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FOR IMMEDIATE RELEASE

Why aren't more Christians in church?

Understanding the power of invitation

GRAND RAPIDS, MI – 77% of Canadians identify themselves as Christian yet a vast majority do not attend church regularly. Many churches see this statistic and resolve to make their church more welcoming. But, Michael Harvey argues, the welcoming church is the problem not the solution. We have focused so much on our own needs in church that we have forgotten the powerful effect of invitation and how simple it really is.

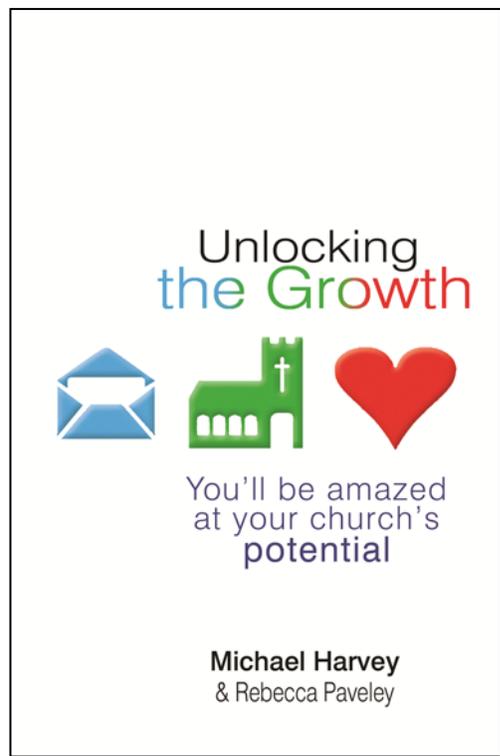
Based on his popular and effective seminars, Michael lays out practical steps that churches and individuals can follow to discover how they can create an invitational mission-oriented church. The steps are simple but not easy. Many of the barriers are attitudes that are so ingrained in churchgoers and church leaders that they are difficult to acknowledge. And once acknowledged, the author reveals the many ways we sabotage the effectiveness of invitation. But if we are serious about a living and active Christ working in the church and about reaching out to those in the community, then we need to be serious about invitation.

As Sentamu Ebor states in the foreword:

This book is about helping church re-learn how to make disciples. . . . It goes right to the heart of what is to be church, namely, worshipping God and infecting his world with the goodness of Jesus Christ. Ever since Philip first urged Nathanael to “come and see” (John 1:46), the practice of invitation has been crucial to spreading the gospel of Jesus Christ.

About the Author

Michael Harvey had a successful career in the insurance and consumer electronics industries. He now runs Back to Church Sunday campaigns around the world.



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What People Are Saying About *Unlocking the Growth*:

“A simple idea that could quite possibly be a godly spark ... Michael has charm, humor, and boundless enthusiasm, with an uncanny ability to say profound things when you aren't expecting it.”

—Revd Mark Wakelin, President Elect, Methodist Conference

“If church leaders put into practice what they read here, the only possible outcome will be new people becoming Jesus followers!”

—Gary Gibbs, Director of Evangelism and Church Planting, Elim Pentecostal Churches

“Michael's seminars have been inspirational. I wholeheartedly commend this book.”

—Rt Revd John Inge, Bishop of Worcester

“Michael's passion for invitation is infectious and something that Christians need to take seriously.”

—Revd Ian Bunce, Head of Mission, Baptist Union of Great Britain

“Michael has a great gift for inspiring people to ‘think welcome.’”

—Rt Revd Dominic Walker, Bishop of Monmouth

“Michael's ministry here has been a blessing.”

—Rt Revd Michael Hawkins, Bishop of Saskatchewan

“Inviting people to church is so obviously necessary, yet strangely intimidating. Michael's ministry is so helpful and enabling.”

—Revd Stuart Smith, Mission Convenor, Glasgow Presbytery, Church of Scotland

Suggested Interview Questions for Michael Harvey:

- Why don't Christians invite their friends to church?
- Why don't pastors emphasize invitation more?
- What percentage of people accept an invitation to attend church?
- How many people become regular attendees after an invitation?
- How many invitations have been extended through Back to Church Sunday?

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