

Sticky Church Conference

Suncrest Church
St. John's , IN

Session One: "Sticky Messages--Having a Big Idea" (Dave Ferguson)

- I. Churches must understand that every day people are being bombarded with an information OVERLOAD.
 - A. The information our generation is getting is doubling every 5 years
 - B. People are becoming more astute at processing this information
 - C. Churches that are impacting know how to tread these waters.
- II. More information that leads to less action is a BIG, BIG problem
 - A. Churches need to have ONE BIG IDEA that sticks to the hearts and minds of people and LEADS to ACTION.
 - B. In order for the the MESSAGE of Jesus to stick, it must be heard, understood, and applied
- III. DF's church has one BIG IDEA all the way down from ADULTS to CHILDREN.
 - A. This transforms families
 - B. This transforms small groups
 - C. This unifies the staff
 - D. Everything is tied to that one IDEA...all week.
- IV. Most churches bombard people with lots of LITTLE IDEAS
 - A. Too many ideas confuse people
 - B. Too many ideas conflict with each other.
 - C. Too many ideas cancel each other out.
- V. Formulas for Sticky Messages of Sticky Churches
 - A. More Information = Less Clarity
 - B. More Information = Less Action
 1. Barrack Obama led a "one word" campaign--CHANGE. The world listened to the one BIG IDEA.
 - C. One BIG IDEA = More Clarity and Action
 1. Matthew "Come and follow me"
 - D. The BIG IDEA = Speedy Obedience
 1. When God's Word sticks to us, it is transforming. It helps us to impact the world around us.
- VI. The Goal of the BIG IDEA
 - A. A community of transformation not information
 - B. Helping people do something with what they know about God's Word, not KNOW more about God's word.
 1. Pastor Ortiz story: "Love one another."
 2. He would never teach a message that would not lead people to live more like Jesus.

Session Two: "The Sticky Church Paradigm" (Larry Osborne)

- I. Sticky Church is helping churches fulfill the second half of the great commission.
 - A. Parable of the Soils
- II. Going from Leakiness to Stickiness/North Coast Story
 - A. Started at 80 adults
 - B. At the end of 3 years they grew to 120 people.

III. They had a COME TO JESUS moment

- A. Developed a quality leadership team
 - 1. Worked on unifying the leadership board and staff (THE UNITY FACTOR)
- B. Shepherd the flock I already had (in contrast to USING the people we had to reach those we didn't know) "No one likes to be used."
- C. Become believer targeted/seeker sensitive
 - 1. Focused on those you have, but expecting those who you don't
 - 2. Communicate in a way that anyone could understand
 - a) Get rid of all "North Coast JARGON"
 - (1) No NCC, or Koinia, or any other lingo that would keep people "out" for not knowing.
 - (2) Named all services and events in a descriptive manner that would help people understand what is happening (Early Bird Service, Encore Service, Video Cafe' Service, etc.)
 - 3. Seeker expectant means that we prepare for guests, but to enfold them into our congregation.
 - 4. Churches need to make sure that they communicate acceptance and encouragement to seekers
- D. Foster long-term, Christ-centered relationships
 - 1. Close is good, but long-term makes it better.
 - 2. NCC focuses on relationship first, then discipleship second.
 - 3. "The stickiness is in Mayberry, USA"

IV. Lessons Learned from NCC

- A. Stickiness starts with CHURCH HEALTH
 - 1. DISUNITY
 - 2. BURNOUT
 - 3. LACK OF SPIRITUAL GROWTH
- B. Stickiness has two important aspects
 - 1. Visitor retention--ASSIMILATION
 - a) In special event church visitors can be anyone
 - b) In a special event church people are tired after the special events and aren't able to care for those who come
 - 2. Long-term Retention--DISCIPLESHIP
 - a) In a Sticky Church visitors are friends or people from church
 - b) In SC there are people caring for the visitors because they know and love them
 - c) Two-Types of Friendships
 - (1) Weak Ties:
 - (a) fun
 - (b) task specific
 - (c) lots of intensity
 - (d) have an end point
 - (2) Strong Ties
 - (a) Frequent
 - (b) Long-term
 - (c) Vulnerable
 - (3) Legos example
 - (a) Connectors: Once connectors are all connected, you will be friendly but you won't connect.
 - (b) Once someone's connectors are full, people don't connect with "outsiders"

- (4) Create NEW GROUPS FOR NEW PEOPLE--they have open connectors
- (5) It doesn't matter if the people in the center of the church feel connected, it matters that the people in the peripheral feel connected.
- C. A fancy front door can mean a leaky back door
- D. Most of our programs and ministries are designed for casual and/or short-term relationships.
 - 1. Churches need to change this and become a place for long-term relationships.
 - 2. Churches tell people they will give them REAL relationships and then begin the process of tearing down their current relationships.
- E. We get what we measure and celebrate. (Retention seldom makes the list)
 - 1. Churches need to measure retention from the top down.
- F. It's increasingly difficult to reach and keep people with a one-size fits all approach to ministry.
 - 1. America used to look, smell, sound and taste different.
 - 2. Now we are a monolithic society, leaving our "tribal" groups
 - 3. We are now entering into a tribal group with CHOICE. Cable, TIVO, podcasts, FM radio changed the monolithic society.
- G. Spiritual growth is seldom linear.
 - 1. People learn in experiences, not in a line.
 - 2. Teach the Bible, velcro to others, and the rest is up to you.
 - 3. Give them "NEED TO KNOW" info that can be used in their daily lives.
- H. New relationships need easy on and off ramps.
 - 1. Give people an accessible way to get involved, and to get out of what they aren't interested in.

Session 3: "How to Develop a Sticky Culture--The Significance of DNA in a Decentralized World" (Scott Chapman)

There is a handout to this seminar.

- I. Three trends that are Decentralizing the Church
 - A. Digital Communication
 - B. Increasing church size
 - 1. Leadership loses ways to sell vision
 - 2. People feel disconnected
 - 3. Senior Pastor loses central presence to a more "Company" feel
 - C. Multi-Site Movement
- II. DNA is the blueprint for the entire organism. Every cell has this blueprint
 - A. Churches have a DNA structure: "THE IRREDUCIBLE ESSES OF A CHURCH THAT, WHEN TRANSFERRED, REPRODUCES WHO IT IS AND WHAT IT DOES IN NEW GROUPS OF PEOPLE"
 - 1. HUMAN--PHYSICAL BODY--PERSONAL HEALTH
 - 2. CHURCH (DNA)--CHURCH CULTURE--CHURCH HEALTH
- III. Three Processes to Reproducing Healthy DNA
 - A. Clarifying--your church's DNA
 - B. Transferring--your church's DNA
 - C. Reinforcing--Your church's DNA
- IV. Churches need to understand who and what they are (Clarifying):

Product	Question	The Chapel's Answer	Westwind's
Mission Field	Who are the people God is calling us to reach? Why?	Midwestern, suburban, middle-class families, ages 25-45, who spiritually identify with Practical Atheism	
Central Concern	What is the problem God is calling us to address? Why?	Practical Atheism: the idea that one can believe in God while simultaneously behaving as if He doesn't exist.	
Message	What is the promise God is calling us to make? Why?	Rediscovering God--Changes Everything <ul style="list-style-type: none"> • God's presence leads to a life that satisfies • God's principles leads to a life that works • God's purpose leads to a life that matters 	
Vision	What is the difference God is calling us to make? Why?	When we rediscover God, we will experience a spiritual awakening that transforms our lives, our churches, and our communities.	
Beliefs	What are the beliefs God calls us to hold? Why?	Four Things We Believe: <ul style="list-style-type: none"> • Jesus is the Son of God • The Bible is the word of God • The Gospel is the way of God • The Church is the people of God 	
Values	What is the personality God is calling us to have? Why?	Four Things We Are: <ul style="list-style-type: none"> • Authentic • Loving • Fun • Inspiring 	
Strategy	What is the approach to ministry God is calling us to have? Why?	Four Things We Do: <ul style="list-style-type: none"> • Grow Spiritually • Connect Relationally • Strengthen Their Family • Make a Difference in Their World 	

The "WHY" of each of these is very important. People will want to expand who you are and what you do. Having the "why" answered will allow you to help them understand and accept what you are doing, even if you don't answer all their issues.

- V. Transferring Your Church's DNA
 - A. Who are the people who need to "bleed" this
 - 1. Senior Pastor
 - 2. Elder Board
 - 3. Volunteer Leaders
 - 4. Volunteers
 - 5. Attenders
 - B. What ministry environments needs to show this
 - 1. Facilities
 - 2. Materials
 - 3. Approach
- VI. Reinforcing Your Church's DNA
 - A. Dealing with DNA Drift
 - 1. The natural course of vision is to get less and less clear
 - 2. How can we reinforce it daily, weekly, monthly, annually?
 - B. The Xerox Effect
 - 1. Copies of copies don't look that great

Session Four: Multi-Church Sites (Scott Chapman)

- I. The Chapel Story
 - A. Started with 80 people meeting in a school
 - B. Church blew up in a short amount of time.
 - C. Struggling to integrate people into the life of their church.
 - 1. People weren't getting into small groups
 - 2. People were not volunteering
 - 3. People were not giving
 - D. People started to leave/there was a huge back door
 - 1. People were not experiencing spiritual transformation (Romans 12:1-2)
 - 2. People were showing signs of PRACTICAL ATHEISM
 - 3. Our people wanted what a large church provided, but love how a small church felt
- II. What Makes Multi-Site Sticky
 - A. A SC is a church that gives people what they want
 - 1. It gives them the experience they want
 - a) They a high-quality ministry experience
 - b) They want to be a part of a huge kingdom vision
 - 2. It gives people the small church experience they want
 - a) They want a spiritual mentor
 - b) They want to feel like part of a church family
 - c) They want to attend a church in their community
 - d) They want to know that they are needed.

Session Five: Three Things Every Newcomer Needs (Jon Ferguson)

What is the difference between a CROWD and a FOLLOWING?

When it comes to new people we don't want a CROWD we want a FOLLOWING.
 Jesus said "Come follow me..."

I. Crowds versus Following

Crowds	Followers
<ul style="list-style-type: none"> • Temporary • Fickle/Bandwagon • Unpredictable Masses • Not attached/Transitory • Fleeting 	<ul style="list-style-type: none"> • Lasting • Loyal • Committed • Devoted • Ownership • Givers/Contribute

A. What does it take to turn a crowd into a following?

1. Acts 2:47 Jesus is someone to be followed "The Lord added to their number daily those who were being saved."
 - a) They were baptized (became members)

Experience	Relationship	Expressions
Celebrate	Me AND God	<ul style="list-style-type: none"> • Prayers • Apostles Teaching • Worship in the Temple • Modern Day: Worship Service
Connect	Me AND the Church	<ul style="list-style-type: none"> • They met daily • Baptism • Common Meal • Commonality • Modern Day: Small Groups
Contribute	Me AND the World	<ul style="list-style-type: none"> • Brought/Cooked/Served the meal • Sold what they had • Pooled resources • Modern Day: Volunteering and giving

B. If you want to help them:

1. They need to be Bible Based

2. They need to be Memorable
3. They need to be Central to Overall Strategy
4. Examples
 - a) “Making 3-C Christ Followers”
 - b) Logo
 - c) Language
 - d) Tools and resources (Journals/prayer guides/Self Assessments)

II. What are you doing to help people

- A. Use a simple Communication Card
 1. Have it point people to next steps
 2. Move people toward action
 3. Give people time to fill it out
 4. *Fusion* Nelson S.
- B. Use your website to move people toward these steps
 1. Easy to see
 2. Clear
 3. Move toward action
 4. Have people find a group finder for small groups
- C. Make your small groups more accessible
 1. Location is easy to find and download
 2. Leadership is prepared for guests
 3. Attendees are friendly
 4. Offer a variety of groups.
 5. Address people’s fears of small groups
 6. Offer groups “on-site” as well as “off-site”
- D. Tell stories about people active in these experiences
 1. On the web
 2. In the services
 3. In the small groups
- E. Track who is experiencing what
 1. We measure what matters
 2. Keep track to how your church is

doing in each of these areas.

Small Groups

- Develop 3-C Followers of Christ
- Develop Leaders
- Impact the Community

