

Your Weekly Reaching New People Newsletter

Many churches are asking: *How do we reach new people online?*

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Two weeks ago, I asked you for some feedback on the questions and issues that are front and center for you right now. A recurring theme was: "*How do we reach new people online?*" So this week is the first of a two-part response to this query.

Churches often assume that new people will find their website and join in for an online worship service as a first step. But the reality is that with millions of websites, the chances of someone googling us and just showing up are slim. So to reach new people, we have to back up and take a couple of preliminary steps before someone will join us online.

Today, we look at step one, which is to clarify who your church wishes to reach in the community. This requires some prayer, research and discernment to determine what is the "next group" God is calling you to build relationships with. While we welcome everyone, no church is large enough to connect with every group in the mission field all at once. So, who is "next?"

Churches determine this by the following steps:

- 1). Look at demographics: I believe MissionInsite (MissionInsite.com) is the best church demographics out there and many regional bodies purchase this for their churches. It is particularly helpful to look at the "Mosaic" section which describes the different groupings of people in your community. Which group is the "next group" for your church?**
- 2). Community interviews: Go and talk with people who already interact with the group you are trying to reach. We can learn from others about the hopes, dreams, hurts and needs and this will clarify how we can connect.**
- 3). Prayer walks: Walk through your community and just notice what God points out to you. We need to see the neighborhoods with "fresh eyes" and open our hearts to others.**

From the above steps, write a description of the next group you will reach. Be specific about age, background, needs, etc.

**If we are going to reach new people online, we have to first have a target.
Next week, we will look at how we begin to connect with that "next" group.**