

Multiply
Multiply05
The Rural Multisite
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Description: For the last 20 years, a major population migration has seen people trading their urban and suburban lifestyles for small town living all across the country. 50 years ago, the only thing any small town or rural church had to do to attract these newcomers was open their doors on a Sunday morning. Today? Not so much. In this session, we'll look at the challenges that churches in small and rural towns are facing in attracting people to worship. Far from resting on a strategy that insists "You come to us," the fastest growing small and rural churches have adopted a new strategy: "We'll come to you" through multisite campuses and third place evangelism.

The Rural Multisite Outline

Times they are a Changin'

- Population Trends in the Last Century
 - Pre-1950's – Preference for Urban Setting
 - Post-1950's – Preference for Suburban Setting
 - 1990s-2000s – Migration to Small and Rural Towns
 - Today, the most desirable place to live is:
 - Small town
 - County Seat
 - Attractions such as mountains and lakes

People they are a Changin'

- Old Church Growth Paradigm
 - "You come to us..."
 - You used to be able to open the doors to the church on a Sunday morning and the people would show up
 - Today? Not so much.
- New Church Growth Paradigm
 - Starbucks Approach – "We'll come to you..."

Why the need for such a radical paradigm shift?

- It's what Jesus modeled and calls us to do
 - Jesus didn't wait for the masses to come to him, he was the ultimate itinerant minister
 - Get out of the pew and into the world
- It requires us to discern the needs of our community
 - "Talk Less. Smile More."
 - More dialogue, less monologue.
 - Go to where the people in your community are and listen
- How do we meet the needs of our community?
 - Start by "loving your zip code"

Multisite: Multiplication by Replication

- Figuring out the "how" helps us determine the "where"
 - Taking the Gospel to where the people are
 - Thinking outside the box of brick and mortar
 - Example: Clayton UMC – Boat Church
- Healthy Things Grow – Replicating Healthy Church DNA in a New Setting
 - Example: Clayton UMC – Second Campus