5 Ministry Trends to Watch in 2014

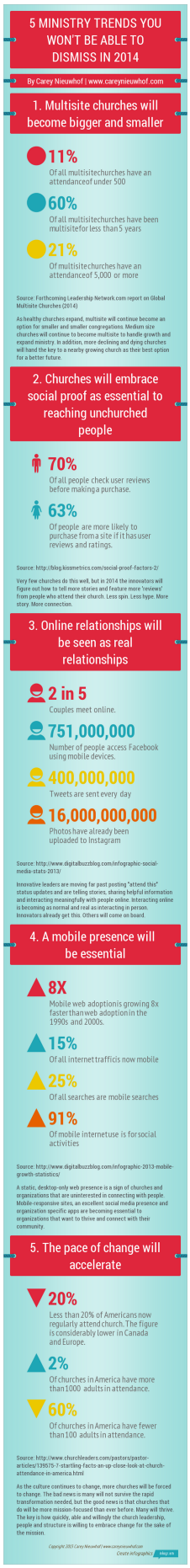
Sometimes you can dismiss a trend as a fad. Like Crocs, the Harlem Shake, or flash mobs.

At other times to dismiss a trend is **just a mistake.**

As in every era, **some of today's trends will become tomorrow's reality**.

Innovative leaders aren't afraid to embrace change and to be some of the first in on the shifts they see around them.

In that spirit, here are **5 trends you'll no longer be able to dismiss in 2014**.


5 MINISTRY TRENDS YOU WON'T BE ABLE TO DISMISS IN 2014
By Carey Nieuwhof | www.careynieuwhof.com
1. Multisite churches will become bigger and smaller
11%
Of all multisite churches have an attendance of under 500
60%
Of all multisite churches have been multisite for less than 5 years
21%
Of multisite churches have an attendance of 5,000 or more
Source: Forthcoming Leadership Network.com report on Global Multisite Churches (2014)
As healthy churches expand, multisite will continue become an option for smaller and smaller congregations. Medium size churches will continue to become multisite to handle growth and expand ministry. In addition, more declining and dying churches will hand the key to a nearby growing church as their best option for a better future.
2. Churches will embrace social proof as essential to reaching unchurched people
70%
Of all people check user reviews before making a purchase.
63%
Of people are more likely to purchase from a site if it has user reviews and ratings.
Source: http://blog.kissmetrics.com/social-proof-factors-2/
Very few churches do this well, but in 2014 the innovators will figure out how to tell more stories and feature more 'reviews' from people who attend their church. Less spin. Less hype. More story. More connection.
3. Online relationships will be seen as real relationships
2 in 5
Couples meet online.
751,000,000
Number of people access Facebook using mobile devices.
400,000,000
Tweets are sent every day
16,000,000,000
Photos have already been uploaded to Instagram
Source: http://www.digitalbuzzblog.com/infographic-social-media-stats-2013/
Innovative leaders are moving far past posting "attend this" status updates and are telling stories, sharing helpful information and interacting meaningfully with people online. Interacting online is becoming as normal and real as interacting in person. Innovators already get this. Others will come on board.
4. A mobile presence will be essential
8X
Mobile web adoption is growing 8x faster than web adoption in the 1990s and 2000s.
15%
Of all internet traffic is now mobile
25%
Of all searches are mobile searches
91%
Of mobile internet use is for social activities
Source: http://www.digitalbuzzblog.com/infographic-2013-mobile-growth-statistics/
A static, desktop-only web presence is a sign of churches and organizations that are uninterested in connecting with people. Mobile-responsive sites, an excellent social media presence and organization specific apps are becoming essential to organizations that want to thrive and connect with their community.
5. The pace of change will accelerate
20%
Less than 20% of Americans now regularly attend church. The figure is considerably lower in Canada and Europe.
2%
Of churches in America have more than 1000 adults in attendance.
60%
Of churches in America have fewer than 100 adults in attendance.
Source: http://www.churchleaders.com/pastors/pastor-articles/139675-7-starting-facts-an-up-close-look-at-church-attendance-in-america.html
As the culture continues to change, more churches will be forced to change. The bad news is many will not survive the rapid transformation needed, but the good news is that churches that do will be more mission-focused than ever before. Many will thrive. The key is how quickly, able and willingly the church leadership, people and structure is willing to embrace change for the sake of the mission.
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