

FIVE COMPELLING, NEW REASONS TO START A CHURCH OR CAMPUS

#1 MORE MILLENNIALS:
You will reach the next generation with young adults and families eager to grow with you. The majority of attenders in churches or multisite campuses started in the last 5 years are **35 YEARS OF AGE OR YOUNGER**



#2 MORE OUTREACH:
Your people will do more gospel sharing. People attending churches or multisite campuses started in the last 5 years are:



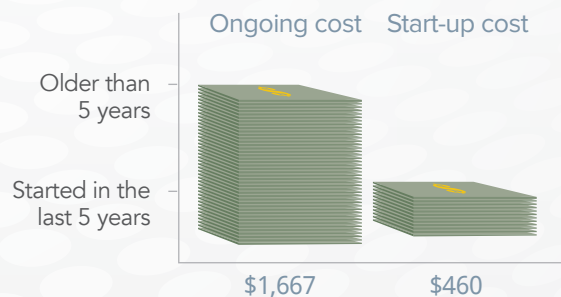
#3 MORE ENGAGEMENT:
You will experience greater lay involvement. During the first 5 years of a new church or multisite campus:



#4 MORE GROWTH:
You will likely see your greatest growth. In its first 5 years of life, a new church or multisite campus typically grows **170% FASTER** than the average of all subsequent years



#5 MORE FINANCIAL RESOURCES:
You will have more money to spend on ministry. For churches or multisite campuses started in the last 5 years, the median start-up cost was \$460 per first-year attender (compared to \$1,667 annual "ongoing cost" for each attender in churches older than 5 years)



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