

FRAN OUTREACH

Help the people in your life see Christ in Christmas.

Not too long ago, a Christian research organization did a study in which they asked unchurched people what would make them more likely to try attending a church. Here are the results.

You saw an advertisement in the newspaper. 15% of unchurched people said that would make them more likely to try out a service at that church.

You received information through the mail. 25% said that would make it more likely for them to attend.

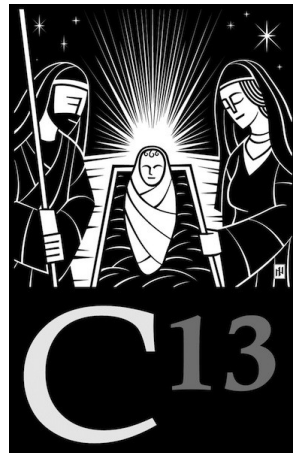
A church sponsored a community event. 51% said that would make them more likely to try that church.

Now, here's the big one.

A friend invited you. 74% of unchurched people said they would be more likely to attend that church.

Think about what that means. Three out of four of the unchurched people that you know would be more likely to come and hear the Gospel if you simply invite them.

This is often called "FRAN" outreach. FRAN stands for friends, relatives, associates and neighbors. In other words, it is looking at the people in your life who are not well-connected to Christ, if at all, and sharing the Gospel with them. And one way you can do that simply is by inviting them to join you for a worship service. This holiday season is a natural time to do that, as many unchurched people will be thinking about attending a church on Christmas Eve at the very least.



Our church would like to encourage you to try FRAN outreach in the coming weeks. To help you with that, we are providing some printed invitations that you can share with friends, relatives, associates and neighbors.

Here are the steps:

1. In the next day or two, **write down your FRAN contacts** — a list of people in your life that you don't believe to have a church home. Again, think about your friends, relatives, associates and neighbors. The list can not be too long!
2. **Pray** that the Holy Spirit would give you courage to invite all of them to join us and that he would lead them to accept your invitation.
3. **Deliver the invitations**, either by hand or through the mail. There is no need for those you invite to give you an immediate answer.
4. **Call** all those you invited a few days later. If they haven't made up their mind, tell them again how much you would like them to join you. Offer to drive by their home and pick them up.
5. **Give thanks** to God in prayer, no matter the result. Thank him for granting to you the privilege of playing a role in his saving work.

That is all there is to it. It is a simple way for us to do some aggressive outreach this holiday season.

Thank you for being part of it!

C13 is a comprehensive Christmas ministry planning program produced by the WELS Congregation & Ministry Support Group.

