

# THE MAGNETIC CHURCH

www.magnetic-church.com

A Conference Presented by  
**Andrew D. Weeks**

Equipping *your* church  
to help attract, welcome  
*and* retain new members

FRIDAY EVENING, OCT. 5 &  
SATURDAY, OCT. 6, 2007

Sponsored by Second  
Presbyterian Church and  
Whitewater Valley Presbytery  
at  
Second Presbyterian Church  
7700 N. Meridian St.  
Indianapolis, IN 46260

**Everyone Welcome !**

**PRACTICAL EVANGELISM**  
- Scores of Ideas You Can  
Begin to Apply Immediately !

The Magnetic Church  
If You Build It They Will Come,  
If You Live It They Will Stay.®

A gifted lay evangelist and humorous, inspiring speaker, Andy created this **PowerPoint** presentation to involve skeptics, stimulate activists & engage the curious - to help *everyone* learn more about new member ministry. As he has done with mainline churches all across North America, he will: invite us into his faith journey; guide us through this **spiritually** based, **fun and practical** exploration of evangelism; and, challenge us into new and *creative ministries*, not more *tasks*.

**He will address many issues, including:**

- ✓ How can we make our signs, property, communications, buildings, website & worship more inviting and welcoming?
- ✓ How can we make visitors want to come back to our church and stay?
- ✓ I'm private and quite reserved; how can I 'do' evangelism in my church?
- ✓ Many members of my church are very uncomfortable with evangelism and are resistant to change; how can I help to inspire, motivate and interest them?

## REGISTRATION FORM

### MAGNETIC CHURCH CONFERENCE

Registration Fees: **\$20.00** each for members of Second Presbyterian Church and Whitewater Valley Presbytery.  
**Guests: \$30 each OR: \$25 each** if pre-registered in groups of **4 or more** and paid by **Sept. 21, 2007**. All fees include refreshments and Saturday lunch.

Please make check payable to:  
Second Presbyterian Church  
Please include your payment in full when you return this form by **mail** to:  
Second Presbyterian Church  
Church 7700 N. Meridian St.  
Indianapolis, IN 46260

*Please Print:*

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_

Name of Church \_\_\_\_\_

Location \_\_\_\_\_

Dietary restrictions / special needs:  
\_\_\_\_\_  
\_\_\_\_\_

## about ANDY WEEKS

Andy is a cradle Episcopalian who now lives in New England. During the 80's, he was a very involved layperson, as a church treasurer for nine years and as a member of several church boards and committees. Yet like many others, he drifted away for a variety of reasons. Later, when he tried to "shop" for a new church, he encountered so many of the obstacles and lack of caring response newcomers often must endure.

These highly negative and so very personal experiences encouraged him to become an evangelism leader, to develop this program and also to write **WELCOME! Tools and Techniques for New Member Ministry**, then published by **The Alban Institute**. And after 20 successful years in corporate life, he has left that world to devote himself full-time to this **lay** ministry.

## OTHERS HAVE SAID ...

Participants at earlier events have described Andy's presentation as: "so lively"; "fun"; "more new ideas & creativity than I could ever have imagined"; "an amazing amount of material in just nine hours"; "practical information that can be used immediately"; "engaging"; so encouraging and accessible - far beyond their initial expectations.

We invite you to enjoy the wealth of his experience, humor, spirituality and intense story telling skills. Join in as he challenges us to explore new *opportunities*, leaving aside the old "shoulds, musts and oughts".



## TO REGISTER

**Oct. 1, 2007**  
(Earlier, if at capacity)

We invite *all* individuals, but we encourage each church to send their entire management groups and *multiple* members with many *different* interests - communications, finance, property, hospitality, greeters - so that they may return home as much more effective and diverse *teams*. So please, help us plan adequate facilities and have sufficient materials by completing and mailing the registration form with your fee **now**. We will accept late registrations and walk-ins *if* space permits.

## !! PLEASE BRING !!

For the small group media workshop to be effective, it is *crucial* that **each participant** (**not** each church) brings one copy of their newsletter, welcome brochure/visitor form or packet and contact letters, and bulletin.



## DIRECTIONS

Second Presbyterian Church, 7700 N. Meridian St. Indianapolis, IN 46260 is located in the north side of Indianapolis. **From I-465:** take the Meridian St. exit; head south approximately 2 miles.

## QUESTIONS - Please Contact

Dr. Jim Riley: 317-253-6461;  
fax: 317-252-5590; jriley@secondchurch.org OR  
Kristy Quinn: 317-542-5500 & 800-942-5501;  
fax 317-542-5510;  
kquinn@whitewatervalley.org

## FRIDAY: 6:30 PM TO 10 PM

- 6:30** Registration; Refreshments.
- 6:45** Worship; Welcome; Orientation.
- 7:00** Introduction to Lay Evangelism: My conversion story; Pitfalls and success paradigms; Equipping *all* the saints to *Walk with Jesus*.
- 8:20** Break with refreshments.
- 8:35** 21<sup>st</sup> Century Realities; Getting past negative stereotypes; Encouraging change; Shifting your church from "community" to "destination".
- 9:50** Worship (to 10 PM).

## SATURDAY: 8:30 AM TO 4 PM

- 8:30** Fellowship; Refreshments.
- 8:45** Worship; Announcements.
- 9:00** Presenting Your Church to the Community (marketing): property, signs, media - print / TV / Internet.
- 10:30** Break with refreshments.
- 10:45** Ministry of Greeting: small groups.
- 12:15** Lunch (provided).
- 1:15** Communications Review - design and language: bulletin, brochure, newsletter, web-site; small groups.
- 3:00** Break with refreshments.
- 3:15** Managing Growth: new structures & groups to incorporate new members (highlights, as time permits).
- 3:50** Closing worship.