



**STRATEGIES TO INCREASE
MID WEEK
SERVICE
ATTENDANCE**

Praise Gbenedio

12th JAN

26-28 FEB

19 MAR

14 APR

16 JUNE

25 JULY

08 AUG

24 AUG

19 SEPT

28 OCT

05 NOV

19 DEC

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MID-WEEK ATTENDANCE BOOST STRATEGIES

Mid-Week services have become a culture for most churches. Providing another avenue for members to gather to fellowship, commune and grow in their knowledge of Christ.

The benefits are usually two ways - to the church and the members.

However, it becomes a concern when the culture seems to do more harm than good as it were.

While we discuss the strategies we also would recommend the following.

1. Run a survey to check with persons who are not coming for mid week to ascertain the reason. Make the survey as simple as possible. Your intent should be seen as genuine.
2. Do a personal review of the mid week service. Observe what could be causing leaders to be absent. Their personal schedules and reason would help you make the right move and decision.

Here a few discovery about the state of mid-week services in most churches.

1. Poor attendance

2. Poor preparation and delivery of the services
3. Poor dress sense and appearance
4. Lack of attention to first time guests
5. General non-challant attitude of the church workers.

Why does these challenges show up in Mid-week and not Sunday Servcies ?

- Is it that a smaller god is in charge for Mid-weeks Services?
- Is the word preached not from same bible as Sunday Service?
- Does God not deserve the best just like Sunday Service?
- Is the culture meant to present it as a lesser service?

While a lot of pastors and administrators will provide seemingly justifiable reasons, we must acknowledge that in this same city as those churches, there are churches that mid-week service gets same approach and attention as their Sunday service.

It is just an unhealthy culture that crept into the church.

This has caused a lot of worry for ministers.



See strategies to boost attendance

1. UPGRADE THE WORK FORCE KNOWLEDGE ABOUT MID WEEK SERVICES: The Church workforce is a driving force when it comes to church culture. They model the culture for members to follow.

However, quite a number of church workers lack the understanding of why mid-week service de should be a big deal.

If the Workforce alone attends your mid-week service, attendance will be encouraging.

So there is a need for Setting up a culture on midweek service, TRAINING and Re-Training accompanied by planning and preparation.

Lack of understanding is the cause of workers poor approach to Midweek Service. Launch ha mid week service attendance campaign for the workforce and insist on measuring performance based on that.

2. DELIBERATE IMPRESSIONS: While this workforce attendance may increase, the level of attraction for others also needs to be stepped up. Attending mid-week service s cool, giving it the attention and preparation it needs is another level. Here are a few tips

- The preparation should send a message of importance
- All uniformed departments should be fully kitted and dressed up for the Mid-week services

- Toilets and Parking areas should be cleaned, properly made ready for the service.



3. **SERVICE CONTENT:** The Service content should be driven to address the congregation's state example the choice of songs, testimonies, prayers and word should be designed to trigger a desire to participate in the next mid-week service. Mid services are held mostly in the evenings and we should consider the following while building the content
 - a. People could be tired
 - b. People could be having specific emotions running through them such as joy, anger etc.
 - c. Some person will be coming from road traffic, school runs, business meetings etc.
4. **CREATE MESSAGE SERIES** that includes midweek service. When preaching a juicy message, add the midweek service window in delivering the series. That means, a juicy series will get people to attend the mid week. The suspense and expectation of the next point in the series should be triggered with the pastor emphasizing the need for the next point. People are interested in specific value and this can be used to market the mid week service.



5. **TIMELINESS OF THE SERVICE** (especially closing time). The mid week service organizers should take cognizance of the need to close early enough for people to get back home and prepare for their next day engagement. (You do not always have to apologize for closing late).

These will create the right impressions on the congregation hereby sparking up more interest. When people trust your mid week service with respect to time, they can invest their own time to attend too.

6. **CREATE SPECIAL SERVICES FOR MID WEEK SERVICE:** The question of why should I come to mid week service exists in the subconscious of your ministry members. The secretly check the value of the service and decide the opportunity cost of not attending. To give the mid week service an advantage in this thought process you can create special services depending on the majority of church attendees.

- a. Sex
- b. Relationship
- c. Finance

- d. Business
- e. Football

So give your mid week service the preparation a Sunday service gets.

7. **INFLUENCE COMMANDERS:** Call the Persons who command Influence within the church and encourage them to attend. There persons within the church membership who command a level of influence. The strategy is to have a talk with them and bring them into your mid week service boost strategy team. Their presence will encourage their followers and protégés to also start coming.
8. **PASTORAL APPROACH TO MID WEEK SERVICE NEEDS TO BE TOPNOTCH.** The way and manner the led pastor approaches the service affects the member's willingness to attend. The silent thought is ... if it is not important to pastor why should it be important to me? Every pastor must realize that conscious and unconscious utterances and appearance sends salient messages to members. Their interpretation of your signals can influence their response and attendance.
9. **CREATE POWERFUL INVITATION GRAPHICS/VIDEOS**
Your mid-week services invitation should be well structured with e-copies graphics and short videos. There are persons who may not even attend your Sunday service but prefer your mid week service because of the level of preparations and content. Graphics and videos will help to drive interest.
10. **ONLINE OPTIONS:** Thank God for smart phones, create an option for persons who could not make it to the location can participate through the online streaming. Building a smart church starts with making accessibility to services smart. Make your online service accessible to the world. You will be shocked how many persons will keep a date with your mid week services.



11. **INVITE GUESTS MINISTERS:** Music and Word ministers as guest usually attract some persons who love to see and hear new content. Inviting guest ministers to your mid week services can be very interesting as it will pull the attention of some persons to attend the service.

12. **RECOGNIZE CONSISTENT MEMBERS:** For ministries that are not in large number yet, the ministry can spot persons that are consistent with the mid week service and appreciate them. Use their consistency to encourage others.

13. AMPLIFY TESTIMONIES FROM MID WEEK SERVICES

The Average human loves to copy whatever is working. When there are testimonies from the mid week services, it will be a good to amplify them. Talk about them and make sure it is broadly shared and posted to encourage others to attend.

14. DEPARTMENTAL SERVICES

Once in a while, you can create departmental services with your mid week services. Example: You can assign a midweek service to be handled by the choir or media or men or women etc depends on what works for your ministry. The department of the day will handle the operations, invite their friends, and maybe do a presentation if possible but the lead pastor still delivers the message of the day.

- 15. INTERACTIVE PRESENTATIONS:** Create an interactive set up where people can ask questions on matters bordering them. You can get a panel of discussant to provide answers to these questions maybe in a specific field. This gives direct value to the realities of members.



The Mid Week is not a lesser service and thus should not be given a lesser preparation. The full equipment should be used especially when we hope to get people to attend it like a Sunday morning service.

We hope this material has blessed you.

You can reach us for more information and support on church administration and growth solutions.

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