



Growing Your Church

You can meet people where they are

by J. Don George

Some brilliant people write academic books about evangelism, but in reality, it's not rocket science. One doesn't need a PhD in sociology or psychology. All you need is the desire to connect with people and share the greatest news you've ever heard.

I walked the streets for three years, and our church grew simply because I connected with people and invited them to come. On Saturdays, I visited the homes of those who had come for the first time the previous Sunday.

Two nursing homes let me come on Wednesday mornings to give a devotional, sing a few gospel songs, and share the love of Jesus with some lovely, forgotten people. Again, this wasn't a new, dynamic church growth strategy. It was simply God's way of helping me connect with the "least of these" to share His love with them. These people didn't flood our church on Sunday mornings, and they didn't give to our offerings. It was my pleasure to see God use me to show the people God's kindness and care.

The Lord also opened a door for me to give devotional talks on Thursday mornings at a local bank, Southwest Bank and Trust Company. The chairman of the bank's board, Wre Sutherland, invited me to do the weekly devotional. God gave me great favor there. For several years, I spoke to a group of bankers and tellers on Thursday mornings before the bank opened for business.

My visits to the nursing homes and the bank were an essential part of the law of the harvest at Calvary Church. We sowed seeds and reaped a harvest. In fact, we often harvested in areas far from where we sowed seeds of grace and love. People who never attended one of these Wednesday or Thursday devotionals wanted to join a church where God's love was shared with no strings attached.

If there was any opportunity to connect with people in Irving, I took it. I bought booth space for the church at a well-attended civic event, the Jaycee Community Fair. I knew that we weren't going to become a great church by waiting for people to come to us. We needed go to them and meet them on their turf. Only then would we earn their respect and trust.



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