Dear friends,

Frustrated about how to effectively connect with your congregation? Or, perhaps, you’re struggling with how to grow your church’s giving? You’re not alone. In fact, every pastor and church leader I’ve attended church marketing conferences with on the national level has said – churches usually struggle with these two issues.

Social scientists are trying to better understand why we talk about certain things and less so about others. It turns out that because we think about breakfast at least one time a day, we are more likely to talk about something that interests us or something we’ve experienced just before. Is this the case with your church’s giving?

In this issue of StewardNet, we will be talking about the science of word of mouth, or how some things go viral on the Internet, or get discussed more in day-to-day living. Even so, there are distinct themes that emerge that are central to why some things go viral or are talked about more.

Psychologists call this the “viral” effect. It’s the idea that something is more likely to be shared if it is interesting, if it is a story, and if it aligns with our personal experiences. What are some things that are said or done that go “viral” in your church? Do you have a way to engage people by engaging or on a daily basis? Do you have a way to engage people by engaging or on a daily basis? Do you have a way to engage people by engaging or on a daily basis? Do you have a way to engage people by engaging or on a daily basis? Do you have a way to engage people by engaging or on a daily basis?

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