

# THE #1 FACTOR IN THE #1 FACTOR

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Included with this issue is a copy of the paper THE #1 FACTOR IN CHURCH GROWTH. It suggests that the number #1 factor is prospect traffic. Today we will discuss the most important thing in prospect traffic, or the #1 factor in the #1 factor.

It is natural to think that a **really eloquent pulpit minister** is important and can draw a crowd. However, as a practical matter there are few really eloquent pulpit ministers to go around. Few congregations could afford one if they could find him. It might be a good theoretical solution, but it is not practical for most congregations.

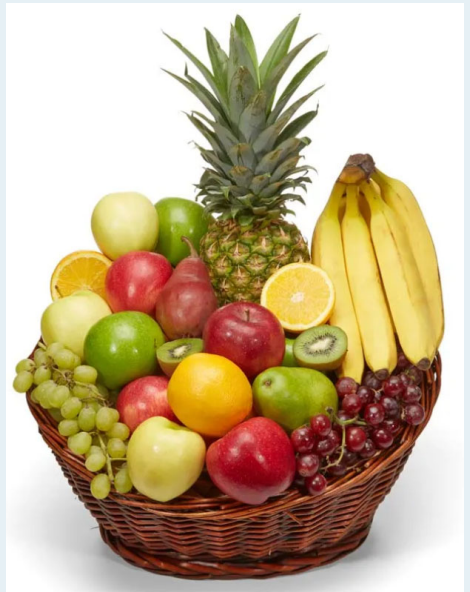
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## FRUIT OF THE SPIRIT - SELF CONTROL

The last fruit Paul mentions in Galatians is self-control. To exhibit self-control is to have self-discipline, self-restraint, willpower, and level-headedness. Self-control means you release your own ideas and feelings even when you think they are better than others. A good example of someone exercising self-control is athletes. They work hard to bring their bodies un-

der certain parameters even though it may mean, hard work, sacrifice, and hours devoted to doing what a coach tells them to. The way they do this is to keep their eyes focused on the goals they hope to achieve. As believers, our training is to “press on toward the goal to win the prize for which God has called me heavenward in Christ Jesus” (Philippians 3:14).

Unless a believer practices self-control, he or she will be seen as selfish, pushy, overassertive, and insensitive to the needs of others. Continue your training for the prize for which God has called you. Don't ignore the fruit of self-control. Allow it to equip you to press on and say “yes” to practice the needed skills to achieve your calling. We are called to be Christ-like and live as Jesus' ambassadors here on earth.



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**“It’s not what you gather,  
but what you scatter that tells  
what kind of life you have lived.”**

– Helen R. Walton

## THE #1 FACTOR IN THE #1 FACTOR, P2

Continue from page 1

A **great facility** might attract a lot of people. However, there numerous examples of congregations with great facilities which are lukewarm or have completely died. Clearly just having a great facility is not the answer. As a practical matter most Churches of Christ are in modest facilities and simply cannot afford a great facility. Whatever facilities the congregation has, they should be all they can be.

A number of people think **instrumental music** is the answer, but there are plenty of examples where the adoption of instrumental music has been detrimental to church growth. In some cases it has been so detrimental that the congregation has completely disappeared.

**Hiring more staff** appeals to a lot of people, especially leaders who are frustrated by the lack of involvement of members. Staff can help in the process, but there is a much better answer than simply to hire more staff. We have data on one congregation which grew to almost 1000 members with only three people on staff, including the pulpit minister. Years later the congregation is in decline with a dozen people on staff. As a congregation grows more staff is desirable and necessary, but would at the most be a secondary factor in church growth.

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The #1 factor we are talking about is available to the smallest and largest of Church of Christ congregations. It does not strain the budget, or functionally cost anything at all. Not only does it not cost anything, but it probably directly increases contributions to your congregation. It has multiple side benefits.

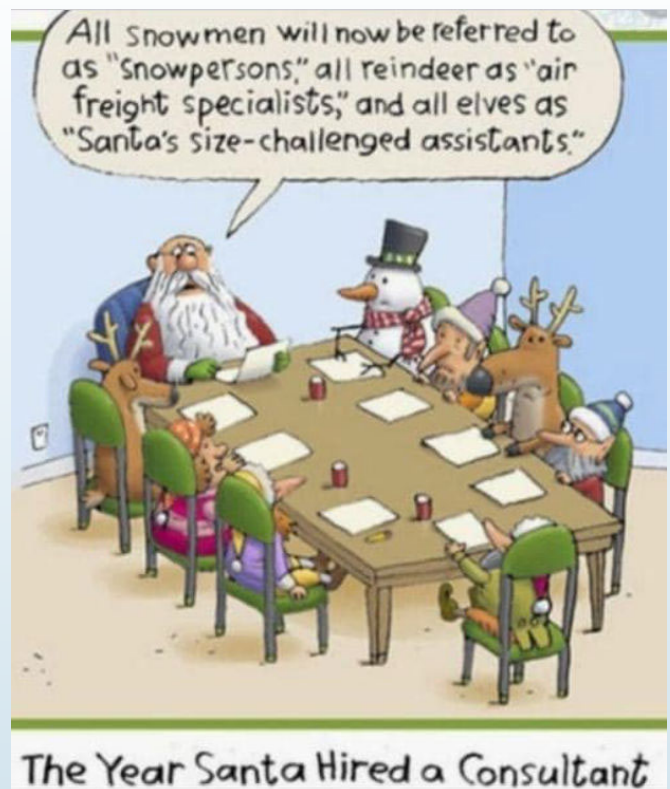
Just imagine that. A factor which will increase your critical prospect traffic which does not cost anything, automatically increases your contributions, and has other side benefits.

### The #1 factor in the #1 factor is member involvement:

It is generally said that 80% of the work in a congregation is done by 20% of the members. Those 20% are over worked and can typically only do the basic things which have to be done to maintain a congregation. Consider the 20% to be "very active" members.

Now, presume that 40%, 50%, 60% or perhaps more of the members suddenly become just as "very active" as the present 20%. You now have a work force two or three times as large. Imagine what you can do with that resource in time and talent. "Very active" members tend to give more than relatively inactive members as they are more committed to the cause. That will take care of our increased contribution.

Continue on page 3



## THE #1 FACTOR IN THE #1 FACTOR, P3

Continue from page 2

What is likely to happen in most congregations would be a short-term chaos followed by discouraged members going back to the same low level of activity which you presently see. Your management style most likely will not accommodate the increased activity. We have observed two 120 member congregations merging into a 240 member congregation. Two years later it was back down to a 120 member congregation. Apparently a size their management style could handle.

Not only are most congregations not prepared to handle a major increase in member involvement, they functionally discourage it by not having a management system to handle it.

A major increase in involvement in a congregation represents a step change type organizational requirement. The organizational methods and systems which worked will likely no longer be sufficient.

Literally the current involvement level is the natural result of the congregation's present management style. Members who are self-starters have started. **Members who respond to the present management style have responded.**

If you want to reach and motivate the next level of members to engage them, your leadership style must change. To refuse to improve your management style is to commit to continuing to get the same results you have been getting. If you are declining, you are likely to continue to decline in spite of renewed efforts at doing the same thing you have already been doing. The

same thing happens in business. If you want to grow a business to be a larger style, you need to increase the management capacity.

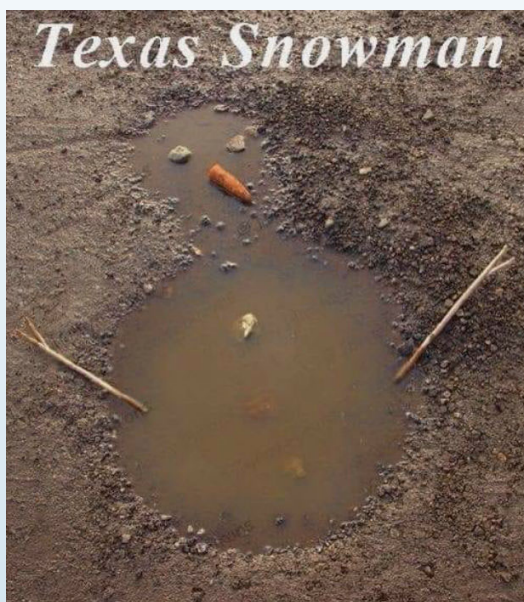
The change in management methods and style can include a number of factors such as:

1. Actually having a measurable Great Commission growth goal by which most program's success are measured against.
2. Starting new ministries which predominately support your Great Commission goal.
3. A commitment that the primary role of Shepherds is shepherding.
4. A commitment that the Shepherds are not going to Deacon type work, but rather are responsible to appoint and mentor Deacons (and others) to do tasks which support church growth. That will free up Shepherds to do shepherding.
5. A commitment to delegate authority to Deacons and others in clear writing which the recipients understand.
6. Regular monitoring and updating of the delegated authority.

7. Upgrading your computer systems to track what is happening with regular reports to leadership.

We need to make an important point here. **No leadership thinks their operating practices discourage member involvement.** Many members think the operating practices discourage them, but I have yet to see a leadership who did.

Continue on page 4



## THE #1 FACTOR IN THE #1 FACTOR, P4

Continue from page 3

With the complex interrelationships between people such as leaders and followers, there is no short answer which is good for all times, all people, and all situations. How you get your members to be as active as they should be will be unique to your congregation. You can get suggestions from other congregations, but their ideas will not simply fit your congregation. They must be adapted to fit your combination of members and resources.

Leaders need to lead their congregations in ways which emphasizes member involvement in the evangelism process. The evangelism process includes numerous steps including encountering visitors, basic teachings, asking for a commitment, further teachings, involving, and maturing the new member to be an evangelist also. Leadership is involving members in each of those steps and making sure each of these steps are done and done well.

What is the best indication your leadership methods are working or are holding you back? Are you growing?

**Everybody  
has the power to  
make someone else  
happy. Some do it by  
entering the room,  
while some do it  
by leaving.**

### JUST FOR GRINS:

I had amnesia once... or twice.

Protons have mass? I didn't even know they were Catholic.

I am neither for nor against apathy.

All I ask is a chance to prove that money can't make me happy.

If the world were a logical place, men would be the ones who ride horses sidesaddle.

What is a "free gift"? Aren't all gifts free?

They told me I was gullible... and I believed them.

Teach a child to be polite and courteous in the home and, when he grows up, he'll never be able to merge his car onto the freeway.

Experience is the thing you have left when everything else is gone.

One nice thing about egotists: they don't talk about other people.

I used to be indecisive. Now, I'm not sure.

How can there be self-help *groups*?

Is it just me, or do buffalo wings taste like chicken?

Is the 's': or 'c' in 'scent' silent?

Why does fridge have a "D" in it but refrigerator doesn't?

Why can you drink a drink but you can't food a food?

The word queue is just a Q followed by four silent letters...

Why is a W called "double-u" when it's clearly a "double-v"?

I did some financial planning, and it looks like I can retire at 62 and live comfortably for 11 minutes.

## FRUIT OF THE SPIRIT - SELF CONTROL, P2

## Be **THANKFUL** in ALL CIRCUMSTANCES

Continued from page 1.

The fruit of the spirit is the character of Jesus Christ that lives in our hearts. Bearing fruit for the kingdom is as relevant today as it was when Jesus spoke about it. And even though we may not think of ourselves as fruit, we need to realize the fruit is the sweet result of our planting, the part that others will recognize.

John 15 says Jesus is the vine and we are the branches. Without staying attached to the vine, we cannot bear fruit. John 15:5 states, "I am the vine; you are the branches. If you remain in me and I in you, you will bear much fruit; apart from me you can do nothing." So stay attached to the vine so that you will bear much fruit thereby showing others our love for God.

Self-control is self-mastery regardless of the circumstances, to be in control of one's self rather than to be controlled by temptations, events or other people, especially when under pressure or in times of crisis. It is to remain calm, cool and collected, reasonable and even-tempered; to be alert and conscious, to proceed with caution and prudence, and to avoid an impulse or kneejerk response; to be a moderating influence; and to have the strength and courage to reject evil and choose good.

### DEEDS OF THE FLESH: EXCITEMENT

Whereas self-control is self-discipline, self-restraint, willpower, levelheadedness, Satan would not tempt you to not have self-control by offering being undisciplined, unrestrained, indecisive or irrational. Satan would offer that giving up on your boring self-control would make your life more exciting. Don't be a fuddy-duddy, live a little. Do not take a long-term view of what happiness is, live for the moment.

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*"Be thankful in all circumstances, for this is God's will for you who belong to Christ Jesus."* (I Thess. 5:18 NLT)

In Paul's concluding remarks to the Thessalonian Christians, he left a serious TO-DO list. We can benefit from taking them to heart. It all begins with gratitude.

**HONOR YOUR LEADERS:** "Dear brothers and sisters, honor those who are your leaders in the Lord's work. They work hard among you and give you spiritual guidance. <sup>13</sup> Show them great respect and wholehearted love because of their work. And live peacefully with each other.

**ENCOURAGE EVERYONE:** <sup>14</sup> Brothers and sisters, we urge you to warn those who are lazy. Encourage those who are timid. Take tender care of those who are weak. Be patient with everyone.

**DO GOOD:** <sup>15</sup> See that no one pays back evil for evil, but always try to do good to each other and to all people.

**PRAY WITH GRATITUDE & JOY:** <sup>16</sup> Always be joyful. <sup>17</sup> Never stop praying. <sup>18</sup> Be thankful in all circumstances, for this is God's will for you who belong to Christ Jesus.

**TEST EVERYTHING:** <sup>19</sup> Do not stifle the Holy Spirit. <sup>20</sup> Do not scoff at prophecies, <sup>21</sup> but test everything that is said. Hold on to what is good." (I Thessalonians 5:12-21 NLT)

Elizabeth Brown, Texarkana, TX

## BREAKTHROUGH BLINDING FLASH OF THE OBVIOUS - THE POWER OF GOD

The objective of this essay is to explain that it is within the reach of everyone to experience a “break-through” comprehension - a “blinding flash of the obvious”, to **realize** that one **IS** truly **secure forever** “in the hands of Jesus”, when we develop a personal working, loving relationship with the Holy Spirit- sent by God **as Jesus promised** – to **live within humans, together with our spirit** , teaching us and guiding us to live in obedience to the gospel of Jesus Christ – Immanuel – God with us – Son of man, whose sacrifice for all the sins of humanity [past, present, future] opened the door to salvation for everyone and anyone who chooses to believe in Him and follow His commands!

The overwhelming joy of comprehending this knowledge and the inconceivable wonder of participating in the work of the Creator of the universe – humbles the soul with complete clarity of perspective- **and** permeates our being to build up faith and sustain each believer in any and all circumstances. Humans now have the wonderful “option” to inherit life without end – a life that cannot be destroyed by ANY EVIL FORCE. Therefore; let us pray that every believer may gladly reach out and up to “take on” the challenges to witness and teach to make disciples with whom we can share the knowledge and power of God.

King David of the Israelites danced and sang in the streets of Jerusalem because he BELIEVED, while many doubted. Even he stumbled and fell to temptation but was restored by God. Today, many are intimidated by doubt because we know that all humans “have sinned and fall short of the glory of God” – many far short. However; the GOSPEL proclaims that all are FORGIVEN, and told to “go and sin no more”.

Think: The Holy Spirit of God is living within “ME” and every baptized believer! He is not sitting on a bench in the back of our minds – but

ALIVE and ACTIVE, ready at a prayer moment’s invitation to shield us against Satan’s temptations! With the power of the Holy Spirit each believer can become a “gentle giant” -a spiritual powerhouse of faith who will drive Satan to flee! Satan knows the presence of Christ signals his doom. Such are the disciples of determination required to restore the present church to the glory of the church during the first century, when disciples served as human torches along the Roman roads – the LIGHT of the Gospel that illuminated a center of darkness which became the epicenter of the original holy Catholic church whose believers spread the gospel throughout the known world!

All peoples today are under attack by evil forces who have deceived and lured many far away from God and are working to obscure knowledge of the gospel truth about God’s love for all His creation and the sacrifice He has given to redeem them. His Believers must be bold and courageous, remembering Jesus words “I have told you these things, so that in me you may have peace. In this world you will have trouble. But take heart! I have overcome the world.” Let us join Him in overcoming our troubles wrapped in His Love.

Larry S. Grubbs, Harrison, Ohio



## IMPOSSIBLE FOR EVOLUTION #133 - LOBSTER PLEOPODS

Lobsters are invertebrates with a hard protective exoskeleton. Like most arthropods, lobsters must shed to grow, which leaves them vulnerable. During the shedding process, several species change color. Lobsters have eight walking legs; the front three pairs have claws, the first of which are larger than the others. The front pincers are also biologically considered legs, so they belong in the order Decapods ("ten-footed")

Lobsters, like snails and spiders, have blue blood due to the presence of hemocyanin, which contains copper. Lobsters live up to an estimated 45 to 50 years in the wild.

In general, lobsters are 25–50 cm (10–20 in) long, and move by slowly walking on the sea floor. However, when they flee, they swim backward quickly by curling and uncurling their abdomens. A speed of 5 m/s (11 mph) has been recorded. This is known as the caridoid escape reaction.

Lobsters are fairly clumsy movers and have difficulty in climbing, especially in crowded tanks in seafood restaurants and similar situations.

The attached pictures are of such a Lobster in a restaurant tank in Houston where the Lobster was trying to crawl onto the top of other Lobsters in a corner.

The claws aren't much good for climbing, but they do have some small legs which help. However when climbing up a pile, the walking legs may not touch the ground at all. The tail

can make a big movement, but tends to move the Lobster backwards rather than up the pile



Photo by Baugh

of other Lobsters.

The Lobsters feature the design and implementation of several pleopods (also known as swimmerets) along its abdomen to help. As is especially seen in the lower photograph, the pleopods push backwards like your hand does in swimming to move the Lobster forward and upwards.

All the Pleopods required was the recognition of the need, the invention of a solution, the

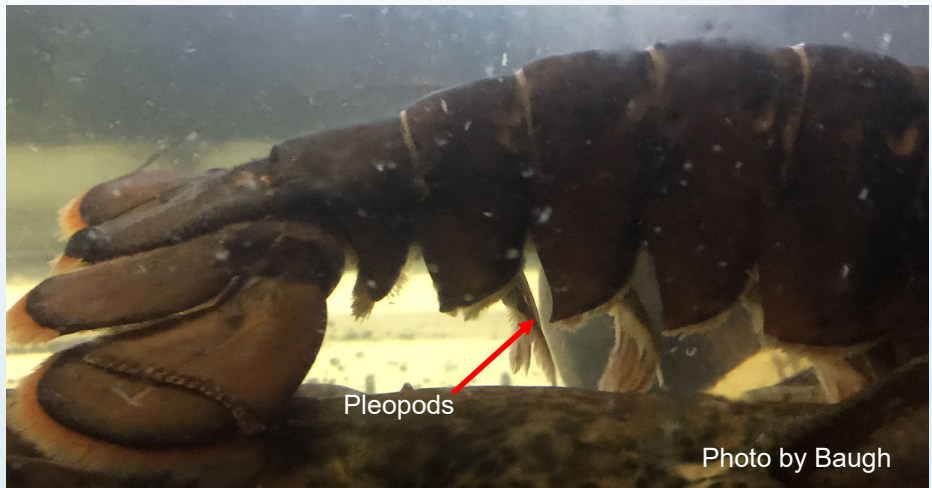
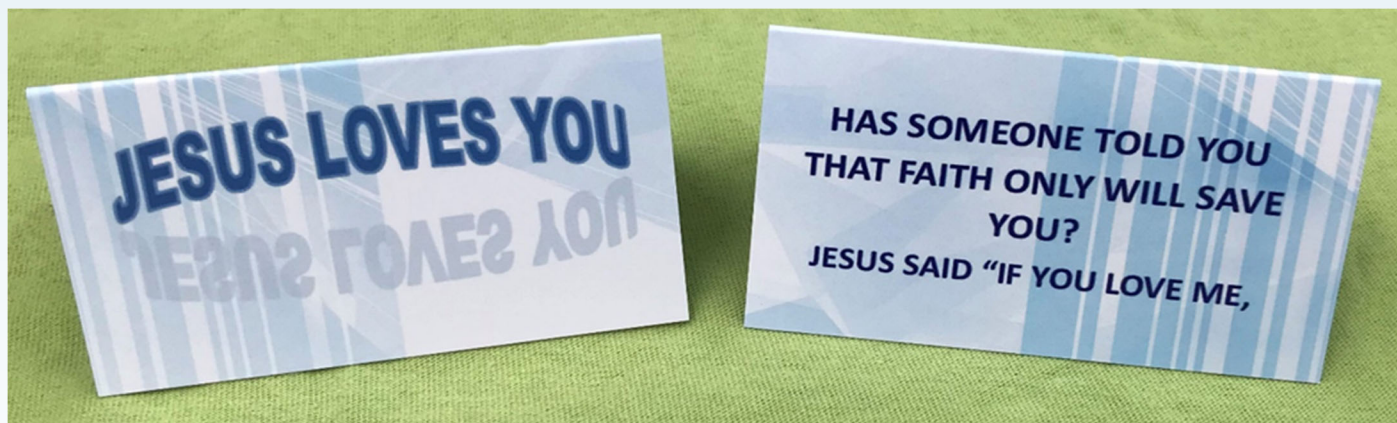


Photo by Baugh

DNA programming to make it happen. Accidental evolution can do none of these. This is one more sign that an Intelligent Designer is at work. That designer is Jehovah.

Benton F. Baugh

## PERSONAL EVANGELISM TENT CARDS



Tent cards are business card size and are folded into a small tent. You can hand them to someone or when you go to lunch, you can simply leave it on the table. The purpose is to try to start a discussion, or at least to give an invitation.

They can provide a message like these samples or can say anything you like.

Imagine you equip your members with 1000 of these and consider the impact it can have on your congregation.

You can get products like these at your local printer or online by searching for tent cards.

If you like contact us at [info@occg.institute](mailto:info@occg.institute) and we will assist you.



OUTSIDE OF CARD



INSIDE OF CARD



## PERSONAL EVANGELISM TRI-FOLDS

Personalized personal evangelism tri-folds are a tool which has proven to be an effective way to begin conversations similarly to the Tent Cards discussed last month.

These cards not only tell the basics about Churches of Christ, but also can give location details and service times about your specific congregation. They can be edited to give whatever information you think to be beneficial for you're area and circumstance.

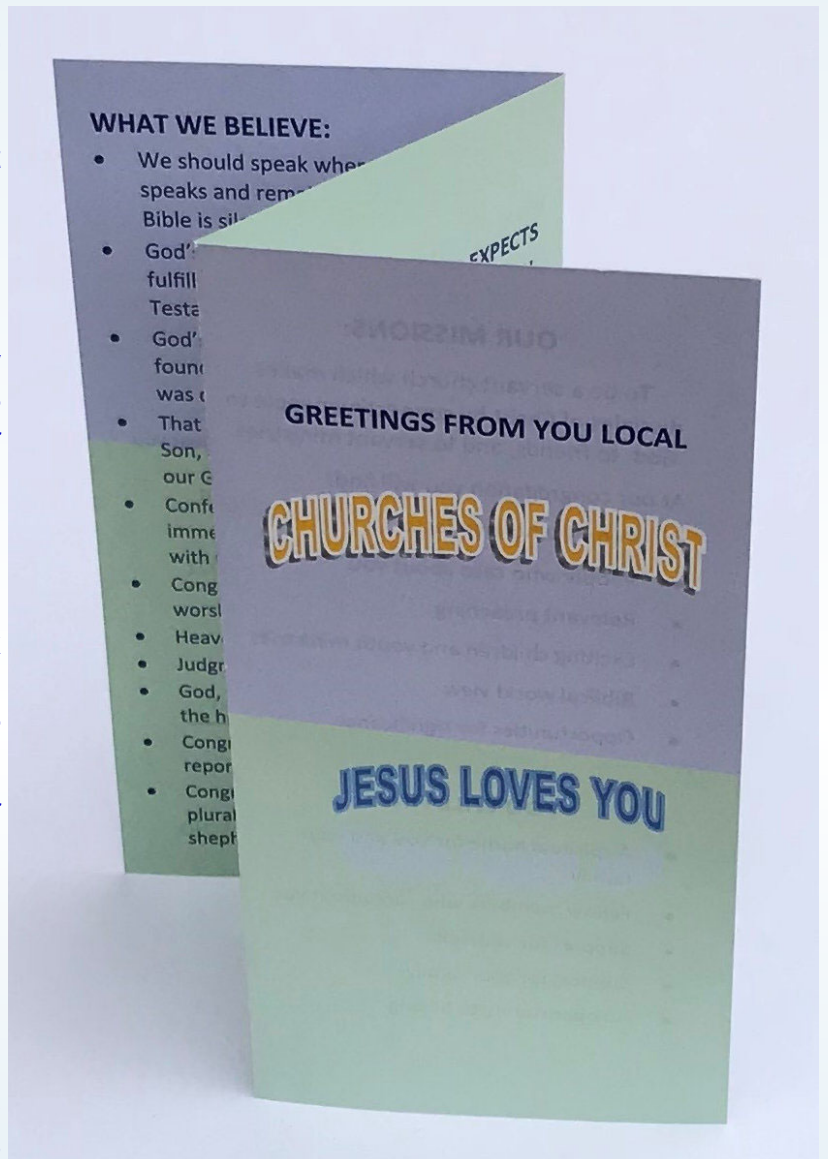
Cards similar to this can be obtained from a number of printers, with Uprint.com being the one we have used. In the example shown we used a 5.5" x 8.5" Z-Fold printed on the outside and inside in full color. It is found under brochures.

The following will give the base costs for the tri-folds, with shipping being extra.

100	\$37.19	\$0.38 ea.
250	\$106.31	\$0.43 ea.
1000	\$238.49	\$0.24 ea.
10000	\$1,074.46	\$0.11 ea.

You can go online and design any style tri-fold or other brochure you prefer. As an alternative, if you like the wording and style on the example shown, we will have them printed for you.

The following page shows the wording for Lutheran Community Church of Christ. If you want us to coordinate them for you, print the next page, mark it up as you like, and email it to [bbaugh@occg.institute](mailto:bbaugh@occg.institute). Our part of the process will be a free service. You will pay only for Uprint's printing costs.



If you deal with them directly, they will send a free sample of your printing. As we have dealt with them before, they will not send us a free sample for you. We will send you a free sample which looks like the following page before anything is printed.

Hopefully this will be a method which will be of assistance to some congregations. If you have another idea we can publish in a future issue,

## PERSONAL EVANGELISM TRI-FOLDS - THE GOLDEN RULE

This tract is a study in how to say enough to pique someone's interest without offending them. We sometimes try to hard at not offending people that we water our messages down to platitudes. This tract promotes actually saying something and the Wednesday Service Night concept. The Wednesday Service Night concept is generally that most members do not need to sit in class #3001 but rather that it is time to start being of service.

The Golden Rule looks at it from the opposite side from how we normally look at it.

LUTHER COMMUNITY CHURCH OF CHRIST  
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HOUSTON, TX 77076  
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BIBLE CLASS: 9:30

WEDNESDAY SERVICE NIGHT  
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As your local Church of Christ, we want to invite you to worship, fellowship, and be in Jesus' service with us.

If we can pray for you, let us know at phone ☎ or email.

**WEDNESDAY SERVICE NIGHT**

We meet at 6:00 p.m. for a common meal and a devotional service, and then break into groups to do Christian service projects. Times will vary, but we are generally finished by 8:00 p.m.

Come find your role with us.

120 Luther

THE  
GOLDEN  
RULE

Jesus said in his golden rule: "So in everything, do to others what you would have them do to you, for this sums up the Law and the Prophets." Matthew 7:12

This means that if you come to a clarity about a truth impacting your salvation in Heaven with Jesus, I would hope you to tell me about it.

I have come to such a clarity about our salvation in Heaven with Jesus, and I understand I should tell you about it.



I believe God is the creator and sustainer of the universe.

I believe God's word for us is communicated to us in the Old Testament and the New Testament.

I believe only the New Testament is applicable to us today as the Old Testament is completed (Gal. 3:23-25)



I believe that we are not authorized to add to or take away from what the New Testament says (Rev.22:18-19)

In other words, all revelation from God to us was given in the first century.

I understand that if the Bible teaches something and you teach something else, you are in rebellion to God's word.

Whereas we would not question anyone's sincerity:

For the past 1500 years the Catholic church has been adding to and taking away from the teachings of the Bible by their rulings.



Protestant denominations are distinguished by the Catholic doctrines they **protested** and the Catholic doctrines they follow.

Most independent community churches at the least abandon the congregation organization as given in Jesus' New Testament. What they actually teach otherwise is sometimes hard to determine.

The Churches of Christ make every effort to speak where the Bible speaks and remain silent where the Bible is silent.



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Grief Support/Recovery Groups meet at Spring Creek Church of Christ in Tomball, TX at no cost.

Individual programs available for a fee.

**WE WANT TO BUY YOUR CHURCH!**

If you are planning to close down your Church of Christ in the greater Houston area, we are interested in matching you with a good funding source.

\*\*\*\*\*

If you know of someone else who is thinking about closing and selling their church, we would appreciate your telling us.

\*\*\*\*\*

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PROMOTING THE GREAT COMMISSION BY ENCOURAGING STRONG MEMBERS TO START LOCAL CONGREGATIONS

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## HEALING AMERICA

A timely new book by Richard Blount IV exploring the problems, causes, solutions, and benefits of being an American.

He provides an intentional approach for the country's healing process and aims at healthy relationships and spiritual maturity as the ultimate goal.

This book can be purchased for \$19.95 at: Amazon, Barnes & Nobles, and Westbow Publishing



21. *Burn the candles, use the nice sheets, wear the fancy lingerie. Don't save it for a special occasion. Today is special.*

22. *Over prepare, then go with the flow.*

23. *Be eccentric now. Don't wait for old age to wear purple.*

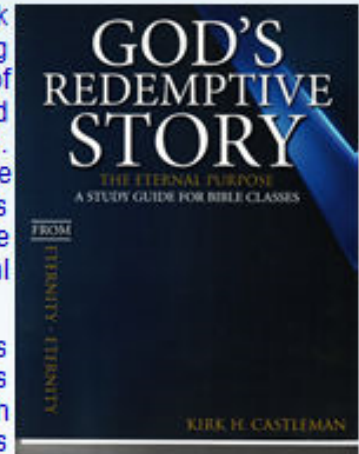
*Source unknown.*

A 13 lesson book written by a long time Church of Christ minister and servant of Jesus. Intended for Bible Class studies, this book can also be used for personal evangelism.

Most Bible class study books on this subject begin with Genesis 3. This study however, lays

the foundation by beginning with a basic study-outline of Biblical History, which is sorely lacking among many Christians today. Then after laying this foundation, it seeks to present a "Synthesis of Scripture" by asserting that the theme of all the Bible is Jesus, His Death, Burial, and Resurrection! The Eternal Purpose of God for Redemption is then presented with an in-depth study of Ephesians 1, and other New Testament passages which describe God's redemptive plan.

It is not until the fourth lesson that God's Eternal Purpose in Genesis 3 is presented. Then other Promises, Pictures, Prophecy, and Prep-

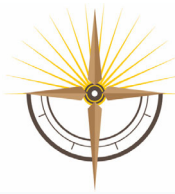


**"AN EXCITING STUDY OF GOD'S POWER AND REVELATION IN HUMAN HISTORY"**

aration, are fully described. This study includes a description of the Davidic Covenant, as well as a helpful approach to Old Testament Prophecy.

This guide is helpful for all Christians, but especially new Christians who need an understanding of God's eternal desire for all the world!

This book can be bought on Amazon for \$10.



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## WINGS OF EAGLES VIDEO SERIES

Three new 20-minute videos which can be  
used to assist in personal evangelism.  
Available as a free download.

LESSON TOPICS ARE:

- (1) **IF GOD?** Atheistic evolution vs the reality of a god.
- (2) **WHICH GOD?** The various offerings to be the god.
- (3) **WHICH GROUP?** A brief history of the world and of Christianity leading to a discussion of how to find Christ's church.

Located at [occg.institute](http://occg.institute), TOPICAL LESSONS , 02 WINGS OF EAGLES

## GUARANTEED CHURCH GROWTH!

If we provide a **REFOCUS WEEKEND**, we will  
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Church of Christ related children's home of  
your choice in your name.

**A REFOCUS WEEKEND IS:**

- (1) Friday night: Area-wide youth rally at your facility;  
we provide the pizza & cokes
- (2) Saturday 8:00 - 2:00: Church growth consultation
- (3) Saturday or Sunday afternoon: Dream Session
- (4) Sunday Bible Class: A church growth lesson
- (4) Sunday morning worship: A church growth sermon

See <https://occg.institute/services/refocus/> for  
more specific information.

For more information,  
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**DIE WITH MEMORIES,  
NOT DREAMS**

*Dreams don't work  
unless you do.  
Barry & Ace*

### CALENDAR OF EVENTS

**HOUSTON PREACHERS AND LEADERS LUNCHEON** Every second Tuesday except December, For information contact David Wardrup - cell: (281)635-3135; [davidcwardrup@gmail.com](mailto:davidcwardrup@gmail.com) or Cruz Hernandez - cell: (713) 560-9080; [cruzalbertohdz2017@gmail.com](mailto:cruzalbertohdz2017@gmail.com)

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