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Part 5 - A New Value Proposition

- **DISCUSS:** St. Marcus saw the need for quality education. It established what is now one of the largest Lutheran schools in the country. What is their new value proposition? What can another congregation or my congregation learn from this?
- **DISCUSS:** Is “going out of business” okay? Not okay?
- **NOTES:**



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Part 6 - Strive for a Biblical View of People

- **EVALUATION:** How is my church at ...
 - Displaying tolerance?
 - Giving value to other people?
 - Showing appreciation?
- **DISCUSS:** One of a church leader’s jobs is to make members uncomfortable 10% of the time. If you are not changing in your business... you’re have begun to go out of business.” AGREE OR DISAGREE
- **NOTES:**

Conclusion - Take Aways

- Whose church is it? Pastor’s? Staff? Members?
- “A church that is too terrified to offend anybody so that they never do anything has begun to choke itself.” AGREE OR DISAGREE



Video Discussion Guide
www.menofhisword.org

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We’re running out of Germans



Our world and our church have changed greatly since the immigrations of large European families to America in the late 1800’s. Now, amazing opportunities to spread the gospel are there for congregations willing to embrace and implement change.

Pastor Mark Jeske

2015 Conference Topic
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Part 1 - Introduction

- **QUEUE UP:** “We’re running out of Germans” under Downloads at <http://www.menofhisword.org> , and play Part 1
- **DISCUSS:** “Why would anybody want to become a member of your congregation? Why would anybody stay a member of your congregation?”
- **DISCUSS:** People have many choices. “If somebody does not take care of them, they are heartless in moving away and giving their loyalty to a different brand.” Is this any different for a congregation? My congregation?
- **NOTES:**



2

Part 2 - Value proposition - What brings people together and keeps people together.

- **DISCUSS:** For the Lutheran Church “immigration was the ‘value proposition’ of the late 1800’s.”
- **DISCUSS:** “Immigration is the joy and sorrow of Lutheranism.” What does that mean? What were/are the joys? What were/are the sorrows?
- **NOTES:**



3

Part 3 - The Value Proposition changed in the first half of the 1900’s. The WELS did not change, at least not willingly.

- **STATEMENT:** “When attrition and your competition is gnawing on your customer base at one end... you have to shovel in more at the front end to make up for what you’re hemorrhaging at the back end.”
- **AGREE OR DISAGREE:** While this may apply to businesses, it does not apply to my church or the WELS. Cite examples to support your case.
- **STATEMENT:** “The WELS is shrinking, our congregations are shrinking. About a third are growing, a third are plateaued, and a third are in decline, are in serious, possibly irreversible decline.”
- **DISCUSS:** What are the long term implications of these statistics
- **NOTES:**



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Part 4 - We’re out of Germans

- **DISCUSS:** Plan A–Immigration–is gone. Plan B–Large Families–is gone. “Unless you have a Plan C your organization will go out of business.” AGREE OR DISAGREE
- **DISCUSS:** What does the phrase “Ministry to people not like us” mean? What are the implications to me and my home church?
- **DISCUSS:** Mark’s Rule or Suggestion #1 - “If you choose in your ministries to minister to people not like you, you will have all the work you can handle.” AGREE OR DISAGREE
- **NOTES:**