

# Grow Your Church 2025 Workbook

**GOAL** - *Make Heaven Crowded!*

**JESUS** - *Keep the main thing the main thing!*

**PHILOSOPHY** - *It's not marketing, it's ministry!*

**HEART** - *Pastors are our heroes!*

**HOPE** - *You walk away encouraged!*

**OBSESSION** - *Help your church get more visitors each week!*

**PRAYER** - *The most important thing we do!*



## 2025 VISITORS PLAN

Month	Invites Type	Seasonal Pain Point	ADS	Church Fuel Resources & Events
JAN	SEARCH INVITES	2025 Full visitors plan	<ul style="list-style-type: none"> <li>People searching for a church</li> <li>Sermons</li> </ul>	<ul style="list-style-type: none"> <li>2025 Easter's Planner</li> <li>2025 Grow Your Church Workshop</li> <li>Annual Visitors Calendar</li> </ul>
FEB	SEARCH INVITES	New Year + Easter Visitors	<ul style="list-style-type: none"> <li>Men's &amp; Women's Events</li> <li>Marriage Conferences</li> </ul>	<ul style="list-style-type: none"> <li>Connections System Launch</li> <li>Easter Kit Launch</li> </ul>
MAR	EVENT INVITES	Easter Visitors	<ul style="list-style-type: none"> <li>Easter Services</li> <li>Easter Outreaches</li> </ul>	<ul style="list-style-type: none"> <li>Grow Your Church Easter Workshop</li> <li>Ultimate Easter Kit</li> <li>Plan Your Visit Fuel</li> </ul>
APR	EVENT INVITES	Easter Visitors	<ul style="list-style-type: none"> <li>Kids &amp; Events for Families</li> <li>Sunset Services</li> </ul>	<ul style="list-style-type: none"> <li>Mother's Day Kit</li> <li>Guest Follow Up Fuel</li> </ul>
MAY	EVENT INVITES	Mother's Day Visitors	<ul style="list-style-type: none"> <li>Mother's Day</li> <li>Devotional Plans</li> </ul>	<ul style="list-style-type: none"> <li>Mother's Day Kit</li> <li>Guest Follow Up Fuel</li> </ul>
JUN	MINISTRY INVITES	Summer Invite Plan	<ul style="list-style-type: none"> <li>Prayer Ads</li> <li>Father's Day</li> </ul>	<ul style="list-style-type: none"> <li>Summer Skump Playbook</li> </ul>
JUL	MINISTRY INVITES	Summer Invite Plan	<ul style="list-style-type: none"> <li>Prayer Ads</li> <li>Family Fun Day</li> </ul>	<ul style="list-style-type: none"> <li>Breaking 2025</li> <li>CF Social Media Guides</li> </ul>
AUG	SEARCH INVITES	Fall Outreach Visitors	<ul style="list-style-type: none"> <li>New Here / Plan Your Visit</li> <li>Family Fun Day</li> </ul>	<ul style="list-style-type: none"> <li>Grow Your Church Fall Workshop</li> <li>Plan Your Visit Fuel</li> <li>Back to School Playbook</li> </ul>
SEPT	ONLINE INVITES	Fall Outreach Visitors	<ul style="list-style-type: none"> <li>Fall Festival</li> <li>Sermons</li> </ul>	<ul style="list-style-type: none"> <li>Grow Your Church Plan</li> <li>Welcome Party Playbook</li> <li>Fall Festival Playbook</li> </ul>
OCT	EVENT INVITES	Fall Outreach Visitors	<ul style="list-style-type: none"> <li>Trunk or Treat</li> <li>Pumpkin Patch</li> </ul>	<ul style="list-style-type: none"> <li>Christmas Kit Launch</li> <li>Q1 Outreach Ideas</li> <li>Website Fuel Course</li> </ul>
NOV	EVENT INVITES	Christmas Visitors	<ul style="list-style-type: none"> <li>Food Pantry</li> <li>Christmas Services</li> <li>Christmas Craft Show</li> </ul>	<ul style="list-style-type: none"> <li>Grow Your Church Christmas Workshop</li> <li>Christmas Ads Playbook</li> </ul>
DEC	SEARCH INVITES	Christmas Visitors / 2026 Visitors Plan	<ul style="list-style-type: none"> <li>Christmas Services</li> <li>Advent Devotional</li> <li>Couple's Night Out</li> </ul>	<ul style="list-style-type: none"> <li>Advent &amp; Christmas Kit</li> <li>New Year Bundle</li> <li>2026 Grow Your Church Call</li> </ul>

## Workshop Workbook

1. Visitor Mistakes
  - a. After running \$44 million of invite campaigns - here are our big mistakes so that you can avoid them!
2. What works!
  - a. After inviting 66 million people to church - here is what works so you can get the most visitors!
3. How to build month-by-month momentum throughout 2025.
  - a. Including what unique ad campaigns you should be running each month
4. Opening up spots to our 2025 Grow Program - I'll show you how Grow works for your church.
5. Team Discussion Questions to help you in plan in each season.

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## Visitor Mistakes

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### 🔴 Looking for the perfect easy answer!

- There is no silver bullet.
- One single idea won't fix everything.
- Reaching people is hard work.

### 🔴 No contact information!

- You're doing outreaches, small groups, events, facebook groups, ad campaigns, services, mid-week meetings, kids ministries, etc. - but you're not good at collecting contact information at each of those.
- "Ministry flows out of relationships. Relationships take time." - Pastor Scotty Gibbons
- Relationships can start when you get someone's contact information.

### 🔴 You don't have a Visitor System!

- Building w/o a foundation only leads to frustration.
- If you want something repeated, you need a system.
- A Visitor System is the game changer - The sprinkler system analogy.

### 🔴 Using ads to create momentum!

- Ad campaigns are like gas! 🚗⛽
- Just be sure you have a fire first! 🪵🔥
  - Outside of Elijah in the Old Testament!

### 🔴 Not understanding the difference between search and scroll invitations!

- **Search** - answer the questions your community members are actually asking!
- **Scroll** - you have to be able to stop the scroll and interest them in a way that fits the platform they're on.

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## What Works!

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### ✓ Prioritize reaching the next generation!

- From studying thousands of growing churches - this is the biggest difference maker!
- When we get into your visitor plan, always come back to this principle.

### ✓ Build visitor momentum from Christmas through Mother's Day!

- This is a huge opportunity if you look at it as a unified plan.
- Each season should build your momentum.

### ✓ Plan backwards!

- When you start planning Christmas, you should start by planning January.
- When you start planning for Easter, you should start by planning for \_\_\_\_\_.
- Think of why the theater has movie trailers! 🍿

### ✓ Surround Sound Invitations!

- You want multiple ways of inviting all working together.
- Each channel you add is a multiplier.
- Types of invites:
  - Congregation
  - Events
  - Search
  - Online
  - Ministry

### ✓ Get way more invites!

- If you want more visitors, you need to get out more invites.
- Your Sunday attendance is a direct reflection of the amount of people invited that week.
- You need an **Automatic Invite System** that works every day no matter what!

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## Automatic Invite System

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### Automatic Invite System™

- The Automatic Invite System™ invites people who are searching in your community:
  - Works all the time even when you don't have a budget
  - Work when your people don't invite!
  - Works when you don't have a big team!
  - Works when you don't have a lot of volunteers!
  - Works especially when you feel overwhelmed and when you just don't know what to do or how to do it.

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## Your Visitor Plan

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### Your Visitor Plan: 3 Essential Elements

- Get out WAY more invites.
- Use a system that is ALWAYS inviting.
- Build momentum through a month-by-month plan for all of 2025.

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## 2025 Plan

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**Step 1** - Secure the **Google Ad Grant** for Non-Profits.

**Step 2** - Set up your church's full **Automatic Invite System**.

**Step 3** - Set up your month-by-month visitor plan

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### Step 1: The Google Ad Grant

- \$120,000 a year in Google ad credit.
- \$10,000 a month - If you don't use it, you lose it!
- Ensure you are always inviting even when you don't have enough time, budget, or team. 🙌
- This is the core of the Church Fuel Grow Program - We secure, set up, and run an Automatic Invite System for your church using Google's money!
- **Why Google?**
  - 1.2 million people in the USA are searching for "church near me" every month
  - People will be searching for what your church is doing in December!
  - Let's help them find your church next month! 🏰

### Step 2: Set up your church's full Automatic Invite System

- Evergreen Campaigns
- Reach people searching for a church, searching for help, searching for things to do.

### Step 3: Set up your month-by-month visitor plan

- See your month-by-month plan below! 👉

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## Calendar

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### January

<p><b>SEARCH INVITES</b></p> <p><b>SEASONAL PAIN POINT</b> 2025 full visitors plan</p> <p><b>ADS</b></p> <ul style="list-style-type: none"><li>• People searching for a church</li><li>• Sermons</li></ul> <p><b>CHURCH FUEL RESOURCES &amp; Events</b></p> <ul style="list-style-type: none"><li>• 2025 Pastor's Planner</li><li>• 2025 Grow Your Church Workshop</li><li>• Annual Visitors Calendar</li></ul>	 <p><b>JAN</b> 2025 VISITORS PLAN</p> <p>The graphic features a teal background with a silhouette of a person with arms raised, holding a colorful party horn. The text 'JAN' is in large white letters, and '2025 VISITORS PLAN' is in smaller white letters below it.</p>
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### February

<p><b>SEARCH INVITES</b></p> <p><b>SEASONAL PAIN POINT</b> New Year + Easter Visitors</p> <p><b>ADS</b></p> <ul style="list-style-type: none"><li>• Men's &amp; Women's Events</li><li>• Marriage Conferences</li></ul> <p><b>CHURCH FUEL RESOURCES &amp; Events</b></p> <ul style="list-style-type: none"><li>• Connections System Launch</li><li>• Easter Kit Launch</li></ul>	 <p><b>FEB</b> 2025 VISITORS PLAN</p> <p>The graphic features an orange background with a silhouette of a person with arms raised, holding a red heart. The text 'FEB' is in large white letters, and '2025 VISITORS PLAN' is in smaller white letters below it.</p>
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## Your Team:

### Discussion Questions

- What is our “personal evangelism” plan during this season? Does our church have a good invite culture?
- What are key Easter takeaways from last year that we can add to our Easter planning this year?
- If we start with the end in mind, what is our ONE GOAL for Easter 2024?
- Do we feel equipped to start creating a written ministry plan for Easter?
- Do we have repeatable ministry initiatives planned before Easter marketing begins?


**Take a moment to fill out how you will do ministry before your marketing this season.**

TIP: This could be prayer, community outreach, or support.


Ministry Name	Ministry Channel



## March

<b>EVENT INVITES</b>	
<b>SEASONAL PAIN POINT</b> Easter Visitors	
<b>ADS</b> <ul style="list-style-type: none"><li>• Easter Services</li><li>• Easter Outreaches</li></ul>	
<b>CHURCH FUEL RESOURCES &amp; Events</b> <ul style="list-style-type: none"><li>• Grow Your Church Easter Workshop</li><li>• Ultimate Easter Kit</li><li>• Plan Your Visit Fuel</li></ul>	

## April

<b>EVENT INVITES</b>	
<b>SEASONAL PAIN POINT</b> Easter Visitors	
<b>ADS</b> <ul style="list-style-type: none"><li>• Kids &amp; Events for families</li><li>• Sunrise Services</li></ul>	
<b>CHURCH FUEL RESOURCES &amp; Events</b> <ul style="list-style-type: none"><li>• Mother's Day Kit</li><li>• Guest Follow Up Fuel</li></ul>	

## May

**EVENT INVITES**

**SEASONAL PAIN POINT**  
Mother's Day Visitors

**ADS**


- Mother's Day
- Devotional Plans

**CHURCH FUEL RESOURCES & Events**

- Mother's Day Kit
- Guest Follow Up Fuel

# MAY

2025 VISITORS PLAN



### Your Team:

#### Discussion Questions


- What are specific harvest goals we can write down and attempt to measure this season?
- What was our Easter Invite Strategy last year?
- Who on our team can build Social ads? Who on our team can build Google ads?
- Do we have a plan to build relationships at our momentum events? Are we prepared for these relationships to take time and to disciple people after Mother's Day?
- Jon Acuff says, "90% perfect and shared with the world is better than 100% perfect and stuck in your head." Are we OK with an imperfect plan that still makes traction?

**Take a moment to fill out your church's "Big 3 Momentum Events" this season. Next to the event, assign who will build your Facebook Ads and who will build your Google Ads.**


Tip: Examples - Vision Sunday, Easter, Mother's Day

Event Name	Facebook Ads Lead	Google Ads Lead

## June

<p><b>MINISTRY INVITES</b></p> <p><b>SEASONAL PAIN POINT</b> Summer Invite Plan</p> <p><b>ADS</b></p> <ul style="list-style-type: none"><li>• Prayer Ads</li><li>• Father's Day</li></ul> <p><b>CHURCH FUEL RESOURCES &amp; Events</b></p> <ul style="list-style-type: none"><li>• Father's Day Kit</li><li>• Summer Slump Playbook</li></ul>	 <p><b>JUN</b> 2025 VISITORS PLAN</p> <p>A graphic for the June 2025 Visitors Plan. It features a teal background with a silhouette of a person singing into a microphone. A bright yellow sun with rays is positioned in the center. The text 'JUN' is written in large white letters at the top, and '2025 VISITORS PLAN' is written in smaller white letters below it.</p>
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## July

<p><b>MINISTRY INVITES</b></p> <p><b>SEASONAL PAIN POINT</b> Summer Invite Plan</p> <p><b>ADS</b></p> <ul style="list-style-type: none"><li>• Prayer Ads</li><li>• Family Fun Day</li></ul> <p><b>CHURCH FUEL RESOURCES &amp; Events</b></p> <ul style="list-style-type: none"><li>• Breaking 200</li><li>• CF Social Media Guides</li></ul>	 <p><b>JUL</b> 2025 VISITORS PLAN</p> <p>A graphic for the July 2025 Visitors Plan. It features a dark background with a silhouette of a person smiling. A small American flag is positioned in the center. The text 'JUL' is written in large white letters at the top, and '2025 VISITORS PLAN' is written in smaller white letters below it.</p>
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## Your Team:

### Discussion Questions


- Does our team have a “Summer Slump”? What does that look like for our church?
- What is a major community need during this season?
- Does our website accommodate an influx of visitors and adequately show who we are?

**Take a moment to fill out how you will do ministry before your marketing this season.**


TIP: This could be prayer, community outreach, or support.

Ministry Name	Ministry Channel

## August

<p><b>SEARCH INVITES</b></p> <p><b>SEASONAL PAIN POINT</b> Fall Outreach Visitors</p> <p><b>ADS</b></p> <ul style="list-style-type: none"><li>• New Here / Plan Your Visit</li><li>• Family Fun Day</li></ul> <p><b>CHURCH FUEL RESOURCES</b></p> <ul style="list-style-type: none"><li>• Grow Your Church Fall Workshop</li><li>• Plan Your Visit Fuel</li><li>• Back to School Playbook</li></ul>	<p><b>AUG</b> 2025 VISITORS PLAN</p> 
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## September

<p><b>ONLINE INVITES</b></p> <p><b>SEASONAL PAIN POINT</b> Fall Outreach Visitors</p> <p><b>ADS</b></p> <ul style="list-style-type: none"><li>• Fall Festival</li><li>• Sermons</li></ul> <p><b>CHURCH FUEL RESOURCES</b></p> <ul style="list-style-type: none"><li>• Grow Your Church Plan</li><li>• Welcome Party Playbook</li><li>• Fall Festival Playbook</li></ul>	<p><b>SEPT</b> BACK TO SCHOOL PLAN</p> 
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**Your Team:**

**Discussion Questions**


- Are we capitalizing on contact information from our visitors? Do our Connect Cards reflect the proper information we want from visitors?
- Do we have a visitor system? If so, what is it? Does our whole team know it?
- If there was someone our team could select to be a ministry mentor, who would it be and why?
- What is our community’s cultural draw as we head into the fall season?

**Take a moment to fill out your church’s “Big 3 Momentum Events” this season. Next to the event, assign who will build your Facebook Ads and who will build your Google Ads.**


Tip: Examples - Trunk or Treat, Back to School Event, Football Season Kick-off Party

Event Name	Facebook Ads Lead	Google Ads Lead

## October

<p><b>EVENT INVITES</b></p> <p><b>SEASONAL PAIN POINT</b> Fall Outreach Visitors</p> <p><b>ADS</b></p> <ul style="list-style-type: none"><li>• Trunk or Treat</li><li>• Pumpkin Patch</li></ul> <p><b>CHURCH FUEL RESOURCES</b></p> <ul style="list-style-type: none"><li>• Christmas Kit Launch</li><li>• 101 Outreach Ideas</li><li>• Website Fuel Course</li></ul>	 <p><b>OCT</b> 2025 VISITORS PLAN</p>
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## September

<p><b>EVENT INVITES</b></p> <p><b>SEASONAL PAIN POINT</b> Christmas Visitors</p> <p><b>ADS</b></p> <ul style="list-style-type: none"><li>• Food Pantry</li><li>• Christmas Services</li><li>• Christmas Craft Show</li></ul> <p><b>CHURCH FUEL RESOURCES</b></p> <ul style="list-style-type: none"><li>• Grow Your Church Christmas Workshop</li><li>• Christmas Ads Playbook</li></ul>	 <p><b>NOV</b> 2025 VISITORS PLAN</p>
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**Your Team:****Discussion Questions**

- What is a date that works for everyone to get our FIRST Christmas planning meeting on the calendar?
- What are the church's biggest needs to help us reach people in this season? We can write them down and pray for them consistently.
- Do we have a social media framework already in place? Does our current social media content reflect our community needs?
- Can we adopt a model where prayer is our main focus and our team could pray for our community every day?

***Take a moment to fill out how you will do ministry before your marketing this season.***

TIP: This could be prayer, community outreach, or support.

Ministry Name	Ministry Channel



## December

**SEARCH INVITES**

**SEASONAL PAIN POINT**  
Christmas Visitors / 2026 Visitors Plan

**ADS**


- Christmas Services
- Advent Devotional
- Couple's Night Out

**CHURCH FUEL RESOURCES**

- Advent & Christmas Kit
- New Year Bundle
- 2026 Grow Your Church Call

DEC

2025 VISITORS PLAN



### Your Team:

#### Discussion Questions

- Do we point people to Jesus as the reason for the season? Are we making Christmas meaningful?
- Ryan Wakefield stated, *“When you’re planning an event, you need to plan with the people who are far from God in mind and why they should care.”* Do we have Christmas services that meet the needs of someone who doesn’t know Jesus?
- What is our Christmas follow-up plan? How are we engaging the visitors we just had?
- What are resources we can use that are “done for us” so we can focus our time on the ministry at hand and the things that are unique to our church and community?

**Take a moment to fill out your church’s “Momentum Events” for this season. Next to the event, assign who will build your Facebook Ads and who will build your Google Ads.**

Tip: Examples - Christmas!!!

Event Name	Facebook Ads Lead	Google Ads Lead

## What Now?

Time to work the plan, and a system is going to work best!

*“Growth isn’t a secret, it’s a system.”*

Recession proof your ministry by implementing the systems we outlined funded by Google! The Google Ad Grant will help fund the two pillars of church growth we told you about earlier – systems that will work automatically 24/7 – the Visitor Growth Engine™ and the Automatic Invite System™.

### **Two Implementation Options**

**Option 1:** Go set up the system and work your plan.

**Option 2:** Partner with a team that will go on the journey and do the heavy lifting for you.

## Option 2: The Church Fuel Grow Program

The Grow program is designed to help churches expand their reach and foster growth. Church Fuel has a team of dedicated pastors, coaches, and experts who are passionate about supporting local churches. The Grow program is a comprehensive, Done-For-You Visitor System that equips churches with the tools to attract visitors and fuel congregation growth.

Over 3,000 churches are members of our community here at Church Fuel. We manage more than \$3.5 million in Google Ad Grant money each month! Think about that – Google is giving those churches \$3.5 million each month to spread the message of Jesus and extend invitations to participating churches. Can you tell, we’re obsessed with helping your church reach people!

We implement the plan and use Google's money to fund it!

- Obsessed with helping your church reach people!
- The Automatic Invite System™ is done-for-you
- Don’t get left behind! We help you stay ahead of the curve
- Opening up limited spots to keep a high quality program

### **The Core of Grow**

Automatic Invite System™ – We set up and maximize \$10,000 a month of Google Grant campaigns for your church!

### **Automatic Invite System™**

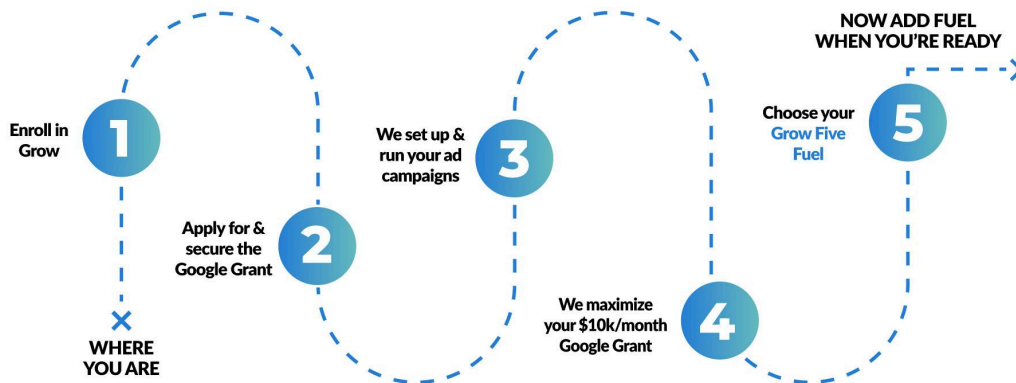
- Google Grant Setup
- Christmas Ads
- Evergreen Ads
- Month-By-Month Ads

### Google Grant

- \$120,000 a year in ad credit
- \$10,000 a month – If you don't use it, you lose it!
- In the Grow Program, we set up and run the campaigns for your church!

## GROW SUCCESS PATH

START WITH THE GOOGLE GRANT!



In the "Done-For-You" Visitor System of Grow, Church Fuel will help member churches secure a **\$120,000 Google Ad Grant each year (\$10,000/month)**. This grant fuels the setup of various invitation campaigns targeting different facets of church outreach. Then we use Google's money to set up invites for your church. Using Google's money, we set up your Google ad campaigns, run the campaigns and keep improving your campaigns! We keep on top of the ever-changing Google requirements so you don't lose the grant or have your ads denied!

We realize that not every church is ready or able to maximize the impact of Grow.

#### Grow is **NOT** For:

- Churches looking for a short-term fix
- Churches that are really struggling financially – you can benefit from our [scholarship for our Starter](#) membership
- Churches looking for a silver bullet miracle

#### Grow **IS** For:

- Our team is best equipped to serve **Jesus-Centered** Evangelical Churches
- Churches where **local missions** is a priority
- Churches who set aside a portion of their budget for local missions and marketing
- Churches looking for a **long-term ministry partnership** around reaching more people

**How do I enroll? [Churchfuel.com/order](https://churchfuel.com/order)**

**Investment 🚀 - YOU INVEST \$399/MONTH AND YOU GET UP TO \$10,000/ MONTH IN CAMPAIGNS SET UP AND RUN FOR YOU! 🤖**

**BIG ANNOUNCEMENT 🎉 - Grow now includes 🔥 Facebook Ad Campaigns! 🔥**

- Easter, Mother's Day, Christmas

**Here's what you get when you enroll!**

- **Onboarding Call:** Schedule your time with your Grow account representative.
- **Setup:** We'll help you secure and setup the Google Ad Grant.
- **Automatic Invite System: \$10k / month in Google Ads Management**
- **2025 Monthly Grow Plan:** Everything we talked about today
- **Big Announcement Bonus:** Facebook Ad Campaigns for Christmas, Easter, and Mother's Day!\*
- **Grow Coaching:** You can meet one-on-one with your account rep, ministry coach, or specialist to make sure you get the most out of the Grow Program.
- **Weekly Call:** Every week we meet together as a group to help you keep making progress reaching as many people as possible.

**How do I enroll? [Churchfuel.com/order](https://churchfuel.com/order)**

### Index of Resources Mentioned in Workshop

- [Workshop Replay](#)
- [Workshop Slide Deck](#)
- Workshop Outline/Annual Visitors Calendar
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  - [Image Preview](#)
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- [Pastor's Planner](#)
- [Is Grow Worth It?](#)
- [Apply for Scholarship for Membership](#)
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