

The AIM Method

All-In Ministry Strategy for Effective Church Leadership
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WORKING DRAFT

Reach

unaware → aware → interested → first visit

Welcome

first visit → return guest → regular attender

Connect

regular attender → committed member

Activate

member → active contributor

Multiply

contributor → leader → leader of leaders

Too long here: _____

Too long here: _____

Too long here: _____

Too long here: _____

Too long here: _____

1 Outcomes

What should happen to them?

Hears of us from someone they trust; shows up once within 90 days

A real conversation within 7 days and one specific invitation

In a group and through membership within 12 months

Serving and giving within six months of membership

Every ministry has a named next leader in development

2 Strategy

What moves them forward?

Every member invites one person a year; events exist for the invite

Unscripted touch in 48 hours, then one invite that fits them

Groups are the on-ramp; a specific leader invites them personally

Serving matched by conversation; generosity taught as discipleship

No one leads alone; leaders are found by who people already follow

3 Structure

Who owns it? How is it measured?

Comms director · first-time guests who name an inviter

Connections pastor · % of guests with a conversation in 7 days

Groups pastor · % of regulars in a group within 12 months

Serve director · % serving / XP · % giving

Each leader owns their pipeline · ratio of leaders to apprentices

4 Systems

Which tool serves it?

Connect card asks 'How did you hear?'; ChMS keeps it

ChMS captures; Nurture flags by day 3; the phone is the tool

ChMS tracks groups; Nurture lists regulars with none at 6 months

ChMS tracks roles; Pushpay tracks giving; Nurture flags neither at 6 mo

A pipeline list reviewed monthly; ChMS tags apprentices

For each: Who are they? · What's the signal? · Who's responsible? · What must they do?

Stuck

The pattern never changes.

Interested for a year, never came → a member they know invites them to a specific Sunday

Six months of Sundays, never asked → connections pastor takes them to coffee

Two years of Sundays, no group → campus pastor asks them into a group led by a friend

Member for years, never served → one low-commitment ask beside a friend

Led the same thing five years, no apprentice → XP asks them to name one and set a date

Drift

The pattern breaks.

Registered, no check-in → a real person texts within 48 hours

Came twice, then three Sundays gone → the volunteer who met them writes that week

Three group meetings missed → their leader calls, not texts, that week

Two serve slots missed, giving stopped → team leader asks if they're okay

Declining asks, missing meetings → a sabbatical conversation before a resignation one

Reach

unaware → aware → interested → first visit

Too long here: _____ weeks or months in this stage before it's a concern

1 Outcomes What should happen to them?

Someone in our community hears about us from a person they trust and shows up once within 90 days.

2 Strategy What moves them forward?

Every member invites one person a year. Community events exist for the invitation, not the attendance.

3 Structure Who owns it? How is it measured?

Communications director owns it. The number: first-time guests per month who name a person as how they heard about us.

4 Systems Which tool serves it?

The connect card asks 'How did you hear about us?' and the ChMS keeps the answer. Nothing else needed yet.

Reach

unaware → aware → interested → first visit

Stuck The pattern never changes.

Who are they?

People who have been 'interested' for a year — follow us online, came to an event, never came on a Sunday.

What's the signal?

Engaged with content or an event twice; no visit in 12 months.

Who's responsible?

Communications director.

What must they do?

A personal invitation from a member who knows them, tied to a specific Sunday.

Drift The pattern breaks.

Who are they?

Someone who said they would come and didn't.

What's the signal?

Registered for an event or service; no check-in.

Who's responsible?

Guest services lead.

What must they do?

A text from a real person within 48 hours: 'We missed you — here's what's happening next week.'

Welcome

first visit → return guest → regular attender

Too long here: _____ weeks or months in this stage before it's a concern

1 Outcomes What should happen to them?

Every first-time guest has a real conversation with a person from our church within 7 days and is invited to one specific thing — not handed a menu.

2 Strategy What moves them forward?

A personal, unscripted touch within 48 hours, followed by one invitation that matches what they told us — kids, a group, serving.

3 Structure Who owns it? How is it measured?

Connections pastor owns it. The number: percentage of guests with a logged conversation inside 7 days.

4 Systems Which tool serves it?

The ChMS captures the guest. Nurture flags anyone untouched by day 3. The pastor's phone is the tool, not a form.

Welcome

first visit → return guest → regular attender

Stuck The pattern never changes.

Who are they?

Return guests who have attended six months or more and have never been asked to do anything.

What's the signal?

Regular check-ins; no group, no serving, no giving after 6 months.

Who's responsible?

Connections pastor.

What must they do?

Coffee, in person, with one next step on the table.

Drift The pattern breaks.

Who are they?

A guest who came twice and stopped.

What's the signal?

Two visits, then three Sundays absent.

Who's responsible?

The volunteer who first met them.

What must they do?

A handwritten note and a text, same week.

Connect

regular attender → committed member

Too long here: _____ *weeks or months in this stage before it's a concern*

1 Outcomes What should happen to them?

Every regular attender is in a group or on a serving team, and has taken the membership step, within 12 months.

2 Strategy What moves them forward?

Groups are the on-ramp, not a program. Every regular attender gets a personal invitation into a specific group from a specific leader.

3 Structure Who owns it? How is it measured?

Groups pastor owns it. The number: percentage of regular attenders in a group within 12 months.

4 Systems Which tool serves it?

The ChMS tracks group membership. Nurture lists regular attenders with no group at the 6-month mark.

Connect

regular attender → committed member

Stuck The pattern never changes.

Who are they?

Regular attenders of two years or more with no group and no membership.

What's the signal?

Consistent check-ins; zero group history.

Who's responsible?

Campus pastor.

What must they do?

A personal ask into a group led by someone they already know.

Drift The pattern breaks.

Who are they?

A group member who has gone quiet.

What's the signal?

Three group meetings missed in a row.

Who's responsible?

Their group leader.

What must they do?

A call — not a text — within the week.

Activate

member → active contributor

Too long here: _____ weeks or months in this stage before it's a concern

1 Outcomes What should happen to them?

Every member is serving somewhere and giving regularly within six months of membership.

2 Strategy What moves them forward?

Serving is matched to gifting through a conversation, not a sign-up sheet. Generosity is taught as discipleship, not fundraising.

3 Structure Who owns it? How is it measured?

Serve director owns serving; executive pastor owns giving. The numbers: percentage of members serving; percentage giving.

4 Systems Which tool serves it?

The ChMS tracks serving roles. Pushpay tracks giving. Nurture flags members with neither at six months.

Activate

member → active contributor

Stuck The pattern never changes.

Who are they?

Members of several years who have never served.

What's the signal?

Membership and a group; no serving role, ever.

Who's responsible?

Serve director.

What must they do?

A one-time, low-commitment ask alongside someone they trust.

Drift The pattern breaks.

Who are they?

A volunteer who has stepped back.

What's the signal?

Two scheduled serve slots missed; giving stopped.

Who's responsible?

Their team leader.

What must they do?

Ask if they're okay before asking them back.

Multiply

contributor → leader → leader of leaders

Too long here: _____ *weeks or months in this stage before it's a concern*

1 Outcomes What should happen to them?

Every ministry has a named next leader in development, and every leader is raising up one more.

2 Strategy What moves them forward?

Apprenticeship is built into every role — no one leads without someone alongside them. Leaders are identified by who people already follow.

3 Structure Who owns it? How is it measured?

Each ministry leader owns their pipeline; executive pastor owns the whole. The number: ratio of leaders to leaders-in-training.

4 Systems Which tool serves it?

A simple leadership pipeline list, reviewed monthly. The ChMS tags apprentices.

Multiply

contributor → leader → leader of leaders

Stuck The pattern never changes.

Who are they?

Faithful servers who have led the same thing for five years and never developed anyone.

What's the signal?

Long tenure; no apprentice on record.

Who's responsible?

Executive pastor.

What must they do?

Name the person they will develop, and set a date.

Drift The pattern breaks.

Who are they?

A leader who is burning out.

What's the signal?

Declined asks, missed leader meetings, shorter replies.

Who's responsible?

Their overseeing pastor.

What must they do?

A sabbatical conversation before a resignation conversation.
