

♥ Why This Matters

Most people don't leave church intentionally. They miss a week... then another... and before long they feel disconnected. This isn't about disagreement — it's about drift.

"Let us consider how we may spur one another on toward love and good deeds, not giving up meeting together... but encouraging one another."

— Hebrews 10:24–25

Small, intentional connection practices help people feel seen, encouraged, and rooted in community.

SHIFT #1

Understand Why People Drift

People rarely disengage suddenly. Recognising the patterns lets you respond with care before someone fades away.

- ✓ Missing a week and feeling unnoticed
- ✓ Lack of personal, meaningful connection
- ✓ Unclear next steps for involvement
- ✓ Feeling anonymous in a larger environment
- ✓ Life transitions and busy seasons

■ *People stay where they feel known.*

SHIFT #2

Gentle Follow-Up Communicates Care

Follow-up is not pressure — it is pastoral care. A simple message can make someone feel remembered.

- ✓ Send a warm welcome after a first visit
- ✓ Check in when someone is absent a few weeks
- ✓ Offer prayer and genuine personal support
- ✓ Acknowledge milestones — birthdays, hard seasons

■ *People return where they feel noticed.*

SHIFT #3

Make Returning Easy with Gentle Reminders

Life gets busy. A well-timed reminder removes the friction that quietly keeps someone from showing up.

- ✓ Weekend service times and location
- ✓ Current sermon series topic or theme
- ✓ Children's and youth programming info
- ✓ Upcoming special services or events

■ *Reminders reduce friction and increase attendance.*

SHIFT #4

Strengthen Community Connection

Programs bring people in — community keeps them. People stay when they truly belong.

- ✓ Small groups and home groups
- ✓ Ministry teams and volunteer roles
- ✓ Fellowship gatherings and shared meals
- ✓ Newcomer coffees or welcome dinners

■ *Belonging leads to lasting engagement.*

SHIFT #5

Create Clear Next Steps Toward Belonging

Many attendees want to go deeper but don't know how. A clear, simple invitation removes the guesswork.

- ✓ Newcomer or visitor welcome gatherings
- ✓ Small group sign-up opportunities
- ✓ Volunteer and serving entry points
- ✓ Discipleship pathways and mentoring

■ *Clear next steps move people from attending to belonging.*

■ A Simple Weekly Rhythm

Sunday	Warm welcome & personal connection
Monday	Visitor or absentee follow-up
Midweek	Encouragement, devotion, or check-in
Friday / Saturday	Service reminder with helpful info
Ongoing	Prayer and consistent pastoral care

■ Signs Engagement Is Growing

- ✓ Visitors return the following week
- ✓ People stay connected between Sundays
- ✓ Small groups grow and multiply
- ✓ Volunteer teams fill with enthusiasm
- ✓ Pastoral care deepens across the congregation

■ Pastoral Encouragement

Healthy engagement is not built through programs alone. It grows through intentional care, consistent encouragement, authentic community, and faithful shepherding.



Intentional Care



Consistent Encouragement



Authentic Community



Faithful Shepherding

Small steps taken with love can have lasting impact.

"Carry each other's burdens, and in this way you will fulfill the law of Christ."

— Galatians 6:2

People are not looking for perfect systems.

They are longing to be **known**, **encouraged**, and **connected**.

If this guide encouraged you...

I would be honoured to support you in strengthening connection and care within your church. Let's talk about what intentional community can look like for your congregation.

Grace & peace,

Jen

Christian School Marketing · DC Digital Consultants

christianschoolmarketing.ca