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“Churches often think tactically when it comes to evangelism, but they rarely think strategically”

How can we design a strategy for evangelism and growth in numbers that can link together all our various outreach work in a single whole?

mind the gap is designed to do just that. Operating on the principle that most people belong before they believe, this single day or evening workshop for church leadership carefully works with building connection and building commitment and enables churches to plot stepping stones for people at various stages of their spiritual development.

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Most people today start with little connection to Church and with equally little understanding of the core Christian gospel.

Evidence has shown (Finney, Grace Davie etc) that for the majority of people it is contact with other Christian believers that enables them to develop a Christian faith and participate fully in the life and mission of the Church.

Increasingly it is the case that people find church services too much of a cultural leap to make and need other 'first steps' into church life..

What is needed is a 'stepping stones' approach, with various routes available to enable people to develop both increasing connection with the worshipping people of God and in developing their own faith in the God and Father of our Lord Jesus Christ.

For most people this needs to be growth in connection first and then growth in understanding and faith following on (though there are still those who need to get the 'faith thing' sorted before they will commit to church).

By reviewing everything we already do, in the light of how much it fosters connection and understanding/commitment, churches can spot the gaps in their set of stepping stones and design specific events/programmes etc. to plug those gaps. It also gives a shape to those things we already do as part of a strategic approach to winning people for the Kingdom of God.

