** God’s Great Work**

**in Reaching Singles**

By Kris Swiatocho

**Q: Do you want to reach every single person you can? Then let’s talk about how to reach every “single” person.**

**Single Adults, the Untapped People Group**

Nation-wide the single adult population is 54%\* while in some cities it’s higher and lower in the rural areas. But this is not reflective in most of our churches.

\*https://www.barna.com/single-minded-church/

**So, why aren’t our churches reflective of this 54%?**

1. Most churches are led/pastored by married adults who often focus in their similar life stage.
2. Most sermons are often geared towards marriage and family.
3. Most church events and ministry are focused towards traditional families.
4. Most leadership opportunities are often offered to married adults over single adults.
5. There is a perceive lack of need; most churches do not think there are any single adults to reach out too. Or they defined singles as a certain age group that is only focused on getting married.
6. There is a perceive lack of available resources to learn about how to reach them.
7. From gossip or past bad experiences, it seems to be too much work to try and reach them.
8. Lack of leadership development, and continued development to grow or reach them.

**So, let’s clear up a few things:**

1. Single adults, like all adults, of all backgrounds and ages want to feel value, be included, and loved. People for the most part desire community and a place to serve, using their gifts.
2. You do not have to have a special program, bible studies, spend tons of money to reach singles adults at first.
3. Most all single adults (even older ones) want to be married or re-married and this is a good thing. For those who are following the Lord, they would like to marry another Christian. If our churches do not provide a safe place for singles and single parents to come; a place where they feel valued and wanted, then singles will look for someone outside the church.

Note: Our 2nd greatest decision we will make in life is who we will marry. Our first is salvation.

**Single adults do matter, and they can help grow your church in numbers, in maturity and commitment if given a chance. Here are a few ways:**

1. **When you include single adults (as examples from the Bible), or remember them in your sermons, your stories, you are saying they are important.** *This alone will change the involvement in your church.* *If my pastor cares, then I must be of value.* *Then I must help the church grow. I must serve in some compacity.*
2. **Getting to know singles by their names including a bit about their lives will grow your church.**   
   Married people rarely invite singles to lunch or dinner (or think about needs they might have at home.) Hosting a single adult in your home, including those with kids will communicate their value.   
     
   Because single adults have a larger community than most marrieds, words will spread fast about how much you really care. Remember too, this is a great way to find protentional volunteers and leaders.

Note: You might even go through your church database to update it, contact those who are single, inviting them back. The more we know about single adults who come to your church and vice versa, the great potential we have to growing the church.

1. **Singles who have never married, or do not have children have the most flexible use of their time and money.** However, they are the least reached in the church. It’s not to say they have more time, or other responsibilities, but because they do not have a spouse, they can often serve longer, help at the last minute, and lead in multiple areas of ministry.
2. **Singles make amazing greeters.** We need to have greeters that reflect not only who goes to your church but also who you want to reach. Many single adults visit your church on Sunday morning. By greeting them, having a welcome center where they fill out information, you can identify those that are single. This is a great way from the start to learn who they are, reach out and involve them.
3. **Ask singles to serve in all areas of the church, especially in areas of leadership.** If your Sunday school classes or small groups need two leaders, think about two singles. Often, even when singles get married, if they are invested in serving, they will continue even after they are married. Also, by involving singles in all areas of the church, the church as a whole grows and is better connection.
4. **Do you want more young marrieds with kids in your church?** Please know that two young marrieds come from two young singles. The more we invest in reaching singles, growing them in the Lord, the healthier their marriages will be (including all-aged marriages)
5. **Start a Bible study, small group, geared to ministering to single adults in their life stage.**   
   For example: Boundaries in Relationships, Divorce Care, Grief Share, Jesus, Single Like Me, etc. Depending on the size of your church, it can grow into a singles ministry but if not, it is still ministering to this group of people to ultimately grow them personally and the church.   
   Note: Singles ministry is not the end but a gateway to reach all people for Christ.

**What can Kris Swiatocho and The Singles Network Ministries help you do?**

1. We can help you start the conversation of how to reach your singles in your church and in your community. How, as the pastor, you can start the conversation with your singles.
2. We can help you understand who a single adult and the best way is to minister/reach them in your church. We can help you identify them so you can know the best direction to minister to them.
3. We can help you with your first impression ministry by being a secret shopper, training greeters and ushers towards being a more welcoming and warm church (to include singles).
4. We can help you with your overall marketing including graphics and website to be single sensitive.
5. We can help you start a singles ministry; train leaders (including marrieds and singles) in a short- or long-term solution. We can also assess existing ministries, Sunday school or small group ministries to singles for problem areas or solutions for lack of growth.

**Next step?**

1. **You came to this workshop, that’s a great first step.**
2. **Start praying.** Remember the enemy doesn’t want your church to grow. He doesn’t want you to reach this huge demographic that has the power to change the world. He doesn’t want marriage. He doesn't want people to use their gifts. He doesn’t want anyone to grow. (John 10:10)
3. **Go to www.TheSinglesNetwork.org and sign up for our free monthly Enews that has articles that include felt-need to strategies of leadership, events and resources.** You can also sign up to join our facebook page, attend our leadership retreat that piggy backs our annual singles retreat held in the mountains of NC as well as our cruise.   
     
   Check out the hundreds of resources including free videos on how you can start and grow singles ministry. You can also purchase our leadership curriculum and/or one of our Bible studies for singles.
4. **Email Kris at Kris@thesinglesnetwork.org or call her at 919.434.3611 to help you beyond the website.**

*Care for the flock of God entrusted to you. Watch over it willingly, not grudgingly--not for what you will get out of it, but because you are eager to serve God. 1 Peter 5:12*

***If I want 1 year of prosperity, plant some grain.***

***If you want 10 years of prosperity, grow a tree.***

***If you want 100 years of prosperity, grow people.***

******

***Kris Swiatocho****, the President and Director of*[***TheSinglesNetwork.org Ministries***](http://thesinglesnetwork.org/)*and*[***FromHisHands.com Ministries.***](http://fromhishands.com/)*Kris has served in ministry in various capacities for the last 25 years. An accomplished trainer and mentor, Kris has a heart to reach and grow leaders so they will in turn reach and grow others. She is also the author of five books including her newest, "*[*Everyone Knows a Single Adult: The FAQs of Single Adult Ministry.*](http://www.thesinglesnetwork.org/everyone-knows-a-single-adult-book.html)*"*