



Leading Your Church Toward Transformational Change

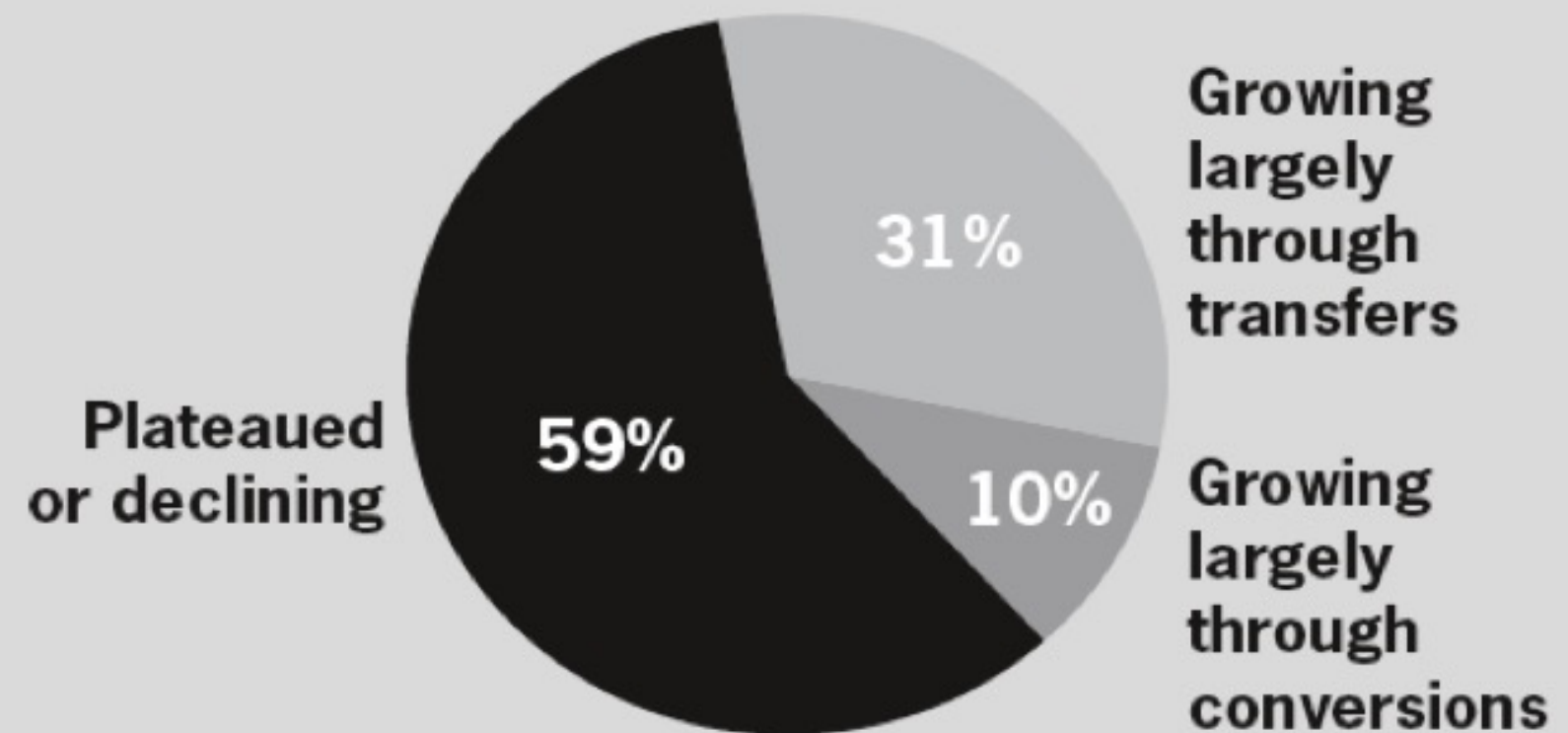
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Motivation: The Bad News!

To grow: The Church
Challenge

Protestant church growth in the United States



Source: Billy Graham Center Institute and Lifeway Research, Measuring Evangelism in the Protestant Churches Study.

Figure 1.1. Protestant church growth in the United States

MOTIVATION: THE BAD NEWS!

To grow through conversion: The Church Challenge

- 59% plateaued or declining
- 31% growing by addition mostly through transfer, at the expense of those declining
- Only 10% of American churches are growing *through* conversion

