personal as possible
- Prospect canvass
- Do you have a pastor who will visit you?

Things to Consider

Go and make disciples

Things to Consider

Go and make disciples

Get off site

Things to Consider

Go and make disciples

Get off site

Benefit of others vs comfort for self

Things to Consider

Go and make disciples

Get off site

Benefit of others vs comfort for self

Volunteer in community

Things to Consider

Go and make disciples

Get off site

Benefit of others vs comfort for self

Volunteer in community

Add to an existing event rather than create your own

Feed the Tigers

Set goals for activity

Feed the Tigers

Set goals for activity

Measure of success

Feed the Tigers

Set goals for activity

Measure of success

Mary or Martha?

Feed the Tigers

Set goals for activity

Measure of success

Mary or Martha?

Whose idea was it?

Facility Use by the community.

Exposure

Service

Financial benefit?

Space Together

Outdoor space?

Materials

One by One Video Bible Study



Materials

One by One Video Bible Study

Joining Jesus on His Mission

LCMS pastor

