



3 Ways to Grow Your Church Through Meaningful Conversations— Not More Programs

VICTORY BEYOND THE CUP

a CRU⁺ campaign

AS A PASTOR,

you want to grow your church and build God's Kingdom—but not just in numbers. You're longing for real engagement, not simply attendance. Because growth means little if meaningful conversations and life-giving relationships aren't happening.

First, we want you to hear this clearly: **you're doing a great job.** We see your heart, your faithfulness, and the energy you pour into serving your people.

At the same time, we understand your reality. Your schedule is full. Your resources are limited. And the idea of adding one more thing can feel overwhelming.

Here's the good news: **growth doesn't require another program. And you don't have to do it alone.**

This resource offers small, intentional shifts that fit naturally into what you're already doing—helping you activate and equip your congregation to be the hands and feet of Jesus in everyday moments.



WHY CONVERSATIONS MATTER MORE THAN YET ANOTHER PROGRAM

Throughout Scripture, God uses hospitality to create space for relationship, evangelism, and discipleship:

- “Practice hospitality.” (Romans 12:13)
- “Do not forget to show hospitality to strangers...” (Hebrews 13:2)
- “They broke bread in their homes...and the Lord added to their number daily those who were being saved.” (Acts 2:42–47)

But **trust must come before transformation**, and the truth is, while programs may attract attention, it's **conversations that build trust**.

Many believers actually want to talk about faith, yet often feel like they don't know how or aren't confident enough to do so. This presents a powerful opportunity for you to equip your congregation and instill confidence in them to impact the Kingdom through meaningful conversations.

Just as a fire needs kindling before adding the larger logs, both individual and church growth requires a foundation of trust. And that trust is built through welcoming interactions, ongoing conversations, lasting relationships, and feeling truly seen and known.

As Theodore Roosevelt said,

“People don't care how much you know until they know how much you care.”



3 IDEAS YOU CAN USE RIGHT AWAY TO EQUIP YOUR CONGREGATION

With that foundation of hospitality and conversations in place, here are **three simple, low-effort, high-impact ideas** you can use right away. Each requires minimal preparation, no new programs, and activates your congregation—so you aren't carrying the burden alone.

Idea #1: Adopt-A-Neighbor Challenge

Invite each person in your church to intentionally choose someone in their everyday life—a neighbor, coworker, teacher, delivery driver, or friend—and look for ways to care for, connect with, and check in on them.

This can be framed as a weekly, monthly, or short-term challenge—whatever fits your church's rhythm. No sermon series required—just a simple invitation:

“This week, find one way to bless someone.”

You might offer a few practical examples:

- Writing an encouraging note
- Helping with a home or yard project
- Sharing a meal or providing snacks
- Sending a thoughtful text

Small, intentional acts of kindness create **relational ripple effects**—building trust, sparking conversations, and opening doors for future invitations.



Idea #2: Equip Your People with 5 Conversation- Starting Questions

Many believers want to talk about faith but aren't sure how to move beyond small talk—or they fear sounding awkward or pushy.

Equipping your congregation with a few simple questions gives them confidence and clarity. These questions aren't meant to force spiritual conversations, but to **gently open the door** to them:

1. Where have you seen hope lately?
2. What's something bringing you joy lately?
3. What's been on your heart or mind recently?
4. What's something you've experienced that shifted your view of life?
5. If you could change one thing about the world, what would it be?

Encourage people to **listen well and ask thoughtful follow-ups**, rather than rushing to respond or steer the conversation. Authentic listening builds trust—and trust creates opportunity for deeper conversations and spiritual growth.



Idea #3: **Use Global and Cultural Moments to Spark Low-Pressure Outreach**

Global and cultural moments naturally create shared experiences—making them powerful opportunities for connection. Events like the Olympics, Lunar New Year, the World Cup, local festivals, or seasonal rhythms such as graduation or back-to-school already capture people’s attention.

This doesn’t require large events or heavy planning. Simple, relational moments can make a meaningful impact:

- Hosting small gatherings around an event
- Encouraging members to invite neighbors to watch or celebrate together
- Thoughtfully connecting shared moments to deeper purpose and hope

Take the 2026 FIFA World Cup (June 11–July 19, 2026) as one example. The World Cup is the world’s most-watched sporting event—with overall 5 billion people tuning in—allowing soccer to cross cultures, ages, and backgrounds. Watching a match together or talking about the game can naturally open doors to deeper conversations about life, hope, and faith.

[Victory Beyond the Cup](#) exists to help churches steward this opportunity well —offering simple, plug-and-play [resources](#) that make it easy to mobilize your congregation for relational, low-pressure outreach during this global moment.



A FINAL ENCOURAGEMENT

You don't need more programs to grow your church—you need space for people to connect and the tools to instill confidence in your congregation to do so. When hospitality is practiced and conversations are encouraged, trust grows, relationships deepen, and God brings the fruit.

The good news is this: you don't have to do this alone. As you cast vision, your congregation becomes the hands and feet of the mission—living it out in everyday moments.

Start small. Choose one idea. Take one step. Faithfulness in simple things often leads to the greatest impact.

