



4 Keys to Building a Thriving Small Group Ministry

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1. Design Your Ministry's Purpose

Before taking action, you need to clarify why small groups matter in your church. Is your goal discipleship, community building, outreach, or all of the above? Schedule a meeting with key ministry leaders to align on the purpose of small groups. Then, you can decide how to run small groups at your church. For example, a church focused on community building may have closed small groups, while a church focused on outreach may have open small groups to welcome new participants.

2. Recruit, Equip, and Empower Small Group Leaders

With your small group ministry's purpose defined, you can now share a compelling vision in church communications and from the pulpit. Start by recruiting leaders through personal invitations to engaged church members. As you recruit, emphasize that leading a small group isn't just about serving others—it's a way for leaders to grow spiritually too. As part of the small group leader's growth, invite them to regular leadership training sessions. Video-based leadership development curriculum makes training easy for church leaders and is accessible for those who miss a session.

3. Provide Clear Expectations for Small Group Members

Now that you have group leaders, make it easy for members to commit by setting clear expectations. Consider: How long will the group last? How often will you meet? A highly effective approach to leading a small group is by focusing on a multi-week Bible study. Since life is busy, choose a resource that requires no prep for the group participants and leaders—for example, a video Bible study with an accompanying discussion guide. Groups can gather, watch a short video, discuss it, and pray together. Keeping a consistent format helps members know what to expect and stay engaged.

4. Foster a Culture of Community

Small groups should be more than weekly Bible study meetings—they should support discipleship throughout the entire week. Encourage members to stay engaged throughout the week by sharing prayer requests and praise reports in a group message. Foster deeper relationships by serving together, attending church events as a group, or hosting informal gatherings on the weekend. When small groups become a spiritual family, they move beyond a program into meaningful ministry—and that is the kind of ministry that anyone would be interested in joining!

Is your ministry searching for an all-in-one solution to resource and connect small groups?

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