

## RETAINING NEW MEMBERS | Participant Guide

### Video & Reading Prework

In [this 3-minute ad](#), we see what happens when one person risks inviting others to co-create something.

Read “[The Minimum Viable Audience.](#)” by Seth Godin ([Seth's Blog](#), 20 March 2019) and take a stab at filling out boxes 1-4 on the [Minimum Viable Community \(MVC\) template](#) created by [the Community Canvas](#).

### Scriptural Foothold

For where two or three are gathered in my name, I am there among them.

Matthew 18:20 NRSV

### Food for Thought

One of the greatest distractions to generating retention in a new community is fretting over who is not interested. You must be focused on who is saying “yes” to what you are offering rather than those saying “no.” Who keeps showing up? Very quickly a new faith community has to allow the story of the planter into the story of the community forming—a culture is beginning to take shape.

### For Reflection *(please write down your answers)*

1. Who is showing up to participate in your community? Make a list.
2. What are they showing up for?
3. Look at your response above. What needs to be amplified and what needs to be curtailed?
4. If you had to tell the story of this new community to a stranger on an elevator, what would that be?

### Taking Action *(please fill out during our session together)*

In support of cultivating a new faith community:

**For me:** I commit to \_\_\_\_\_, starting \_\_\_\_\_,  
and I will ask \_\_\_\_\_ to be my accountability partner.

**For my team:** I will teach my team new member retention on \_\_\_\_\_.

### Additional Resources

Crouch, Andy, *Culture Making*. Downers Grove: InterVarsity Press, 2008.