



## EFFECTIVE MEMBERSHIP ENGAGEMENT WITH BLUE VAN DYKE

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### ABOUT BLUE VAN DYKE

- While Blue started in the business world, he eventually transitioned using his skills as a venture capitalist to helping churches grow.
- When he started at Christ Church of the Valley (CCV) he asked two main questions:
  - What's our job as a church?
  - Are we any good at it?
- They identified a journey of taking people through a membership lifecycle and looked for ways to measure how well they were doing.
- There are three key items that they identified for growth:
  - Presence of the Holy Spirit
  - Good Ministries
  - Aligned Strategy

"Attendance is actually a byproduct of doing engagement well." - *Blue Van Dyke*

### STARTING STUDIOC

- StudioC provides a platform that allows churches to customize their messaging based on each individual's journey and interests. The goal is to help churches build their members' faith and create committed followers of Christ.
- The StudioC membership engagement software is applicable for churches of every size.
- Personalization and targeted messaging are key to engaging church members and fostering growth.
- StudioC provides a platform that allows churches to customize their messaging based on each individual's journey and interests.

"We're going to learn to get the right message, to the right person, at the right time, on the right channel." - *Blue Van Dyke*



### KNOW THE ONE

- **Watch Now:** [Laboring for You to Grow](#) - Church of the Highlands, April 2023
  - As Pastor Chris mentioned, Church of the Highlands launched their new app, in partnership with StudioC, the Sunday following Easter 2023. Click the link above to hear PC launch the app and explain his heart behind "Know the One."
- As the church grows bigger, it also has to get smaller.
- Membership engagement tools are a way for your church members to be known and for their personal next steps to be clear.
- StudioC strives to get everyone in the church on the same page.

"The best way that you can grow your church is by taking great care of the people who are already in it." - *Matt Minor*

### STUDIOC + GROWLEADER

- Click [HERE](#) to start your church's journey with StudioC and receive a discount on your monthly subscription as a part of the GrowLeader Network.

### DISCUSSION QUESTIONS

See the last page for Discussion Questions that will help you and your team get the most out of this episode!

### EPISODE RESOURCE

- [StudioC's Website](#)
- [Monthly Mentoring with Pastor Chris](#)
- [Develop Kingdom Builder / Legacy Teams](#)
- [Previous Episodes + Show Notes](#)
- [Free Church Resources](#)
- [Compassion International](#)
- [StudioC](#)
- [The Wesleyan Investment Foundation](#)



**DISCUSSION QUESTIONS:**

Keep growing to reach your full potential by asking yourself and your team these questions:

**ABOUT BLUE VAN DYKE**

Like Blue at CCV, ask the same two questions of yourself and your team together:

- 1. What is our job as a church? *If there are multiple answers, discuss with the goal of alignment.*

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- 2. Are we any good at it? *If with your team, ask each department to rate themselves and share what they see.*

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**STARTING STUDIOC**

- 1. How are you equipping your church members to lead their own spiritual journey?

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- 2. What is one area that you could grow in your membership engagement practices?

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**KNOW THE ONE**

- 1. After listening to Pastor Chris’s message, how are you currently “laboring” for your people to grow, and is your current system working?

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