

The 10% Principle

Before He ascended to heaven, Jesus said, *"Go ye therefore, and teach all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Ghost: Teaching them to observe all things whatsoever I have commanded you: and, lo, I am with you alway, even unto the end of the world. Amen"* (Matthew 28:19-20). It seems that over the last several years, congregations are not baptizing as many people as in the past. Part of the problem is apathy among the general population, but there is probably apathy on the part of members of the church as well.

In an effort to help the second problem, let me encourage you to consider a couple of findings. Studies have shown that ten percent of people who are invited to worship services will attend. Studies have also shown that ten percent of those who attend will obey the gospel. Think about how well this principle can work if thirty people would commit to inviting 60 people in 2007:

- $30 \times 60 = 900$ invitations
- $900 \times 10\% = 90$ visitors in 2007
- $90 \times 10\% = 9$ new members in 2007

Would this amount of inviting be difficult for you? Remember, 60 invitations is less than two invitations per week! The Thessalonians were a wonderful example: *"For from you sounded out the word of the Lord not only in Macedonia and Achaia, but also in every place your faith to God-ward is spread abroad; so that we need not to speak any thing"* (1 Thessalonians 1:8).

Would you not love to see nine people or more baptized in this year? The Samaritan woman stirred the men of the city's interest in Christ (John 4:28-30), and when they had heard Him, they believed. Hand a tract or brochure to a friend and invite them to worship services. Let's get started!

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