

# Multiplying recruiting units

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Student group presentation on chapter 5 of  
George Hunter's book, "To Spread the Power"

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# Rediscovering the Importance of Recruiting Units

# Key relationships between growth and:

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- A church's membership strength
- The number, age, and mission of the church's units (at every level)

# General Principle

There is a correlation between a church's number of units and its membership strength.

# Basic Principles of Denominational Growth

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- Growing denominations start more churches than they close.
- Declining denominations close more churches than they start.

# Sunday School Multiplication

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# Points from Richard Myers' *Program Expansion: The Key to Church Growth*

1. The number of church school classes determines how many persons can participate in the church school.

More classes, larger attendance

Fewer classes, smaller attendance.

## 2. Correlation between program groups, church staff, and church membership

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- Congregations with the same number of program groups and staff will have about the same:
  - ❑ church membership
  - ❑ worship attendance
  - ❑ church school attendance
  - ❑ women's society and youth fellowship groups.

3. There is a strong correlation between average Sunday school attendance and the number of members received by profession of faith.

- Myers felt that expansion of Sunday school programs will lead to the expansion of the entire church.

# A world of trade-offs

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- ❑ Larger, more established classes take a better care of current members.
- ❑ Newer, smaller classes are better at bringing new members into the church.

# General Principle two:

New units are generally more reproductive than older units.

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# Other factors important to this principle:

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- ❑ Whether a group's mission includes reaching new people.
- ❑ Whether many of the groups are relatively new.
- ❑ Whether or not the groups relate to the target population

# Principle three:

Sometimes old units flanked by a new unit will experience growth.

- When a new class flanks an old stagnant one, the older of the two may experience growth.

# Principle four:

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- Old units that get new units started may experience growth.

# Flake formula of Sunday School Growth

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- Locate the prospects
- Enlarge the organization
- Enlist and train workers
- Go after the people

# Modifications to the Flake Formula

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- ❑ Baptist churches now do this annually
- ❑ Baptists insist on multiplying units using classes small enough for relationships to form
- ❑ They try to enroll as many people as possible
- ❑ One person is responsible to recruit and train new teachers for these new classes

# Wesley's Multiplying "Classes"

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# Wesley's model

- Preach in as many places as you can.
- Start as many classes as you can.
- Do not preach without starting new classes.

# Wesley's Classes

Should be understood by their agenda  
They were not like small groups we are  
familiar with

# People joining Wesley's classes made three commitments:

- To do good
- To avoid all known sin
- To pursue regularly the means of grace

# Views on Wesley's Approach

1. Gloster Udy: these classes reflected Wesley's view that Christianity is not a solitary religion
2. David Lowes Watson: the classes were accountability groups
3. Hunter sees "accountability" as too legalistic. He feels the groups were created for liberation, not discipline.
  - Wesley's objective is to help people to live as Christians

# Wesley's Goals

Wesley sought to return to the "love, faith, hope, courage, and vision," of the Apostolic church

- His means of doing this was through his classes
- He hypothesized that the good fruit in the church would emerge when God's people met together in small house churches and classes as the early church did

# Wesley's annihilation of the Church as a social phenomenon draws four on principles

- Power is available to awaken people in any setting
  - to awaken people and enroll them in classes were the two objectives of field preaching and lay witness
- Awakened people experienced grace through the ministry of the cells, most often in hours of solitude following the cell meetings

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- Once gained, faith is maintained through fellowship within the society
  - People also grow in completeness of love in fellowship

# Multiplying Units Today

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# Nine steps to starting new groups within the church

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- Define the target group of people
- Research the target audience and the ministry that would respond to their needs
- Find a committed lay person willing to be involved in the group. The person should identify with the target group

- Train this person on how to start a new group
- Begin recruiting before the first group session
- Find an appropriate place to meet
- Stress the importance of the first several months.
- Keep accurate records of the experience for reference in starting later groups
- Build in monitoring and evaluation procedures

This PowerPoint presentation is available along with related materials and other PowerPoint presentations at <http://home.snu.edu/~hculbert/ppt.htm>