

Recommended Books

- **Autopsy of a Deceased Church** by Thom Rainer
Even if you think your meeting is in good shape, read this. You will learn the symptoms to watch for. Includes queries. Very short.
- **Becoming a Welcoming Church** by Thom Rainer
Consider all aspects of visiting your meeting, from initial website visit to people and facilities. Includes queries and an audit form. Very short.
- **Unwelcome: 50 Ways Churches Drive Away First-Time Visitors** by Jonathan Malm
Another aid to looking at your meeting with “fresh eyes” to see what might trip people up.
- **Speaking Faithfully** by Jim Naughton and Rebecca Wilson
Fully lays out how to communicate effectively. Don’t start at “we need a website.” Start at what you want to say to whom. Written by Episcopalians, so the least Evangelical thing on this list.
- **Be Known for Something** by Mark MacDonald
Who are you as a meeting? What’s your reputation? This is about finding and committing to that thing that makes you *special* (your inclusivity? your generosity? your rootedness?) and letting that light of yours shine. Goes in-depth on DIY branding, because branding consultants don’t come cheap. (You may need to “read in tongues” both evangelical and marketing languages.)
- **Simple Church** by Thom Rainer and Eric Geiger
A study was done of many churches to see what the ones growing had in common versus the ones stagnant or declining. Answer: a strong focus on spiritual formation/religious education. Learn to center your meeting’s activity on spiritual formation—and dramatically shorten announcement time. (You may need to “read in tongues” some evangelical language.)

Also check out

- **Quaker Communications & Outreach**
Blog and Facebook group created by Mackenzie Morgan (BYM) & Kathleen Wooten (NEYM) to share best practices, advice, tips, etc. across yearly meetings. Sign up for email updates of new blog posts! (Submit blog posts too!) Ask questions of Friends across yearly meetings on Facebook.
QuakerOutreach.com
- **Grow Our Meetings Toolkit** from Friends General Conference
Contains information on inreach, outreach, and integrating newcomers into the meeting. Includes information applicable to different size meetings.
FGCQuaker.org/grow-our-meetings-toolkit
- **Queer Theology**
Many resources here for being welcoming and inclusive of the LGBTQ+ community. Includes materials specifically for transgender inclusion.
QueerTheology.com/resources/