



 TextInChurch

IGNITE Your Church™

A Proven Six-Step Framework to Help Churches Reach More People,
Build Meaningful Connections, and Create Lasting Transformation



What Is IGNITE?

IGNITE Your Church™ is a modern, Gospel-centered framework designed to help churches **share the Gospel and build a strong, connected community through intentional discipleship.**

At the heart of IGNITE is the **IGNITE Your Church™ Hourglass Model**, a strategic six-stage roadmap created to help church leaders understand, activate, and execute a clear plan for ministry growth.

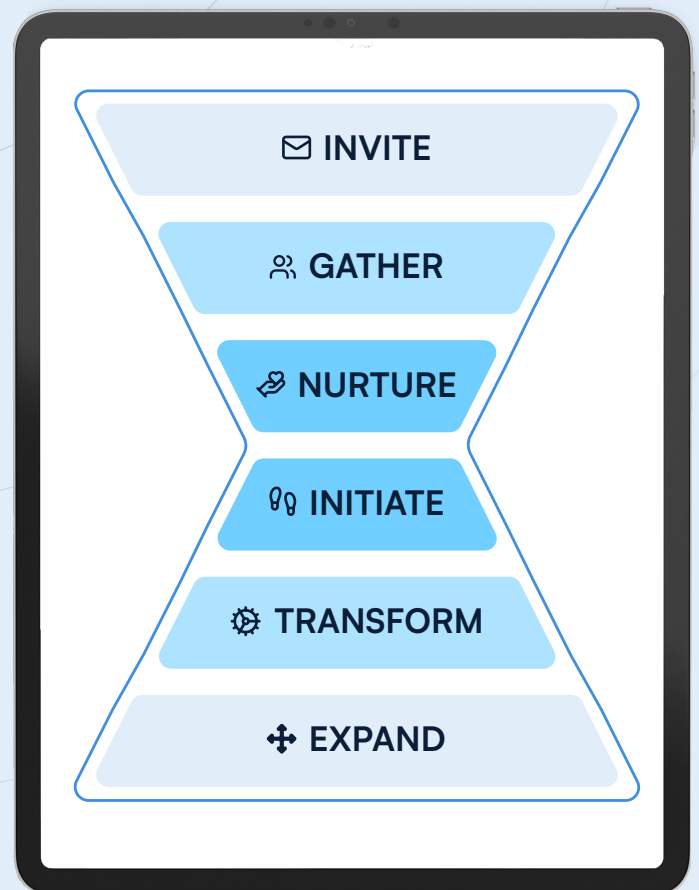
By addressing both **guest retention** and **member commitment**, the IGNITE model equips churches to:

- Attract more first-time guests
- Help people feel connected and committed
- Develop active members, volunteers, givers, and evangelists
- Build systems that sustain long-term impact

The hourglass is a reminder that **time is always running out.**

Every grain of sand represents a person, a ministry opportunity, a moment to share the Gospel.

When churches apply intentional systems with urgency and purpose, ministries are strengthened, disciples are formed, and impact becomes lasting.



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Without clarity and systems, churches often experience

- ❌ Low attendance and poor retention
- ❌ Disconnected communities
- ❌ Overwhelmed leaders
- ❌ Complicated, outdated processes

IGNITE Your Church™ helps churches move from overwhelm to confidence.



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Why IGNITE Matters

Most churches don't lack passion, they lack a clear, effective plan... or they don't have a plan at all.

The **IGNITE Your Church™ Hourglass Model** provides a clear, step-by-step framework to help churches move people from first-time guests to active, engaged disciples.

A Biblical Foundation for IGNITE

"You are the light of the world. A town built on a hill cannot be hidden. In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven."

Matthew 5:14 & 16 (NIV)

This passage doesn't call believers to be louder, it calls them to be **intentional**. Light has a purpose, and it is meant to be seen.

Jesus calls His followers to shine with clarity and purpose, placing light where it brings direction, hope, and transformation. A city on a hill doesn't shine by accident, it is positioned.

That is the heart of the **IGNITE Your Church™ Hourglass Model**.

The Gospel was never meant to be hidden. IGNITE helps churches bring clarity and structure so its light shines at every step, transforming lives and strengthening community impact for God's glory.



A Unique Approach

Start in the Middle



Unlike traditional linear models, the IGNITE Hourglass allows churches to **start where their greatest need exists**, often in the middle.

Option 1

Start with

NURTURE → GATHER → INVITE



Best for churches struggling to attract new guests or improve guest retention.

- Strengthen follow-up
- Improve first impressions
- Create clear invitation pathways

Option 2

Start with

INITIATE → TRANSFORM → EXPAND

Best for churches seeking deeper commitment from current members.

- Clarify next steps
- Deepen discipleship
- Build sustainable systems

Each stage builds on the one before it. When churches skip stages, people slip through the cracks. When churches follow the full IGNITE pathway, growth becomes healthier, clearer, and more sustainable.





The IGNITE Framework at a Glance

IGNITE Your Church™ follows a clear, relational journey that mirrors how people actually engage with church, from first invitation to long-term impact.

The Six Stages of IGNITE



INVITE

Create clear, consistent, and compelling pathways that make it easy for people to say yes to attending.



GATHER

Design a welcoming, seamless first experience that captures connection and builds confidence.



NURTURE

Follow up intentionally to build trust, reinforce belonging, and encourage return visits.



INITIATE

Guide people into meaningful next steps that move them from attending to participating.



TRANSFORM

Develop disciples through intentional spiritual formation, leadership development, and engagement.



EXPAND

Build systems that multiply care, prevent burnout, and sustain long-term growth and impact.

When churches commit to all six stages, growth becomes intentional instead of accidental, and discipleship becomes clear instead of confusing.





INVITE

Inviting People Starts Long Before Sunday



INVITE is about **intentional invitation**. Most people don't attend church because they see an ad or stumble onto a website. They come because someone made it personal, clear, and easy to say yes.

The INVITE stage focuses on creating consistent, repeatable ways for people to be invited into your church.

Why INVITE Matters

- People are more likely to attend when expectations are clear
- Consistent invitation builds momentum
- Clear messaging reduces anxiety for first-time guests

When INVITE is missing, churches rely on hope instead of strategy.

Proper INVITE Systems

Churches that prioritize INVITE make it easy for people to:

- Communicate clear expectations
- Make guests feel welcome before they arrive
- Help people say yes with confidence

Hot Take:

People don't avoid church, they avoid confusion.



The Cost of Skipping INVITE

- ❌ Inconsistent attendance
- ❌ Low guest volume
- ❌ Confusing communication
- ❌ Missed opportunities to reach new people





GATHER

First Impressions Shape Everything That Follows

GATHER is about what happens when someone actually shows up. This stage focuses on creating a clear, welcoming, and organized first experience that encourages guests to connect rather than disappear.

Why GATHER Matters

- First impressions are formed in minutes
- Connection reduces confusion
- Guests decide quickly if they'll return

The goal of GATHER is simple: help guests feel seen, safe, and supported.

Healthy GATHER Systems

When churches focus on GATHER, they:

- Capture contact information without pressure
- Communicate next steps clearly
- Make guests feel like guests, not outsiders

Hot Take:

If people don't know what to do next, they usually do nothing.



The Cost of Skipping GATHER

- ❌ Guests attend once and never return
- ❌ Missed follow-up opportunities
- ❌ No reliable way to collect contact information



NURTURE

Follow-Up Is Where Trust Is Built



NURTURE begins the moment a guest leaves. This stage focuses on intentional, consistent follow-up that communicates care, value, and belonging.

Why NURTURE Matters

- Guests need reassurance after their first visit
- Follow-up builds trust and familiarity
- Consistency creates confidence

Effective NURTURE Systems

Caring for people continues after service by:

- Extending care beyond Sunday
- Using texts, emails, calls, and notes
- Reinforcing that guests matter

Hot Take:

People who show up for the first time are guests, not visitors.



The Cost of Skipping NURTURE

- ⊗ Guests feel forgotten
- ⊗ Low return visit rates
- ⊗ Weak relational connection



INITIATE

Helping People Take Their First Real Steps

INITIATE is where curiosity turns into commitment. This stage helps people move from attending to participating by offering clear, achievable next steps.



Why INITIATE Matters

- People want direction
- Clarity builds confidence
- Engagement deepens belonging

Healthy INITIATE Systems

Churches that lead INITIATE well:

- Reduce overwhelm
- Create momentum
- Help people say yes one step at a time



Hot Take:

People don't commit when the next step feels unclear or overwhelming.

The Cost of Skipping INITIATE

- ⊗ Attenders who never engage
- ⊗ Confusion around involvement
- ⊗ Stalled spiritual growth



TRANSFORM

Discipleship That Produces Fruit

TRANSFORM focuses on spiritual formation and long-term growth. This stage develops believers into disciples who are growing, serving, and leading.



Why TRANSFORM Matters

- Growth doesn't happen automatically
- Discipleship requires intention
- Healthy churches produce mature believers

Healthy TRANSFORM Systems

Prioritizing TRANSFORM helps:

- Create clear discipleship pathways
- Equip leaders
- Multiply impact



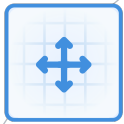
The Cost of Skipping TRANSFORM

- ❌ Shallow engagement
- ❌ Burned-out leaders
- ❌ Limited multiplication

🔥 Hot Take:

Attendance doesn't equal transformation.





EXPAND

Building Systems That Sustain the Mission

EXPAND is about stewardship, care, and sustainability. This stage ensures growth doesn't overwhelm leaders and that people don't drift away unnoticed.

Why EXPAND Matters

- Growth without systems leads to burnout
- Care requires structure
- Sustainability protects the mission

Healthy EXPAND Systems

Churches that establish EXPAND:

- Multiply care
- Reduce burnout
- Strengthen long-term impact

Hot Take:

God grows the church, but systems build the house.



The Cost of Skipping EXPAND

- ❌ Overworked leaders
- ❌ Missed pastoral care
- ❌ People slipping through the cracks

What Comes Next Implementation Tips

- **Discover Your Church's Next Step:** Complete the free IGNITE Scorecard to uncover the hidden gaps at your church that cause people to slip through the cracks.

TAKE NOW

<https://igniteyourchurch.scoreapp.com>

- **Follow the Hourglass Flow:** Start at your highest need stage if you complete the scorecard, otherwise start in the middle and move outward. (see page 5 for reference)
- **Leverage Technology:** Use tools like Text In Church to simplify and automate each stage.

SCHEDULE A DEMO

https://textin.church/ignite_demo

ATTEND IGNITE COACHING

<https://textin.church/ignite-coaching>

START YOUR FREE TRIAL

<https://textin.church/ignite14>



ALREADY A TEXT IN CHURCH MEMBER?

Check out the next page to install the Easy Buttons!

IGNITE

Easy Buttons

Each stage includes an Easy Button that gives you access to done-for-you messaging, helping you engage your people consistently and stay connected to your community.



Invite: Plan A Visit

<https://textin.church/plan-a-visit>

EASY BUTTON

TUTORIAL



Gather: Six Week Guest Follow-up

<https://textin.church/nurture>

EASY BUTTON

TUTORIAL



Nurture: Six Week Guest Follow-up

<https://textin.church/nurture>

EASY BUTTON

TUTORIAL



Initiate: Taking the First Step

<https://textin.church/initiate>

EASY BUTTON



Transform: Empower Your Members to Invite

<https://textin.church/transform>

EASY BUTTON

TUTORIAL



Expand: Reconnection Rhythm Workflow

https://textin.church/reconnection_rhythm

EASY BUTTON



Weekly Attendance Booster Workflow

<https://textin.church/attendance-booster>

EASY BUTTON