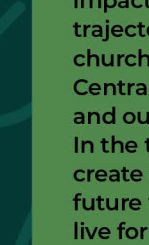


GROW WELL

A Guide to Cultivating a Future where
JESUS CHANGES EVERYTHING



Clayton Chisum

Lead Pastor

In early 2021, God laid a new vision on my heart for Central; to be a church where "Jesus changes everything." This vision coincided with sobering data that revealed a steady decline in Central's attendance and impact in our community. This negative trajectory showed that with no intervention our church would cease to exist within 17 years. Central's staff and leadership sought the Lord, and our church joined together to take action. In the time since, we have worked together to create and cultivate a new future for Central; a future where we can continue our mission to live for Christ, love people, and make disciples. In 2022, Central began moving forward by allowing our staff and leadership to work with the Unstuck Group. This church consulting organization has helped us better understand God's direction in holding to our first love, sharing the gospel, and loving our neighbors. In this guide we want to share a snapshot of our story, and to ask you to join us in helping Central Baptist Church to **GROW WELL**

CENTRAL'S ROOTS

1963

January 9th: Founders meet in the garage of an Owasso home

1963

Feb. 24: 76 members meeting in an abandoned pool hall celebrated as Central officially became part of the Southern Baptist Convention

1968

April 21: Old Central, first permanent church home dedication and opening

2003

July 27: Dedication at our current location on 145th

2020

Feb. 9th: Central calls 12th pastor, Dr. Clayton Chisum

2021

Jan. 31: Data shows decline in attendance that threatens the future. Central adopts new vision; "to be a church where Jesus changes everything"

2023

Jan. 8: New Sunday morning format; 2 identical services. Attendance increases by an average of 50 in worship each Sunday compared to the same time in 2022.

2023

Feb. 24: Central celebrates its 60th birthday!

GROW WELL

Where we are planted



Owasso, OK - Population 41,036

159,791 people

Within 20 minutes of Central

What do we know about the people within our reach?

- Their median age is 35.
- 62% of them are raising families.
- Of those that are parents - 65% are married & 35% are single.
- 80% are aged 60 and under.
- 54% are aged 40 and under.
- Over 27,000 of them are children.

Only 25% of adult Oklahomans attend church weekly.

Who we are (and who we've been)

In a 2022 "**secret shopper**" evaluation, Central was assessed as being a church geared to reach "people with church experience, aged 40-50 with kids". NOT the typical citizen in our radius. NOT the lost and unchurched. NOT a place where we desire to stay.

2019 vs 2022

285	374
296	283
45	53
20	31

Weekly Worship Attendance

Weekly Small Group Attendance

New Members

Baptisms

Future Central (Who we could be)

GOALS FOR 2023 vs PROJECTION 2027

✓ 425	800
275	400
65	100
40	75
✓ 80	160
✓ 80	200
350	500

Weekly Worship Attendance

Weekly ONLINE Worship Attendance

Annual New Members

Annual Baptisms

Weekly Kids Attendance

Weekly Student Attendance

Weekly Small Group Attendance



Already meeting 2023 goal

Central saw growth in many areas in 2022. Projections above based on our current growth trajectory show where we could be IF we continue to choose **calling** over comfort.

Growing to get there Central's plan to reach the lost & grow disciples

WHO are we trying to reach?

Families raising kids who are disconnected with church.

HOW WILL WE DO IT?

Re-Imagine Sundays

Plan services and small groups that create welcoming environments and convenient scheduling options for families. Especially those not familiar with traditional church culture.

Go to Them

We'll discover what our neighbors need so we can plan well to meet them right where they are! Through intentional, sincere connections we'll show them how their stories fit into God's BIG story.

Overhaul Facilities

Adopt the attitude that our facilities are not "ours". They are a gift that God has given us to love and welcome the lost in our city. We will update the spaces to help us serve & minister to our community.

We've already started! Check out the Hub, the Venue, Central Field, Kids Check-in, the small group rooms, & the connection room!