

LEADER CONVERSATION GUIDE

# Invite Strategy in a Post-Church Culture

## Episode 129

*Michael Lukaszewski on How to Equip People to Share Their Faith When Culture Calls It Taboo*

In 2019 research, [Barna Group found](#) that nearly half of practicing Christian Millennials felt it is *wrong* to share their faith. When personal evangelism seems taboo, it's no surprise that invitations to new guests have decreased in many churches. But what if there were a way to train and equip people to have a better understanding of why and how to talk about church? In this episode, Tony talks with Michael Lukaszewski, founder of [Church Fuel](#), for a conversation on how to put a spotlight on invitation in your church.

### *The Challenge: People Have Stopped Inviting Friends to Church*

- It's become taboo to share your faith in a lot of places. In fact, the younger you are, the more likely you are to believe that talking about your faith is offensive to others—that faith should be very personal.
- Many pastors and church leaders recognize decline in their church, and their first inclination is to blame people for no longer inviting friends and family to church. But playing the blame game gets you nowhere.
- As church leaders, we need to understand where people are. From a cultural perspective, it's hard for people to explain their faith or talk about their church in everyday conversation. We, on the other hand, live and breathe our church's mission all the time. Our people don't.

### *The Solution: Rethink How We Equip People for Evangelism*

- Move your communication away from *encouraging* people to invite, and instead, aim to *equip* people to invite. Constantly encouraging people to invite can actually inoculate them against taking action. Do you end your service every week with something like this? "Next week we're going to talk about X, Y, Z. Don't forget to invite somebody! Have a great week." [Things on repeat fade into the background. Quickly.](#)

- Instead of just encouraging people to invite, consider what tools you can give them. Invite tools fall into three different categories:
  - 1) **Physical tools**, e.g. printed pieces, cards, etc. But don't just have them available, literally slow down and teach people how to use them.
  - 2) **Digital tools**, e.g. sample social media posts and images, webpages, etc. Instead of saying, "*Use your social channels to invite people to church,*" write out what you'd like people to share, and make it simple for them to access the tools online. Don't make people come up with invite material on their own.
  - 3) **Coaching and training**. Pastors should teach their church how to invite, but don't stop there. Getting somebody to come to church is not the ultimate goal, right? We need to teach our people how to have a faith-sharing conversation.
- When your people see the organization encouraging *and* equipping, it fans the flame. You will bolster their confidence when they see your church working to support their personal evangelism at the organizational level.
- Also keep in mind: Evangelism programs don't help your church reach more people for Jesus. *Your church* must be evangelistic. Your services, your discipleship strategy, your environments, your communications—everything needs to be focused on reaching people outside the church if you're going to be effective when it comes to evangelism.

## Next Steps

- Check out [Church Fuel](#). They have tools and coaching to help your church build an effective invite strategy and improve how you equip your people.
- **Get a fresh perspective on your church.** You can have the best invite strategy in the world, but if you're not creating compelling experiences on Sunday morning, the invites are not going to happen. The Secret Shopper portion of [The Unstuck Process](#) helps you see your church like an outsider sees it. Interested in learning how it works? [Let's talk.](#)

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