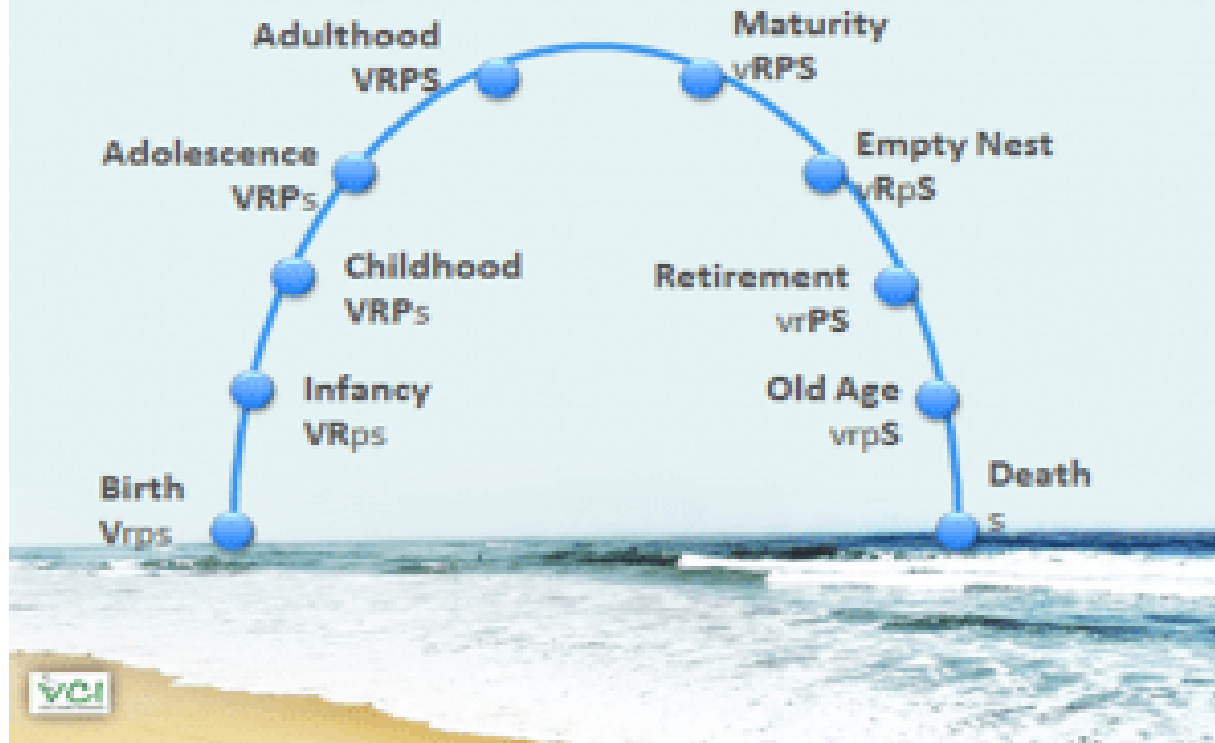


# Lifecycle of a Church



There are four key issues that determine where a church is on the lifecycle:

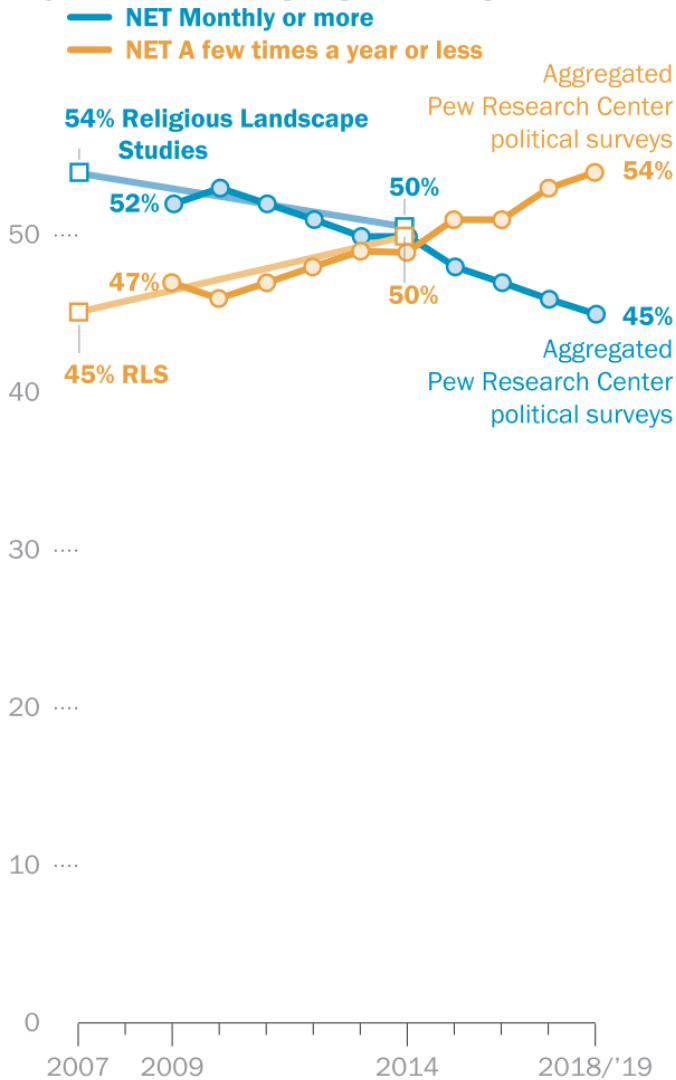


- **V** = Vision.....Where should we go?
- **R** = Relationship...Whom should we bring?
- **P** = Program.....How will we get there?
- **S** = Structure.....What should we avoid?

*Churches grow because church members catch, own, and work toward the church's vision.*

## In U.S., church attendance is declining

% of U.S. adults who say they attend religious services ...



Source: Pew Research Center Religious Landscape Studies (2007 and 2014). Aggregated Pew Research Center political surveys conducted 2009-July 2019 on the telephone. "In U.S., Decline of Christianity Continues at Rapid Pace"

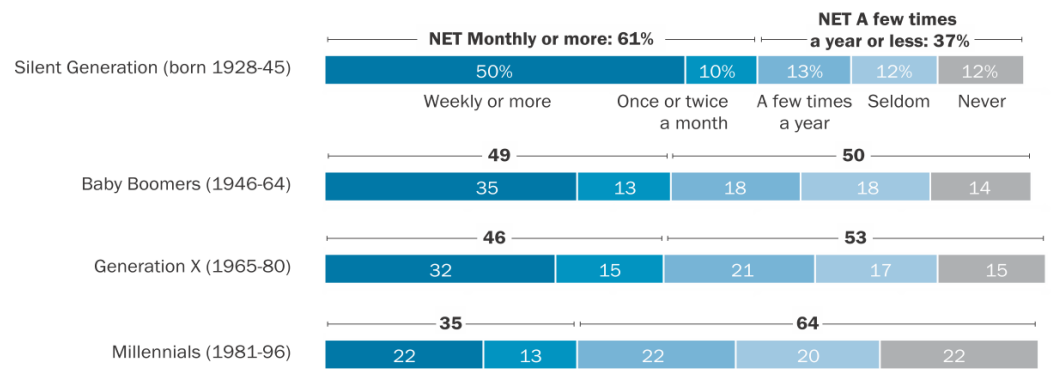
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## Large generation gap in American religion

In 2018/2019, % of U.S. adults who identify as ...



In 2018/2019, % of U.S. adults who say they attend religious services ...



Note: Don't know/refused not shown.

Source: Aggregated Pew Research Center political surveys conducted January 2018-July 2019 on the telephone. "In U.S., Decline of Christianity Continues at Rapid Pace"

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