

# Why Join a **GROUP?**



## **New Groups Matter Now More Than Ever**

Loneliness in America is at epidemic levels. According to the U.S. Surgeon General:

- 50% of adults experience loneliness.
- The health effect of chronic loneliness is equivalent to smoking 15 cigarettes a day.
- 1 in 3 young adults feels completely alone, and they spend 70% less time with friends than two decades ago.

Your church has the answer: Community rooted in Christ and focused on people, not programs. New groups create spaces for people to be noticed, named, and known, the three steps towards belonging. In a world where loneliness is on the rise, sustainable groups offer a pathway to authentic relationships that reflect Christ's love. Love is inefficient, but highly effective, and it transforms lives. When people join a group, they step into a space where they can grow in Christlikeness and begin to live out the calling of a disciple: To be one and make one.

## **Effective Group Communication & Outreach**

- Cast the Vision Relationally
  - Communicate and market groups to form authentic friendships and grow in Christlikeness. Use personal testimonies, short videos, and in-service highlights to show how groups meet people where they are, and others can do the same.
- Make the Invite Clear and Easy
  - Start groups with "on-ramps"—like Group Launch events, lunch-and-learn Sundays, or group sign-ups after service. Remember, lonely people don't raise their hands; we have to make the path to a new group more accessible than ever before.
- Connect with Purpose, Not Just Programs
  - Frame group life as part of a larger discipleship pathway. Emphasize that joining a group is more than fellowship; it's a step toward transformation.

## **One Powerful Reason: Bible Engagement**

Research from the Center for Bible Engagement shows that when people engage Scripture 4+ times a week, they are:

- 228% more likely to share their faith.
- 407% more likely to memorize Scripture.
- 59% less likely to view pornography.
- 30% less likely to struggle with loneliness.

Discipleship thrives in community. Being in a group encourages regular Bible intake, accountability, and living out the Word.

## **Culture Is Created One Person and One Group at a Time**

It's easy to get caught up in the logistics: launching dates, leader training, room assignments, and content choices. But sustainable discipleship culture isn't built through busy calendars; it's built one person, one relationship, one group at a time. Celebrate every win. Each connection reflects our culture rooted in love (1 John 4:7-12). Remember: Your impact is not numbers, it's people.

Programs don't make disciples. People do. And when we invest in people, we don't just launch groups, we build a culture of belonging that multiplies for generations.