

It Is Written
Evangelism
Training



Unusual Witness: How to Build a Sticky Church



Keith and Jenny's Story



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Spark

Why do people leave the Adventist church?

- Often, there's no single reason, but a journey.
- Think of someone you know who is no longer in church.
- Pick one person or family.
- What significant events in their journey brought them to that point of decision?

Why do people leave the Adventist church?

- Share with your neighbor.
- We are not judging or critiquing their decision right now.
- Simply describe it.
- Then we will share together as a group.

What's happening?

- For every 100 new members gained, 49 eventually leave the church.
- Out of existing members, 1 in 3 will leave.
- This loss is even more significant among young adults, where up to 70% are leaving the church.
- Have we left the back door (and the side door) swinging wide open?

Why are people leaving?

- Only 5% say it is because of doctrine.
- The largest portion, 28%, said that they left because they drifted away.
- 25% cited a lack of compassion.



Why are people leaving?

- 19% cited a moral failure.
- 18% said that they did not fit in.
- 14% felt that there was too much of a focus on minor issues.



What do you notice about each of these?

- Drifted away
- Lack of compassion
- Moral failure
- Not fitting in
- Focus on minor issues



One of the most significant factors in leaving...

A stressful life event:

- Moving out of state
- Marriage
- Divorce
- Death in the family



What did the church do?

- Nothing!
- No one noticed.
- No effort to reach out.



Surprising good news...

- Very few former members, though, are hostile toward the church.
- A total of 58% say that under certain circumstances, they would be open to reconnecting with Adventism.



How do we keep them?

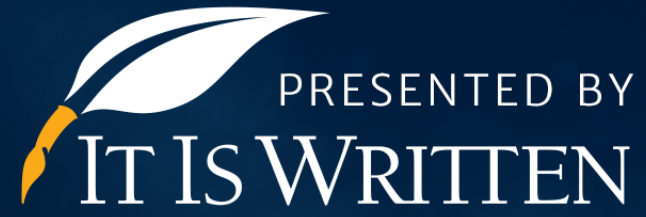
- Embrace new members
- Empower them
- Employ them in active labor for the Lord



Where can I learn more?

- Contact It Is Written for member retention weekend seminars
- Visit saltevangalism.com
- Visit Booth 100 in the exhibit hall





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