



Grow Your Church 2023 Planning Guide

You don't need more stuff to try – you need a simple system not based on hunches or feelings, not based on the latest trends, but based on proven results.

Here's our 12-month guide for implementing that system at your church, breaking the year into two types of alternating seasons: Momentum Seasons and Ministry Seasons. And as with all things at CMU, it starts and ends with prayer!

Momentum Seasons: times of church growth

Ministry Seasons: opportunities to disciple current attenders and build systems for future

Keep in mind that the planting of seeds in the **ministry seasons** will result in the harvest during the **momentum seasons** – that's the ebb and flow of ministry. You set the stage in the ministry season for what you hope to do in the momentum seasons.

CHURCH GROWTH PLAN

2023 / 2024

GROW ALL YEAR ROUND ↓ ↓ AUTOMATIC INVITE SYSTEM™ (GOOGLE GRANT) ↓ ↓ VISITOR GROWTH ENGINE™ (GROW ONE)	FEBRUARY MINISTRY <ul style="list-style-type: none">★ PERSONAL EVANGELISM INITIATIVE★ START EASTER PLANNING★ APPLY FOR THE GOOGLE GRANT	MARCH MOMENTUM <ul style="list-style-type: none">★ EASTER/MOTHER'S DAY PLANNING★ EASTER INVITE ADS★ FOLLOW-UP PLAN	APRIL MOMENTUM <ul style="list-style-type: none">9 EASTER!★ WELCOME PARTY★ NEW BELIEVERS FOCUS★ AFTER EASTER SERMON SERIES	MAY MINISTRY <ul style="list-style-type: none">14 MOTHER'S DAY!★ PRAY FOR OUR COMMUNITY CHALLENGE
	JUNE MINISTRY <ul style="list-style-type: none">18 FATHER'S DAY!★ BEAT THE SUMMER SLUMP PLAN★ KIDS/STUDENTS CAMPS	JULY MINISTRY <ul style="list-style-type: none">★ SUMMER SERMON SERIES★ PRAYER ADS CONTINUED★ WORK ON SYSTEMS	AUGUST MOMENTUM <ul style="list-style-type: none">★ BACK TO SCHOOL KICKOFF PLAN★ FILL THE FRIDGE OUTREACH★ BIG FALL SERMON SERIES	SEPTEMBER MOMENTUM <ul style="list-style-type: none">★ SUNDAY BRIDGE EVENT★ WELCOME PARTY★ VISITOR GROWTH ENGINE
	OCTOBER MINISTRY <ul style="list-style-type: none">★ FALL BRIDGE/OUTREACH EVENTS★ START CHRISTMAS PLANNING★ PRAYER ADS CONTINUED	NOVEMBER MINISTRY <ul style="list-style-type: none">★ THANKSGIVING OUTREACH★ GENEROSITY INITIATIVE★ CHRISTMAS/NEW YEAR PLANNING	DECEMBER MOMENTUM <ul style="list-style-type: none">★ CHRISTMAS INVITE ADS★ CHRISTMAS BRIDGE EVENT/SERVICES★ REVIEW AUTOMATIC INVITE SYSTEM	JANUARY 2024 MOMENTUM <ul style="list-style-type: none">★ NEW YEAR SERIES KICKOFF★ ANNUAL REPORT CELEBRATION

CHURCH MARKETING UNIVERSITY

February - Ministry Season

Pray for incredible, life-changing stories to start coming out of your church

- Personal Evangelism Initiative
- Start Easter Planning
- Apply For the Google Grant

CMU Free Resources:

- Church Connect Cards play a vital role in helping you turn first-time visitors into members. Download new connect cards and take yours to the next level.
 - [Best Church Connect Cards](#)

CMU Pro / Grow Resources:

- [Witness - Personal Evangelism Kit](#)
- Automatic Invite System™ Campaigns

[Google Grant Case Study](#)

March - May 14 - Momentum Season

Pray for your church to reach more people than ever before, that the seeds you planted in your ministry season will reap a harvest in this momentum season.

- Easter / Mother's Day Planning
- Easter Invites Ads
- Follow-up Plan
- Welcome Party
- New Believers Focus
- After Easter Sermon Series

CMU Free Resources:

- [The Ultimate Easter Kit](#)
- [Ultimate Guide to Free Easter Resources for Churches](#)
- [The Checklist Your Church Needs This Easter](#)
- [Solving the Next Week Crash](#)
- [Crafting a Special Experience on Mother's Day](#)
- [Guest Gift Guide](#)

CMU Pro / Grow Resources:

- [Alive Easter Kit](#)
- [Vibrant Easter Kit](#)
- [Crown Easter Kit](#)

- [Neon Easter Kit](#)
- [Mother's Day Kit](#)
- [Journey – New Believer's Kit](#)

CMU Grow Resources:

- [Easter Ads Bootcamp](#)
- Automatic Invite System™ Campaigns

[Google Grant Case Study: Easter](#)

[Google Grant Case Study: Mother's Day](#)

May 15 - July- Ministry Season

Pray for your community

- Father's Day!
- Beat the Summer Slump
- Kids/Students Camps
- Summer Sermon Series
- Prayer Ads Continued
- Work on Systems

CMU Free Resources:

- [12 Church Marketing Strategies to Grow Your Church](#)
- [Communications channels organizationspreadhseet](#)

CMU Pro / Grow Resources:

- [Father's Day Kit](#)
- [Summer Slump Playbook](#)
- [Plan Your Visit Course](#)
- [The Fight Sermon Series Kit](#)

CMU Grow Resources:

- [Prayer Ads Bootcamp](#)
- Automatic Invite System™ Campaigns
- [Grow Pages Bootcamp](#)

[Google Grant Case Study: Vacation Bible School](#)

August - September - Momentum

Pray for a fresh vision, wisdom and direction

- Back to School Kickoff Plan
- Fill the Fridge Outreach
- Big Fall Sermon Series
- Sunday Bridge Event (i.e. tailgate - something that appeals to your community's culture)
- Welcome Party
- Visitor Growth Engine*

CMU Free Resources:

- [Rethinking Outreach Events](#)
- [12 Church Marketing Strategies to Grow Your Church](#)

CMU Pro / Grow Resources:

- [101 Church Outreach Ideas](#)

CMU Grow Resources:

- [Visitor Growth Engine™ Bootcamp](#)
- CrowdBoost™ Campaign
- Automatic Invite System™ Sermon Series Campaign

[Google Grant Case Study: Unique Ministry \(Griefshare\)](#)

October - November- Ministry Season

Pray for God to send you highly capable leaders and volunteers and for people in your church to be passionate about personal evangelism

- Fall Bridge / Outreach events
 - Trunk or Treat
 - Fall Festival
 - Harvest Fest
- Start Christmas Planning
- Prayer Ads continued
- Thanksgiving Outreach
- Generosity Initiative
- New Year Planning

CMU Free Resources:

- [Rethinking Outreach Events](#)
- [Free Daily Social Media Guide December](#)

CMU Pro Resources:

- [101 Church Outreach Ideas](#)

CMU Grow Resources:

- [Prayer Ads Course](#)
- [Daily Social Media Guide](#) - move to additional resources
- Automatic Invite System™ Sermon Series Campaign

[Google Grant Case Study: Trunk or Treat Event](#)

December - January - Momentum Season

Pray for God's Divine favor to open doors for you to preach the gospel

- Christmas Invite Ads
- Christmas Bridge Event/Services
- Review Automatic Invite System
- New Years Series Kickoff
- Annual Report Celebration

CMU Free Resources:

- [Ultimate Christmas Kit](#)
- [A New Beginning Kit](#)
- [Christmas Facebook Ads Playbook](#)

CMU Pro / Grow Resources:

- [Ornament Christmas Kit](#)
- [Classic Christmas Kit](#)
- [Neon Christmas Kit](#)
- [Shine Christmas Kit](#)
- [Run to Win Kit](#)

CMU Grow Resources:

- [Christmas Ads Bootcamp](#)
- Grow [Christmas Facebook Ads Playbook](#)
- Automatic Invite System™ Christmas Campaign

[Google Grant Case Study: Christmas](#)

Main Components of 2023 Strategic Growth Plan

Seasons lay on top of the systems – systems run all year long to help you achieve your ministry goals. What systems do you have in place that will get you to achieve your goals? We recommend the following components:

* Visitor Growth Engine™

- A system that works automatically every day to get visitors to show up at your church each week – you set up once and it's always running in the background

Parts of VGE:

1. Dream big, pray bigger, start small – doesn't have to be huge undertaking
2. Systems approach – a system that will work for years to come
3. Stream of online reviews/testimonies – huge in culture to get visitors to show up; activate system of online sharing with people talking about what God is doing in their lives and in your church – build into your system and it “automagically” happens
4. SEO - getting on the first page of Google – if you're not on the first page, you're invisible; basics of website, Google business profile listing
5. 10 crucial photos with an iPhone – photography is huge and incredibly easy in today's world; we have tools to make the “techie” stuff easy to implement
6. Setting your website up as your chief visitor officer – obsessed with inviting people all the time; highest performing evangelism staff member
7. Growing your contact list (email/phone) weekly – if you want growing church, need growing list; need contact information to build relationships and develop ministry opportunities
8. CrowdBoost™ invite strategy – activate the congregation to get the word out through personal invitation – need system in place before you activate in order to succeed

Automatic Invite System™

- The Automatic Invite System™ invites people who are searching in your community: (works all the time, even when you don't have a budget, your people don't invite, you don't have a big team and you don't have a lot of volunteers – it works especially when you feel overwhelmed and when you just don't know what to do or how to do it – our team can do the heavy lifting for you, using Google's money!)
 - For a church
 - Things to do with kids
 - For hope and help

The Automatic Invite System™ and the Visitor Growth Engine™ are like the twin turbos of your plan. When these are working for you, your 2023 church growth plan will be way more effective and at lower costs.

While we have resources for all churches that can help throughout the year, for each season specifically, we provide CMU churches with a kit, course, campaign, bootcamp, and support to make the most of that season. For more information, or to sign up, click [here](#)

Plan Multipliers

Growing Churches ...

Be sure whatever you put in your plan, include the following aspects that will multiply your growth:

1. Lead pastor prioritizes reaching the next generation.
2. Prioritizes getting contact information.
3. Consistently captures and shares photography.
4. Budgets 3% or more on marketing.
5. Stream of positive reviews online.