

Subject: Community Outreach – Interesting Gallup Poll

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Here is some interesting information. This quote is from the book entitled, The next American Spirituality by George Gallup, Jr. It has a lot of useful statistics.

In the coming decades, often the only thing to stand between an unchurched person and a house of worship will be a simple invitation, as seen in the results of a study on the reasons people currently join a church (with the option given of answering with more than one response).

- Those who come because of Sunday School: 3 to 6 percent
- Those who walk in of their own initiative: 3 to 8 percent
- Those who come because of the activities: 4 to 10 percent
- Those who come because of a particular minister: 10 to 20 percent
- Those who come because of an evangelistic program: 10 to 20 percent
- Those who come at the invitation of a friend or relative: 60 to 80 percent