



Growth Accelerators

DEAN HAWK

Acts 2:42-47 They devoted themselves to the apostles' teaching and to the fellowship, to the breaking of bread and to prayer. 43 Everyone was filled with awe, and many wonders and miraculous signs were done by the apostles. 44 All the believers were together and had everything in common. 45 Selling their possessions and goods, they gave to anyone as he had need. 46 Every day they continued to meet together in the temple courts. They broke bread in their homes and ate together with glad and sincere hearts, 47 praising God and enjoying the favor of all the people. And the Lord added to their number daily those who were being saved. NIV

GROWTH ACCELERATORS

1. We passionately pursue reaching the _____ and the un-churched of our city.
 - a. You get God's undivided attention when you become passionate about reaching and finding his lost kids!
 - b. Why we exist as a church? "We exist to turn unconvinced, unchurched, and uncommitted people into fully devoted followers of Christ."
 - *Unconvinced* people need an explanation
 - *Unchurched* people need an invitation
 - *Uncommitted* people need a motivation
 - *All need a relationship*

2. Our purpose is to _____ the Kingdom of God not build the RFC Kingdom.

3. We give aggressive invitations to accept Christ in every service and expect every member to be capable of responding and leading the lost in the sinner's prayer.
 - a. We do it with every head up and every eye open with everyone looking around.
 - b. We are not going to "sneak" into the Kingdom!
 - c. If you can't stand up for Jesus in the safety of the church your never going to have the guts to take a stand for him out in the world.
 - d. It constantly reminds people of our mission.
 - e. Our goal for 2014: Everyone leads one person to Christ!

4. Personal _____ by the senior pastor, staff, and our families to invite guests.

5. We _____ people and we are _____ warm and friendly.
 - a. It is who we _____ not something we _____.
 - b. It begins from the top down.
 - c. Regardless of where you serve, every member is a part of our hospitality team.
 - d. We coach one another: "The family behind me is new, be sure to go meet them."



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6. _____ that covers, protects, defends, and prepares the atmosphere.
7. The _____: An open house held once a month at Pastor Dean and Kim's home.
 - a. People feel valuable and important, not just a number in the crowd.
 - b. Agenda:
 - 6:00-7:30 pm
 - Open to the first 50 adults plus children to sign up
 - Fellowship with the pastor, staff, and other new families at RFC
 - Eat some great food
 - Hear the history of the Hawks and RFC
 - A time of introduction for those present
8. Vision, vision, and more vision!
 - a. People want to be a part of something with significance.
 - b. Vision in a Minute: Take 1 minute every Sunday to cast vision or highlight a particular ministry of the church prior to the sermon.
 - c. Motivation of a giver:
 - Givers don't like to pay the bills.
 - Givers don't respond well to guilt or negative pressure.
 - Givers don't respond to need.
 - Givers respond to vision!
9. Taking bold, aggressive, and _____.
10. Put everything through the _____ of an un-churched person or a first time guest.
 - a. All staff introduces themselves every time they are on the stage every service.
 - b. We don't use abbreviations or acronyms.
 - c. We have an abundance of signage.
 - d. We put staff photos and contact info on the back of the bulletin.
11. Excel at personalized _____ service.
 - a. We escort people to the desired location. Never point.
 - b. People are typically greeted 4-6 times prior to taking their seat.
 - c. All guest letters are personally signed in blue ink by the pastor.
 - d. Christmas cards are all hand addressed and contain a hand written note.
 - e. NOTE: See the attached "RFC Customer Service" document.



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12. Utilize the power of _____
 - a. Touch is considered another “language” by which to communicate.
 - b. A 2009 study found participants communicated eight distinct emotions—anger, fear, disgust, love, gratitude, sympathy, happiness, and sadness—through touch with accuracy rates as high as 78 percent.
 - c. More recent studies have found that seemingly insignificant touches yield bigger tips for waitresses, that people shop and buy more if they're touched by a store greeter, and that strangers are more likely to help someone if a touch accompanies the request.
 - d. "Lots of times in these studies people don't even remember being touched. They just feel there's a connection, they feel that they like that person more,"

13. Being authentic, transparent, and _____ leaders.
 - a. A true shepherd will smell like sheep. You can only smell like sheep if you spend quality time being around them!
 - b. Be willing to be vulnerable and open.
 - c. When we tell “stories” on ourselves people connect with our humanity.

14. We highly value and esteem children and youth and the ministries that care for them.
 - a. Reach a kid . . . gain an entire family.
 - b. If you touch people's kids you have won them for life.
 - c. We recognize teenagers as _____. We empower them to serve, lead, and give.

15. Highly creative, illustrated, and practical teaching for everyday living.

16. The purpose of membership is to join the _____ not a _____.
 - a. “The church is not here for us. We are the church and we are here for the world.”
 - b. Membership is to leave the comfort of the grandstands, cross the white line on the field, and actively serve.
 - c. We make it easy to join the team and we offer continual “_____” to become involved.
 - d. Everyone wants a place where they are loved, valued, and respected.

17. Be _____ with our finances.
 - NOTE: See our 2013 ANNUAL REPORT



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18. A healthy balance of embracing the authentic _____ and presence of God without being spooky or flaky.
19. Drive all traffic to a highly informative _____.
 - Knowledge alleviates fear. We remove the fear of coming to church with an abundance of information.
20. Video and audio sermons are posted on line weekly.
21. We openly embrace and support other local churches.
22. _____ and become visible. Be intentional with marketing, social media, and branding.
 - a. Door hangars
 - b. Yard signs
 - c. Social media
 - d. Secular radio
 - e. Billboards
 - f. Invite cards
 - g. Signs and banners on your campus
 - h. Put your name on your building.
 - i. Window decals for member's cars
 - j. Critters on the corner.
 - k. Outreach.com "new move in mailer"
 - l. Bulk mailer 3-4 weeks in a row.
23. Regular outreach events and connection to the community.
 - a. It attracts new people and ignites your membership.
 - b. Adopt a low income school
 - Backpack outreach
 - Clothe the Children
 - Christmas Party / Gifts: Party is for the kids. Parents are given the gifts to give them their pride back.
 - c. Ice Cream truck
 - d. "Want your trash not your cash" trash pick up.
 - e. Nursing home visits. People closest to heaven or hell.
 - f. Gas buy down.
 - g. Starbucks treat.
 - h. Critters visit children in the hospital
24. We offer professional _____ for our staff and membership to ensure a healthy team.
 - a. Staff: We cover 100% when needed and for an annual marriage check up.
 - b. Members: They pay a \$20 copay directly to the counselor and RFC covers the balance for up to three visits. Funds are taken from our benevolence fund.



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25. Strive to be a specialist at several things rather than _____ at everything.
 - Stick to what God has called you to do.
26. _____ people to do ministry and de-emphasize reliance upon the staff.
27. We offer Celebrate Recovery and Financial Peace University.
 - a. Both draw outsiders into our facility.
 - b. When you are the vessel that leads people to freedom they become very loyal to you.
28. Make your place _____ like home.
29. Give free stuff away. Plant _____ in the heart of the people.
30. Friend Days / Big Days: Targeted Sunday for everyone to BRING a guest.
31. Offer a “90 Day Money Back Guarantee _____ Challenge” (see sample handout in resource listing)
32. The pastors are here to serve not be served.
33. _____ and build for the next level in advance of getting there.
 - If your church grew by 50% on Sunday do you have the people and teams in place to support it?
34. Constantly assess and look for _____ in the dam.
35. Respect people by returning phone calls and emails within a _____ period during the week.
36. Recognize the extreme value of the _____.
37. Offer multiple service times for the diversity in people’s _____.
 - a. Not always based upon space.
 - b. We are offering God another net to catch fish.
38. Expand your _____ tolerance. Your ministry will never grow beyond your _____ threshold.
39. Bless people when they _____.



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40. A spirit of _____. We prepare as though every Sunday is a Super Bowl Sunday.
 - a. Do it with excellence or wait until you can.
 - b. Do the last 10% that most people don't do.
 - c. Success on Sunday is the result of our weekly preparation.

41. Stop to celebrate the _____!

42. Learn people's names . . . it demonstrates _____ when you use their name.

43. Stay _____ in the midst of great success!

44. "Take 5" for men, women, singles, parents. At the conclusion of a service you ask the particular group to come to the front middle section for five minutes for a specific "ministry nugget."

45. Weekly emails to your church distribution list reminding them of upcoming events or highlights of the weekend services. Note to self: Keep them brief.

46. FIVE power statements that keep us on our toes:
 - Everyday ministry by everyday believers
 - To reach people no one else is reaching . . . we have to do what no one else is doing.
 - If our church ceased to exist today . . . would anyone in the community realize it or care?
 - If we were the only church in Colorado Springs . . . how would it change the way we respond to the needs of our community?
 - We want to do something so BIG it is destined to fail without you Lord. Something so great it takes a miracle to do.

CUSTOMER SERVICE AT ROCK FAMILY CHURCH

Research that found why customers quit?

- 1% Die
- 3% Move away
- 5% Other friendships
- 9% Competitive reasons (price)
- 14% Product dissatisfaction
- 68% Quit because of an attitude of indifference toward them by an employee

Who is competition? The competition is anyone the “customer” compares with us.

- Burger King – Exceptions are welcome. “Have it your way.”
- FedEx – Speed and excellence, “Overnight guaranteed.”
- Chic Fil A – Courteous and nice. “My Pleasure!” Clean and spotless.
- Car Dealership – Washes and vacuums your car with an oil change.

** “Customer service is not a department, it’s everyone’s job.”

CUSTOMER SERVICE

1. We recognize THIS Sunday will be the very first time for someone at RFC and their opinion of us will be formed from that ONE experience.
2. We recognize it is a TEAM effort and that ONE person’s actions, good or bad, could determine a guest’s perception of RFC!
3. We serve with excellence and pay fantastic attention to detail. It’s the little things that make the big difference.
 - “Attention to detail says to your customer – “You’re valuable,” and it improves customer loyalty.”
 - Fresh flowers in the women’s restroom.
 - Personally signing all of the newcomer letters.
 - Handwritten notes of appreciation.
4. We choose to do a great job versus a good job every time. We run the extra mile!
 - “There are no traffic jams along the extra mile.” *Roger Staubach*
5. Our attitude is the difference between success and failure.
 - a. The Stanford Research Institute: The money you make in any endeavor is determined by only 12.5% knowledge and 87.5% by your ability to deal with people.
 - b. Life is 10% what happens to you and 90% the way you respond.
 - c. It’s the tone of your voice or a facial expression.

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ATTITUDE:

- It is the "advance man" of our true selves.
- Its roots are inward but its fruit is outward.
- It is our best friend or our worst enemy.
- It is more honest and more consistent than our words.
- It is an outward look based on past experiences.
- It is the thing, which draws people to us or repels them.
- It is never content until it is expressed.
- It is the librarian of our past.
- It is the speaker of our present.
- It is the prophet of our future.

6. We always serve with a smile. We're warm and friendly.
7. We are good listeners.
 - a. We listen to identify the actual need.
 - b. Hearing and listening are two different things.
 - c. We have not listened unless we can state to the other person's satisfaction why their position makes sense to them.
 - d. *"No one is as deaf as the man who will not listen."* - Jewish Proverb
 - e. A good listener lets the other person know the message was understood. Try repeating back what they said in your own words. Ex. "So you think that..."
8. We look people in the eye when talking with them. Avoid darting your eyes to other people or situations around you as it will make the speaker feel you are not interested in what they have to say.
9. We acknowledge and address their children.
 - a. When you ignore my children you disrespect me.
 - b. When you admire my children it brings me honor.
10. Once we learn hear their name we use it immediately in conversation to help remember their name.
11. We assume everyone has previously been in attendance to a service at RFC. We ask, "How long have you been coming to Rock? I don't think I have met you previously?"
 - a. With four services at two campuses we have no way of knowing if this is their first time. If they have been attending for 2 months or two years and we ask – "Is this your first time?" they feel unappreciated.
 - b. If this is their first time and you assume they have been coming – they are not offended.
12. We look for the cellophane quest packets given out to adults and Rock Kids.
 - "I see that this is your first time by the guest packet you have. Welcome to Rock!"
13. We escort them to the desired location we never just point.



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14. We utilize the power of touch.
 - a. We touch people as much as possible
 - b. "We have become a touch-phobic society," but there is a very powerful connection that takes place from touch.
 - c. Touch is considered another "language" by which to communicate.
 - d. A 2009 study found participants communicated eight distinct emotions—anger, fear, disgust, love, gratitude, sympathy, happiness, and sadness—through touch with accuracy rates as high as 78 percent.
 - e. Our goal is to go beyond the single handshake.
 - Two hands
 - Hand and the forearm
 - Hand and the back or shoulder
 - Hugs and side hugs as deemed appropriate
 - EX: Man hug – three slaps I'm-Not-Gay
 - f. More recent studies have found that seemingly insignificant touches yield bigger tips for waitresses, that people shop and buy more if they're touched by a store greeter, and that strangers are more likely to help someone if a touch accompanies the request.
 - g. "Lots of times in these studies people don't even remember being touched. They just feel there's a connection, they feel that they like that person more,"
15. We give others preferential treatment.
 - Seating, entering or exiting doorways, coffee bar, check in.
16. We make other members aware when we have met a first time guest so we they can go and meet them or be introduced to them.
 - a. Example: "Ron, See the couple at the coffee bar with the baby. This is their first time. Go meet them."
17. Bring new guests to introduce them to Pastor Dean, Kim, and other staff members.
 - Many people would like to meet me but they are afraid or intimidated due to previous church experiences.
18. If you can't answer a question. Simply say, "Hmm, that is a great question. I don't know the answer but I will find someone who will." Don't be intimidated. Nobody expects you to know everything.
19. We express gratitude and give compliments.
 - a. People on your team: "Thanks for your help today. You did a great job. I really appreciate you helping out today."
 - b. People you minister to: "Thanks Joey for being in my class today. I really enjoyed having you. Mr. Jackson (dad), it was a privilege to have Joey in Rock Kids . . . he really got involved and jumped right in."
 - c. People you meet: "It was a pleasure to meet you. Thanks for worshipping with us today. You have a beautiful family. I hope you will come back next week. If you ever have any questions be sure to look for me."
20. People love to talk about themselves. Ask them questions:
 - a. What part of town do you guys live in?
 - b. Where do you work?
 - c. How long have you lived in Colorado Springs.
 - d. How old are your children?
 - e. How did you find our church?



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21. When people share they are looking for a church home, DO NOT ask where they have attended previously. It is okay to ask, "Are you new to the area?"
22. When meeting a first time guest be sure to make them aware of the following general information items:
 - a. All of our coffee is free and can be taken into the auditorium with a lid.
 - b. All of our teaching CDs by our pastor are free as well. Take as many as you like or better than CDs you can watch all of the sermons on line. (Share a favorite sermon or series of yours.)
 - c. How/where to check in their children at the computers. Just look for one of the computer check in volunteers and let them know it is their first time and ask them to assist.
 - d. Point out the restrooms.
 - e. Bait them with the cookies. "I'm sure you smelled the cookies when you came in. We bake those specifically for our guests. If you'll stop by Guest Information they will give you a coupon for you and your entire family to receive free cookies."
 - f. Encourage them to come up and meet Pastor Dean. "Pastor would love to meet you after the service. He and his wife will always be out here in the hall greeting people. Be sure to stop by and say hi.
 - g. If you meet them during the service, ask them if you can escort them to the Guest Information to get an information packet about the church and cookie coupon.
 - h. If they have teenagers get Pastor Matt or Jeannie and introduce them.
23. On communion Sundays look around you and inform or assist anyone struggling to figure out how to open the communion packaging.
24. Pick up every piece of trash you see and dispose of it.
25. When in the restrooms do a quick check. Wipe down wet countertops, flush toilets, pick up trash that missed the trashcan.
26. If you are going to be here for several services park in the upper parking lot with the staff.
27. When you receive a complaint say, "I'm sorry, let me see what I can do."
 - a. Biggest complaints: "It's too hot. It's too cold. It's too loud"
 - b. Go and inform the soundman or head usher. It is there decision to then determine.
28. Know the location of the AED in the coffee bar for heart issues.
29. If there is a liquid spill on the concrete area please stand over it and ask another volunteer to go get something to clean it up with.
30. If someone has a prayer request or offering they forgot to put in a bucket escort them to one of the wall mounted boxes at Guest Info and the back wall of the Auditorium.
31. Guest will rarely ever sit up front in the auditorium. Fill up the first three rows when you are attending service and leave the back seats for late arrivals.

90 Day Tithing Challenge

If you are not currently tithing, Rock Family Church will give you the ability to "put God to the test."

According to Malachi 3:10, God says, *"Bring the whole tithe into the storehouse, that there may be food in my house. Test me in this," says the LORD Almighty, "and see if I will not throw open the floodgates of heaven and pour out so much blessing that you will not have room enough for it."*

We believe so much in the promise of God that we are willing to wholeheartedly support God's Word by offering the three-month tithing challenge. If you would like to participate in the challenge, all we ask is that you agree to the guidelines listed below. We are excited to see all that God is going to do in your life over the next 90 days!

"I would like to test God's faithfulness by accepting the Three-Month Tithe Challenge. I agree that for the three-month period beginning _____ and ending _____, my household will contribute to God, through Rock Family Church, a tithe equal to 10% or more of our income. At the end of the three-month period, if I am not convinced of God's faithfulness to bless my life as a result of my obedience to His Word, then I will be entitled to request in writing and receive a refund of the full amount of the contributions made during the 90-day period."

THREE MONTH TITHING CHALLENGE REGISTRATION

Fill out this form and turn it in to the church office. A signed copy will be returned to you for your records.

Name _____ Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Please initial each statement:

_____ I understand that this form must be completed and received by the Rock Family Church office prior to the beginning of the Three-Month Tithe Challenge Period.

_____ I understand that my household qualifies for participation because we have not been tithing for the last six months.

_____ I understand that my tithe must be paid by check, or by completed offering envelope, so that my tithe can be properly credited.

_____ I understand that I cannot seek a refund prior to the end of the Three-Month Tithing Challenge period, and that I cannot seek a refund for any contributions made prior to the beginning of the Three-Month Tithing Challenge period.

_____ I understand that any request for a refund must be received in writing by the church office within 30 days of the ending date listed above for the 90 Day Tithing Challenge.

Signature _____ Date _____

Rock Family Pastor's Signature _____ Date _____

Our Prayer: "Heavenly Father, we agree together for this household to be blessed in every way as they honor you with their finances and make the commitment to tithe. We ask as they plant their financial seed that it will bring forth a harvest in their lives so they will have an abundance to continually give and support the Kingdom of God here on earth and be a blessing to others."