

## How Churches Grow Based on Size

Size	Type Description	Strategies
0-50 Average Sunday Attendance	Family size. The pastor tends to be less important than the leaders. Meeting the Matriarch/Patriarch and getting past Gatekeepers is the challenge. Privacy is not possible. Everybody knows your name (Cheers!). Decisions are made at the table. Elders preside. Outreach tends to be a family project. Quote: "We're a loving family."	<ul style="list-style-type: none"> <li>• Growth is by adoption and takes 1-2 years for new member.</li> <li>• New members likely get adopted through active participation in family activities.</li> <li>• Relationships with others are primary.</li> </ul>
50-150 ASA	Pastoral size. The pastor is at the center of all activity. Pastor knows everyone by name. Affiliation with pastor is primary. Pastor presides and others tend to follow pastor's lead. Outreach tends to involve a core group of active members. Quote: "We're so lucky to have Pastor _____"	<ul style="list-style-type: none"> <li>• New (potential) members are always introduced to the pastor.</li> <li>• Getting to know the pastor is key to being "in".</li> <li>• Relationships with others through activities are important.</li> </ul>
150-250 + ASA	Program size. People come to this church because of what it offers to children, Gen X-ers, seniors, etc. Members tend to affiliate with people who have similar likes/dislikes. Program may include small groups. Entry is sometimes through them. People do not know everyone's name. Usually multi-staffed. Outreach is an optional activity, usually in the background. Quote: "We came here because we like the Sunday School for our kids".	<ul style="list-style-type: none"> <li>• Quality programs keep "shoppers".</li> <li>• There is something for most everyone to do.</li> <li>• Program involvement leads to taking charge or having responsibility over time.</li> <li>• Leaders help new members engage.</li> <li>• There is a program for new members.</li> <li>• Discernment is an important discipline.</li> </ul>
250 and higher ASA	Resource size. May be diverse memberships with several services reflecting that diversity in liturgy, ethnic or age groups, etc. Usually multi-staffed. People may know one of the pastors. Affiliation is with similar group. Entry often through small group experience. Anonymity possible. Outreach may involve significant resources and volunteers. Quote: "This Church has something for everyone.":	<ul style="list-style-type: none"> <li>• People often join through small groups.</li> <li>• Attraction is often to preaching, worship and music style, events and reputation of members.</li> <li>• People likely to bring friends.</li> <li>• People with a passion for outreach or mission are welcomed.</li> <li>• Welcoming committee essential to help steer new members</li> </ul>