



# Surprising Insights from the Unchurched and Proven Ways to Reach Them

*Thom S. Rainer*

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## **Surprising Insights from the Unchurched and Proven Ways to Reach Them** Thom S. Rainer

We've read all the hot books on evangelism, we've attended scores of seminars—and still we're not reaching the unchurched. Eighty to ninety percent of churchless Americans will never darken our culturally relevant, seeker-sensitive doors. What are we missing?

Maybe we've been asking the wrong people. Instead of consulting the unchurched masses, it's time we heard what the small but important minority who have recently begun attending a church have to say. What made the difference for them? What critical factors helped spark their faith in Jesus and drew them into the community of believers?

Thom S. Rainer, dean of the Billy Graham School of Missions, Evangelism and Church Growth, shares the results and conclusions of his school's groundbreaking survey of the formerly unchurched. At last, here are proven insights into what evangelistically effective churches are doing right. Flying in the face of much contemporary wisdom, the answers will surprise you.

This is truly one of the most valuable resources you can own as a church leader. Filled with charts, graphs, and other visual aids, plus an abundance of true-life accounts, this book explodes common myths about the unchurched. You'll discover

- Why pastors and doctrinal preaching are critical
- The enormous influence of family and relationships
- Which things matter more than we'd thought, and which matter less
- What causes visitors to return
- The traits of unchurched-reaching leaders
- How to preach effectively to the unchurched
- How to become a church for the unchurched
- And much, much more

This eye-opening compendium of information includes reproducible appendices that can help you fine-tune or even restructure your church. From one of the nation's foremost authorities on evangelism and church growth, here are insights and tools that will change the way you think of and deal with--and win--unchurched men and women who long to connect with God.

Photocopyable material includes  
Unchurched-Reaching Readiness Inventory  
Church Health Survey

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