

Bring Your CEO to Church

This Easter Sunday, take your CEO to church. And no, I don't exactly mean your company's boss.

For many people, church is something they only visit a couple times a year: Christmas and Easter. And for many more, the thought of stepping foot into a church at these two busiest times a year is scary and unpredictable. Not knowing other people, deciding which church is the right fit, fear of judgment and so many other thoughts can easily creep into someone's mind when trying to decide if it's even worth walking through the church doors.

So, instead, take up the charge and invite someone to go to church with you.

Last year, Rasmussen reported that 42% of Americans planned on attending church for Easter service, which was up from pandemic levels. Many people are just now leaving behind the fear of being in the public square, so it's quite possible that the number of people planning to attend Easter service will climb even higher this year.

However, just because more people are planning on going to church for Easter doesn't mean that we should be happy with this statistic. The other 58% may be the most critical for having the gospel spread across our nation. This is something even my own pastor discussed recently. If we are called to be the light of the world, we can't hide it underneath a basket. We have to be the light to a dark world!

This is the time when regular church-goers should be inviting the people around them to Easter service, especially those who may be hesitant to walk through the doors any other day of the year. In 2018 Pew Research found that 28% of Christians haven't found a home church. Why not invite a friend who might be hoping to find one?

Go a step further and make yourself present to the people you invited on the day of the service. It eliminates the scary, “will everyone be judging me?” feeling that many people first feel when they go to a new church. I found myself in this position after moving across the country. After attending a church service, I met another young lady around my age who invited me to a service for young adults. She didn’t just invite me—she met me there, took me around the church, had me meet people and spent her time at the service with me. There, I met some great friends who were kind and compassionate with open hearts and arms to receive me. Just the small fact that someone made the effort to reach out to me has made a major difference in my life.

I encourage you, too to reach out to someone else this Easter. You never know the kind of impact you may have on them.

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