

4 QUESTIONS FOR BETTER SERMON SERIES PLANNING

Sermon series planning done well creates a compelling invite opportunity for your congregation. If each time you begin a new weekend series you aren't seeing a bump in attendance and engagement, use this template to wrestle with four critical questions as a leadership team.

1. What questions are the people in our community asking?

Gather a sampling of your key stakeholders and ask them three questions:

What do you hear your friends and acquaintances asking questions about or saying they need?

Example: more time, parenting advice, etc.

What are the people you interact with in need of, but not talking about?

Example: marriage counseling, depression support, etc.

What are some ways we could creatively package those needs in a series that would be compelling?

Example: SeaCoast Church in South Carolina planned a theming around the popular TV show *This Is Us* to address difficult topics like family dysfunction and dealing with grief.

2. What are the natural rhythms of people's lives in our community?

Plan your strategic sermon series for when you're most likely to get their attention.

SEASON	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Spring							
Summer	Example: Lake Day	Example: Summer camps	Example: Summer camps	Example: Summer camps	Example: Family vacations	Example: Family vacations	Example: Family vacations
Fall	Example: Prep for School Week					Example: High School Football Games	Example: College Football Games
Winter							

3. What critical topics need to be addressed and when?

Decide what topics you will address over the course of the year.

Month	Topic
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

4. How can we create a compelling invite for new guests?

Creating compelling invite tools for your current attendees to invite friends and family will drive weekend attendance.

More than that, it will ultimately lead to more people hearing about Jesus. Package your sermon series in a way that the people of your church are excited to invite someone!

Month	Sermon Series Title Ideas	Style for Graphics and Visuals	Promo Materials to Produce	Interactive Experiences	Other Ideas