

Recommend This Church Twice A Week

by Greg Gwin

Those who study “church growth” tell us that our best opportunity for increase arises out of every member recommending their own congregation to people they know or with whom they have contact. Such recommendations should be brief, to-the-point statements that are designed to appeal to the specific individual. Here are some examples:

To a new family that has recently moved into your neighborhood: “It’s great to meet you. If you ever think about looking for a new church here in our area, I’d like to recommend the Church of Christ. We’ve got some good families there, and we’ve got great classes for the kids. We’d love to have you visit.”

To someone you work with who may be going through a difficult time: “I know it’s tough right now, but in times like this I’ve always gained a lot of strength from the people at church. Why don’t you come to church with me this Sunday?”

To someone you meet at the grocery who gives you an “opening” by something that is said: “I attend the Church of Christ, and I really love it there. If there’s ever a time when you’re looking for a church, I’d like to recommend this one.”

See how easy it is! You can do this! We **ALL** can do this! And, it should be emphasized that we’re all obligated to do this. **Revelation 22:17** says: “...the Spirit and the bride say, Come. And let him that heareth say, Come. And let him that is athirst come. And whosoever will, let him take the water of life freely.”

Let’s get busy recommending this church – simply telling folks to “come.” If each of us will make this recommendation twice each week, every one of us will have invited over 100 people in a year. Just do it!!!

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