

Breakthrough Bootcamp 2025

Getting Ready to Grow Your Church This Fall

Our Promise to You: The stuff we talk about here, you can implement in your church today! We're doing it in our churches right now!!!

Breakthrough Attendance Barriers 🚧

- Visitors
- Connections
- Visibility
- Technology
- Communications
- Systems

CMU Visitor System

Every one of the 31 visitor tools:

1. **Course:** learn the best practices.
2. **Tool:** Go purchase software/tool.
3. **Install:** Troubleshoot how to build it out.
4. **Implement:** Figure out how to deploy it.
5. **Improve:** Measure and improve.
6. **Repeat:** Learn the new way as updates happen.

The Journey

It's been hard work, but the impact has been amazing!

- We've helped over 71,000 churches through our courses, kits, conferences, coaching, and programs!
- Grown to a team of 36.
- Gotten out over 66 million invites to Jesus-centered churches!
- Church Fuel is the combined forces of Church Marketing University, Social Church, Church Growth Agency, Adventure Social and Keller Marketing.
- Church Fuel 3.0 now powered by software launches today! 🎉

Church Fuel Software

- Brand New! 🎉 In Beta until December 31st.
- Everything for your Visitor System in one place! Built right into Church Fuel Grow.
- The better way to healthy church growth.
- Here's what we're building for you! 🤖

Why invest all these resources in a software solution? So that Grow can be more effective for you with less friction. 🚀

Here's how...

- Barrier
- Breakthrough
- Done-For-You Solution

Church Fuel Doneware

Software vs. Doneware

We're creating the future for you!

- How many steps are between the idea and the outcome?
- Software is a tool, but you have to go figure out how to build the theme park.
- Doneware creates the theme park for you.



Software Pricing is \$299/month

You can drop any or all of these other subscriptions as the Church Fuel Doneware system includes what they do within it:

- Mailchimp \$99
- Texting \$99
- Manychat \$29
- Zapier \$49
- Reputation Management \$99
- Calendly \$49
- Prayer Ads \$499
- CRM / Pipeline \$99
- Surveys \$29
- Leadpages \$79

Church Fuel Software Pricing

Pricing is ~~\$299/month~~

🤖 Included in Grow!

- Current Grow Church
 - Get the software included at your current price.
 - Deadline is December 31st.
- New Grow Church
 - \$399/Month for everything
 - Google Ad Grant
 - Facebook Ads
 - Coaching
 - Software!
 - **Deadline is August 28th**

Growth Barriers 🚧

There are six main barriers churches face when trying to grow: Visitors, Connections, Visibility, Technology, Communications, Systems. Here's how you break through those barriers and grow God's kingdom.

Why We Must Press Through!

What frustrates us is that too many churches that are closing their doors for good all across the country – we're NOT OK with that. So we focus on two very important things – helping your church get:

- Invites Out
- Visitors In

Visitor Barriers

Ashley Coffman, Church Fuel Member Resources Director, Church Comms Director

Why do we hit this barrier?

Take this budget example...No

- Budget
- Google Ad Grant
- Ads Expert
- Content
- Tech Setup
- Calls to Action
- Workflow, Data, Coaching 😞

Ideal Visitor Journey

- People search Google
 - Make sure when people search, your church comes up!
- They find your church
 - It takes them to your awesome landing page
 - Optimized for people to take next step
- New Sunday Visitors

How to break through your barrier: Google Grant

- PowerPack Campaigns, Performance Max, AI Max
- Conversational AI
- Workspace, Custom Emails, AI Tools

These Tools Help You be Found

- People search for “church”
 - Find your visitor page on your website
- People search for “kids church”
 - Find your kids visitor page on your website

Your Visitor Pages Must Be:

- Concise & Clear
- Scannable 👁️
- Great photography
 - Community
 - great time
 - people who look like them
- Obvious next step
 - Plan Your Visit

They Plan Their Visit

- You're notified
- Calls Visitor
- Text the Day Before
- They Visit Your Church
- Hosted From Kids to Service
- Connect Card
- Meet the Pastor
- Connections Follow-Up Kicks In

How the Church Fuel Team Software helps Break the Visitor Barrier 🙌***What If ...***

- You didn't have to guess on what an effective visitor page looked like...
- You didn't have to know how to build an ad and send it to your landing page... what if your page was up and ads were already running to it...
- You felt confident that there was a system running in the background to make sure your team knew when someone was going to visit, could reach out to them right then and there, and could follow up with them without you having to do a ton of manual work and spreadsheets
- The visitor's experience was top notch... AND the experience for your team was the same!?
- You had a coach to help you along the way to make sure it was optimal for your context?

Connections Barrier

Nathan Teagarden, Church Fuel VP, Teaching Pastor

If we wanted to grow, we needed a way to connect people. 

We heard stats like:

- If you can get people into a small group or serving, they will stay at the church a long time, but you only have 5 weeks to do so.
- If a visitor has 10 points of contact in the first 16 weeks they are 280% more likely to be in the church a year later.
- People will stay 4-6 weeks for good worship, preaching, kids and hospitality, but if they can't get connected by that point, they'll leave.

The goal of Connections was to help visitors to make a friend.

ACTION STEP BECAME CLEAR

1. I needed to connect them FAST.
2. And I needed a SYSTEM.

How the Church Fuel Software helps Break the Connections Barrier 🙌

We've created an actual pipeline in the new Church Fuel software done for you!

- People move automatically as they take steps

Every step in the pipeline is done for you so it's automatic – like having a full time staff !

1. Landing Page
2. Contact Info
3. PYV Workflows
4. Guest Visits
5. Connect Cards
6. Guest Follow Up

Connections System

7. Welcome Party
 - Landing Page
 - Sign-up to workflows
8. Welcome Party Workflow
9. Connected Guests

Done For You

- Landing Pages & Forms
- QR codes & keywords
- Survey
 - Critical information to find out how they heard about you and why they came and what they thought of the church
- Workflows to follow-up with guests
 - All forms filled out automatically
- New Believer Landing Page
 - Next steps to grow in their faith
- New Believer Sign-Up to Workflows
 - Discipleship

Visibility Barrier

Ryan Keller, Church Planter & Lead Pastor, Church on a Mission in New Orleans, LA

We had an amazing church plant but NO ONE knew we existed.

Mindset Flip: If you want to break the visibility barrier, you need to put in the grit and work to help get everything in line and then:

- **Commit to allocating budget for marketing – growing churches 3-5% of budget**
 - Focus on the free stuff first
 - Google My Business
 - Digital profiles everywhere
 - 3% investment
 - Facebook ads
 - Google ads
 - 8-10 new visitors a month spending \$200/month
 - Have to spend money to get people through the doors
- **Commit to playing the long game**
 - No magic bullet
 - Need to be ready for the growth
 - Overnight growth rarely happens
 - Churches grow in slithers

- Need to protect & prepare
- May have couple months of no response – adjust & continue
- 34% show up rate – very high (typical 20%)
 - Other 60% is still in your contact list
 - Continue to build relationships with them & keep inviting
 - Eventually they show up too!

How the Church Fuel Software helps Break the Visibility Barrier 🙌

STEP 1: Onboard fully into the Church Fuel software

STEP 2: Fill Out the Facebook Ad Plan Your Visit Request

- Google Ad
- Plan Your Visit

STEP 3: We build the ad and launch in 5 days

STEP 4: You get a “Plan Your Visit”

STEP 5: They show up to church

Budgeting for 2026: Consider having \$10/day in Facebook ads in addition to your Grow \$300/mo to add fire to overcoming the visibility barrier. Management of the Facebook ads is included in Grow (typically other companies charge \$750/month just to manage the Facebook Ads), but you will need to pay for the actual ads to Facebook.

Done For You Pages Popular Google Searches

- Jesus Page
- 75 Positive Quotes

Technology Barriers

John-Eric Moesler, Coach, Executive Pastor, Social Media Expert

When you join Grow, you'll hear all these techie terms and you may think you need to understand that – NOT TRUE. We've done it for you and you'll have a whole team making sure it works for your church – nothing you need to do but join Grow!

You have something important to say – the Gospel... but you can't get it out.

Key Statistic

- 90% of churches don't have a full-time tech staff. –Church Today
- A new phase of Acts: – 6:2 – not right to give up preaching the word to give up tables – that's what technology is doing today

- Let us be your digital deacons so you can preach

How the Church Fuel Software helps Break the Technology Barrier 🙌

What if you had a Mega Church tech team?

- *"I went to seminary to preach the gospel, not manage Zapier errors."*

Church Fuel makes it seamless:

We do the work for you, we manage it so it works for your church, you don't need to learn how to do it, you don't need to build it, just use it!!!

- Churches with integrated follow-up systems are 3x more likely to see return visitors.
 - Every day live help – 11 am Central M-F
 - Done for you – but transition point
 - Once you're in easy – getting there may take some time as we work through your tech issues
 - You may actually save money as you can eliminate some subscriptions
 - We get grants for you
- When the burden of tech is lifted, ministry accelerates.
 - Technology is just an accelerator
 - IT'S WHAT is in the heart and hand of the one using it
 - When we can lift that burden your ministry accelerates because your technology accelerates
 - You are held back by the weakest tool in your system
- You don't have to break through the tech barrier alone
 - The tech barrier is real—but it's not permanent.
 - Entire team working for you
 - Let us be the Alfred so you can be Batman – makes you the super hero
 - If the tech is working right, it should be invisible

Local church hope of the world and there's no plan B

Communications Barrier

Robbie Foreman, Lead Pastor at Together Church in Moncks Corner, SC

What Kept Me Up At Night

“It wasn’t the sermon. It wasn’t the meetings. It was the nagging sense that people didn’t know what was going on.”

“I had vision in my head, but it wasn’t getting out to the people I was called to lead.”

Created a Barrier – Communications

- You’re juggling 37 things as a pastor
- The sermon’s done—but no one knows what’s next
- Visitors fall through the cracks
- Core people feel out of the loop
- Every week feels like starting from scratch

How the Church Fuel Software helps Break the Communications Barrier 🙌

As the lead pastor in my small church, I was the communications director, until we joined Church Fuel. Then the software became our communications director!

WHAT YOU GET

- One weekly email 📧
 - Pre-built templates you can send in minutes
 - Keep people informed, engaged, and inspired
 - Open rate will improve because of the quality of the emails – catchy subjects
- One monthly text 💬
 - Strategic, not spammy
 - Great for momentum moments, key events, and culture reminders
- Sermon Series Plans 🛠️
 - Everything connects—emails, graphics, reminders, social posts
 - Helps reinforce your message all week long
- Visitor Follow-Up Syncs 🔗
 - Your communications work hand-in-hand with your guest system
- **Bonus: Get Reviews**
 - Help others find what you’ve found
 - You don’t have to build it – just use it!

- Quick & easy – works so much better than me asking people to leave reviews
- Automatic & clickable

You don't have to build it – just use it!!!

Systems Barrier

Trevor Atchley, Lead Pastor, Radical Church in Austin, TX

As a Creative Pastor, I asked myself:

“How can we effectively communicate with 500 people and scale to 1000+ and beyond?”

Creative Pastor (2015-2019)

- Jumped into Church Fuel in 2017
- Learned photography and videography
- Learned about text and email systems
- Learned Website & SEO Strategies
- Learned how to create compelling content
- Church grew from 500-1000 – needed system that would scale with us as we grew, one thing that would work

Lead Pastor (2020-Present)

- COVID turned world upside down
- Used everything I learned to reach people
- 6 months before launch, website was #1
- Systems were pre-built before launch
- Church grew from 150-750 in 5 years 🤖

Sound familiar?

- 😞 Frustrated that you aren't seeing growth?
- 😞 Staff & Volunteers not on the same page?
- 😞 Feel like you can't get to the next level?

It's probably your systems!

Here's the truth:

- “Every system is perfectly designed to get the results it gets”
- “You do not rise to the level of your goals, you fall to the level of your systems”
- “A well-organized system can make complex tasks easier to manage”

You love people well, but without proper systems, they won't know your church exists, and even if they do come, they won't stick around, and you and your team will be frustrated forever 😞

- Revolving door
- No one coming in at all

But what if everything it took me 5 years to learn, we could get you in 5 weeks? 🙄

How the Church Fuel Software helps Break the Systems Barrier 🙌

CHURCH FUEL SYSTEMS

- Automatic Invite System - Reach your Community
- Automated Follow Up - Connect with Guests
- Communications - Engage your Members
- Kits & Events - Plan effective Events
- Live Coaching Calls - Train your Team

All of these are included in GROW.

Get in ASAP, your future self will thank you ✅

Not in Grow, but Interested?

📱📺 Text the word Present to 816-844-3306

Already in Grow?

Go to ChurchFuel.com/software to get started

Church Fuel Grow Program

Our team is best equipped to serve Jesus-Centered Evangelical Churches.

1. Churches where local missions is a priority.
2. Churches who set aside a portion of their budget for local missions and marketing.
3. Churches looking for a long-term ministry partnership around reaching more people

Google Ad Grant & AI Search

- Power Pack Ads
- Use Ad Grant so your church is recommended in Google Searches AND AI searches
- Gemini & Notebook LM
- You don't need to figure out – our team is turning on all the AI and maximizing your account for AI – We've got you covered for AI searches!

The Core of Grow

Automatic Invite System™ - we set up and maximize \$10,000 a month of Google Grant campaigns for your church!

Automatic Invite System™ Includes

- Google Grant Setup
- Essential Search Invites
- Month-By-Month Invites
- Account Rep
- Coaching

Investment

Grow is built on three key pillars and now we are rolling out a fourth:

1. **Google Grant Campaign Management** (Search Invites) - The monthly service we provide would typically cost \$500 a month.
2. **Meta Campaign Management** (Online and Event Invites) - The service we provide costs \$750 a month.
3. **Unlimited Coaching** - \$300 a month.

4. **Introducing the Church Fuel Software** - This software covers everything you need in one place with our team implementing it for you. It replaces:

- Mailchimp \$99
- Texting \$99
- Manychat \$29
- Zapier \$49
- Reputation Management \$99
- Calendly \$49
- Prayer Ads \$299
- CRM / Pipeline \$99
- Surveys / Form - Wufoo / Survey Monkey \$29
- Lead pages \$79

Total value of \$2000/month

Investment 🚀 - YOU INVEST \$399/MONTH FOR SOMETHING WORTH \$2,000/MONTH AND YOU GET UP TO \$10,000/ MONTH IN CAMPAIGNS SET UP AND RUN FOR YOU! 🤖

Price Deadline

\$2,000/month

- \$399 / month 🤖
- Last chance!
- **Ends August 28th**

🔥 Annual Plan 🔥

- \$3,999
- Annual saves \$800
- \$400 Brand/Photography Bonus
- Promo Code: BREAKTHROUGHANNUAL

Here's what You Get When You Enroll

1. **Google Invite System:** \$10k/month in Google Ad Grant Management.
2. **Facebook Invite System:** We build your Plan Your Visit, Christmas, Easter, and Prayer Facebook Ad Campaigns.
3. **Unlimited Coaching:** You can meet one-on-one with your account rep, ministry coach, or specialist to make sure you get the most out of the Grow Program.
4. **Church Fuel Software:** Brand new software where we can set up your Visitor System and power your five types of invites! 🎉
5. **Weekly Call:** Every week we meet together as a group to help you keep making progress reaching as many people as possible.

Last Chance at \$399: Next year the price will go up and may not include Meta Ad Management.

Grow Program 🌱

To Order: ChurchFuel.com/Order

Promo Code

- BREAKTHROUGH for \$399/month
- BREAKTHROUGHANNUAL for \$3,999/annual

30-Day Risk Free

1. Need to get board approval? Grab a spot and you have 30-days risk free to get any approvals you need.
2. When you enroll, we'll help you apply for and secure the Google Ad Grant. If you're denied, we'll do what we can to help you reapply. If it doesn't work out, we'll gladly refund your investment, no questions asked.



If you'd like to book a strategy call later this week our team would love to talk with you.. You can book that call here: <https://churchfuel.com/church-growth-strategy-call/>

Interested? Free Gift from Church Fuel

  Text the word "Present" to **816-844-3306**

Need a Call?

- Text the word "Call" to **816-844-3306**

Price Comparison

- Direct Mail
 - Once a year
 - \$5,000
 - 10,000 delivered pieces of mail
- Most normal sized churches have sent at least one mailer

***All for \$399/month – but you have to act fast –
This price ends Aug. 28, 2005 at midnight!***

If all this did was bring in 1 new tithing family...

- Average Household Income = \$70,000
- Grow Investment = \$3,999
- One Tithing Family = \$7,000

Grow would pay for itself! (with money left over for ministry)

Google Bonus

***Google for Nonprofits includes about \$500,000/year to help power your churches
Visitor System***

- Google Ad Grant – worth \$120,000/annually
- Google Workspace – worth additional \$300,000/annually
 - Google Drive
 - Customized Email
 - Google workspace with Google Docs & Google Worksheets
 - 200 Workspace accounts with everything included
- Google AI Tools
 - Google Gemini
 - Notebook LM

Need a Call?

- Text the word “Call” to **816-844-3306**

“Convince My Boss”

- Text the word “Ready” to **816-844-3306**

Big Announcements 🎉 Bonuses Included:

1. 🎉 **Church Fuel Software Included in Grow for free!**
 - \$399 / month 🎉
 - Last chance!
 - Ends August 28th

2. 🎉 **\$300 Donation** 🎉

Church Fuel Fund Donation

- Complete set up in the first 30 days
- To cover your first month of Meta Ads
- Send Meta receipt to donation@churchfuel.com
- We'll donate \$300 to your church from the Church Fuel Fund!

3. 🔥 **Annual Plan** 🔥
 - \$3,999
 - Annual saves \$800
 - **\$400 Brand/Photography Bonus!**
 - Promo Code: BREAKTHROUGHANNUAL

Grow Program 🌱

To Order: ChurchFuel.com/Order

Promo Code

- BREAKTHROUGH for \$399/month
- BREAKTHROUGHANNUAL for \$3,999/annual

Give Us Your Feedback

➡️📱📧 Text the word “Survey” to 816-844-3306