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# GROWTH POINTS

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## Capitalize Summer Ministry

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Summer changes the rhythm of a church. Attendance fluctuates. Families travel. Volunteers rotate. Energy shifts.

Many churches slide into maintenance mode between Memorial Day and Labor Day. Growing churches, however, view summer not as a slump to survive, but as a strategic window to leverage.

Here are a few practical *Growth Points* to help capitalize on summer ministry.

### 1. Recognize the Summer Reality.

Summer typically brings:

- Irregular attendance
- Increased travel
- Student transitions (graduations, camps, internships)
- Community festivals and outdoor events
- More relaxed schedules

**Growth Point:** Growth-minded churches adapt to seasonal rhythms and build strategy around them.

### 2. Shift from Depth to Breadth.

Summer is an ideal time to build visibility and first-touch connections. Focus events on:

- Community exposure
- Entry-level activities
- Relational bridge-building
- Guest-friendly services
- Vacationing families
- Recently relocated households
- College students home for break
- Unchurched families seeking activities for children

**Growth Point:** Use summer to widen the front door.

### 3. Maximize Children's and Student Ministry.

Churches that grow prioritize ministry to children and youth. Provide high-impact opportunities like:

- Vacation Bible School
- Sports camps
- Arts camps
- Day camps
- Student mission trips
- Youth retreats

**Growth Point:** Make your summer programming evangelistic, relational, and intentional about follow-up.

### 4. Simplify the Church Calendar.

Summer is not the time to overload the schedule. Strong churches often:

- Reduce committee meetings
- Pause non-essential programs
- Consolidate ministry efforts
- Give volunteers breathing room

**Growth Point:** Simplification allows energy to be directed toward outreach.

## 5. Preach a Summer Series.

Attendance patterns shift in summer. Design preaching accordingly. Consider:

- Stand-alone messages (easier for irregular attenders)
- Practical life application themes
- Family-oriented topics
- Two or three short sermon series

**Growth Point:** You are preaching to more first-time listeners than you think.

## 6. Train Emerging Leaders

Summer transitions create leadership gaps. Instead of scrambling, use summer to:

- Identify potential leaders
- Offer short-term leadership roles
- Test new volunteers
- Mentor younger leaders

**Growth Point:** Summer turnover creates leadership opportunity.

## 7. Strengthen Guest Follow-Up

Summer guests often move quickly from visit to disengagement. Ensure:

- Same-week follow-up
- Personal contact (call or text)
- Invitation to next step
- Clear pathway to fall ministries

**Growth Point:** Fall attendance is often seeded by summer follow-up.

## 8. Leverage Outdoor and Community Visibility

Summer provides unique visibility options:

- Outdoor services
- Park gatherings
- Community service days
- Block parties
- Parade participation
- Sports leagues

**Growth Point:** Growing churches move beyond “come to us” to “we’ll come to you.”

## 9. Maintain Spiritual Intensity

While schedules relax, spiritual leadership must not. Encourage:

- Summer prayer initiatives
- Midweek prayer gatherings
- Personal devotional challenges
- Church-wide Bible reading plans

**Growth Point:** Growing churches ask, “How do we engage summer for mission?”

What steps can you take now to strengthen your summer ministry?

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