# Southern Baptist Pastors' Views on Gospel Invitations

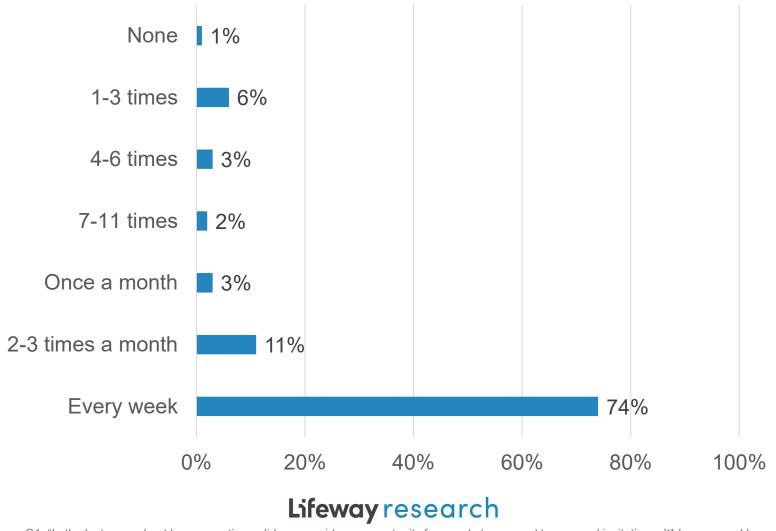
A SURVEY OF SOUTHERN BAPTIST PASTORS

### Methodology

- The study was originated and sponsored by the Georgia Baptist Mission Board
- The online survey of 1,007 Southern Baptist pastors was conducted June 18-27, 2025
- The invitation list was a random sample, drawn from a list of all SBC churches with an email address identified as part of the Annual Church Profile process
- Invitations and reminders were emailed. Respondents were screened to include only the senior or sole pastor of the church
- Responses were weighted by region and church size to more accurately reflect the population
- The completed sample is 1,007 surveys
- The sample provides 95% confidence that the sampling error does not exceed <u>+</u>3.3%. This margin of error accounts for the effect of weighting
- Margins of error are higher in sub-groups

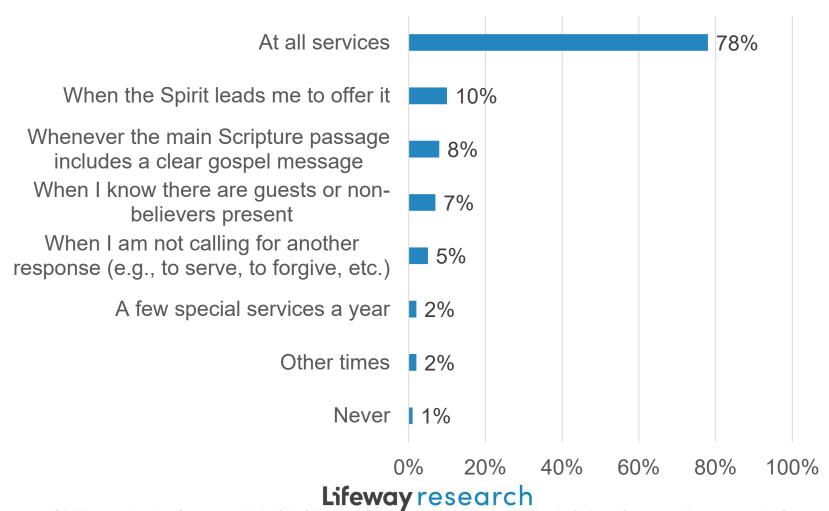
### 74% offered an opportunity to respond to a gospel invitation every week; 15% offered once a month or less





## "I plan to call people to respond to a gospel invitation in a weekly worship service..."

#### **Among Southern Baptist Pastors**



Q2: "Iln your planning of sermons, which of the following reflect your intentions or your philosophy for how often to provide an opportunity for people to respond to a gospel invitation in a weekly Sunday morning worship service? I plan to call people to respond to a gospel invitation in a weekly worship service...(Select all that apply)" n=1,007

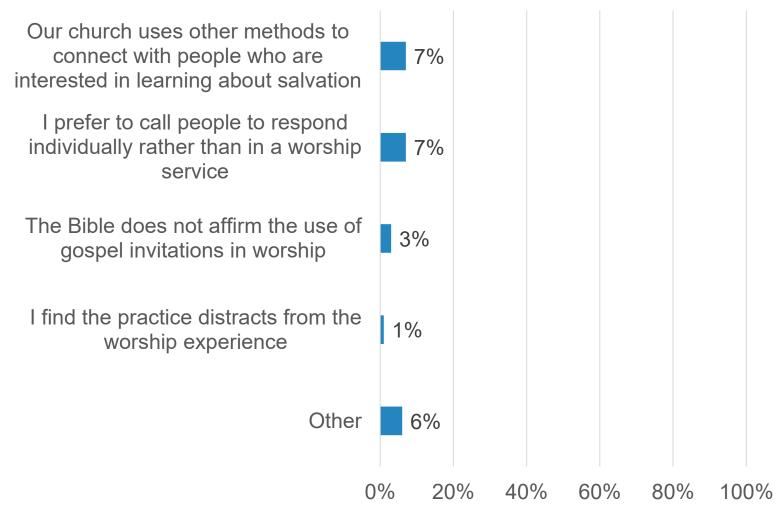
# "Which, if any, of the following concerns do you have about calling people to respond to a gospel invitation in your weekly Sunday morning worship services?"

**Among Southern Baptist Pastors** 



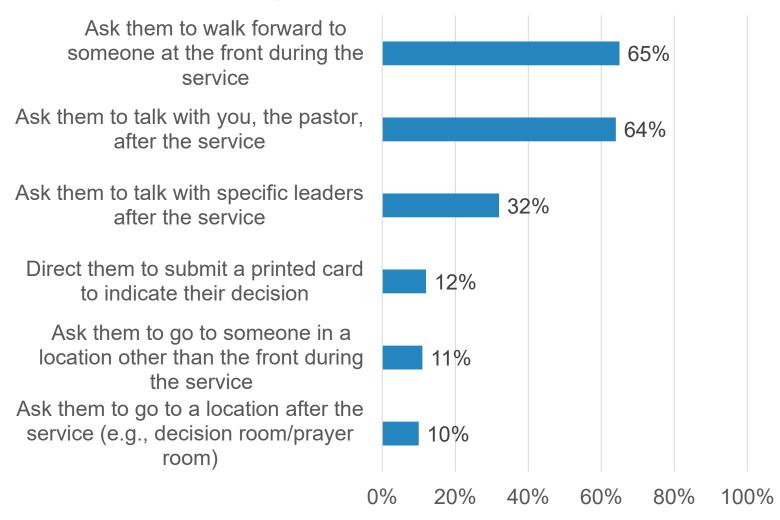
# "Which, if any, of the following concerns do you have about calling people to respond to a gospel invitation in your weekly Sunday morning worship services?" continued

### **Among Southern Baptist Pastors**



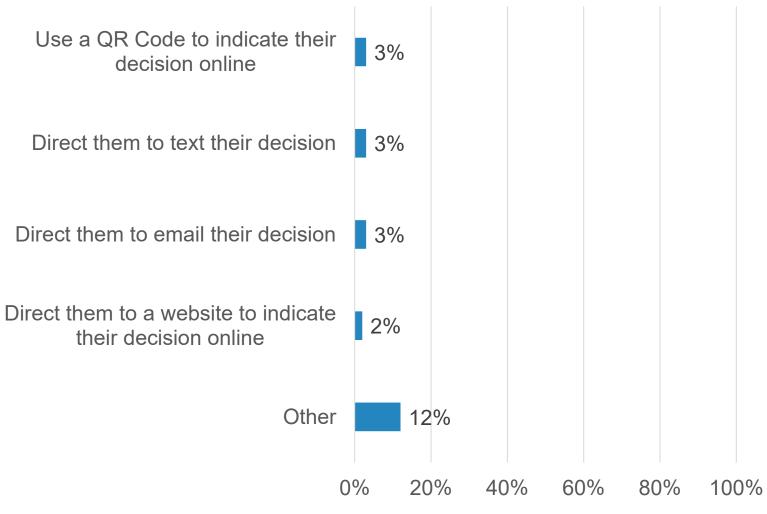
# "When you invite people to respond to a gospel invitation in a worship service, which of the following methods of response do you typically offer?"

### **Among Southern Baptist Pastors**



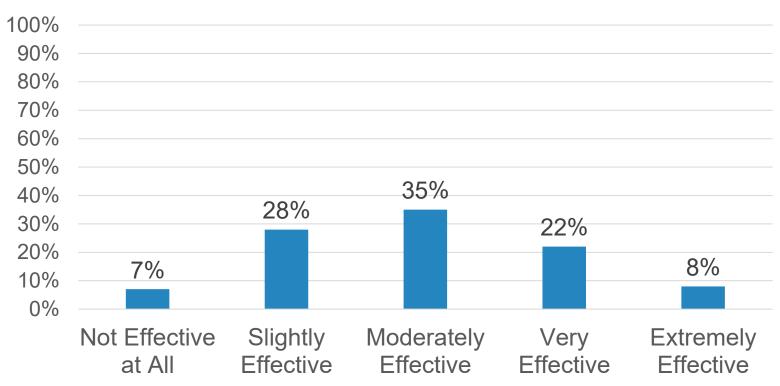
# "When you invite people to respond to a gospel invitation in a worship service, which of the following methods of response do you typically offer?" continued

**Among Southern Baptist Pastors** 



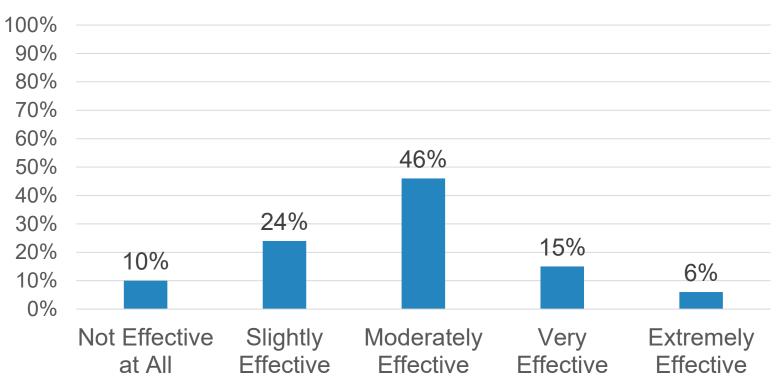
## Rate how effective this method is: Ask them to walk forward to someone at the front during the service





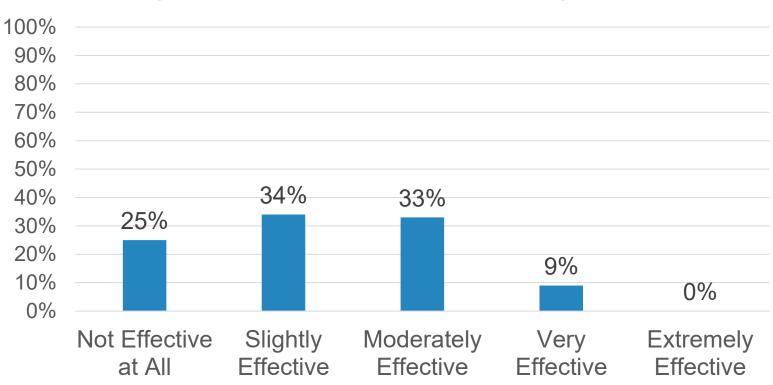
# Rate how effective this method is: Ask them to go to someone in a location other than the front during the service





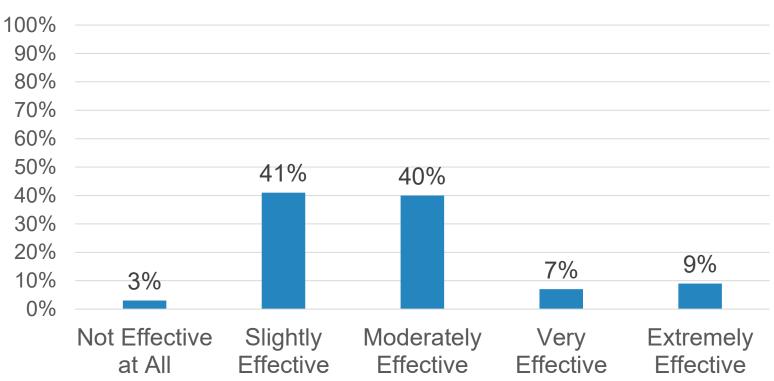
### Rate how effective this method is: Use a QR Code to indicate their decision online

### Among Southern Baptist Pastors Offering This Method



### Rate how effective this method is: Direct them to a website to indicate their decision online



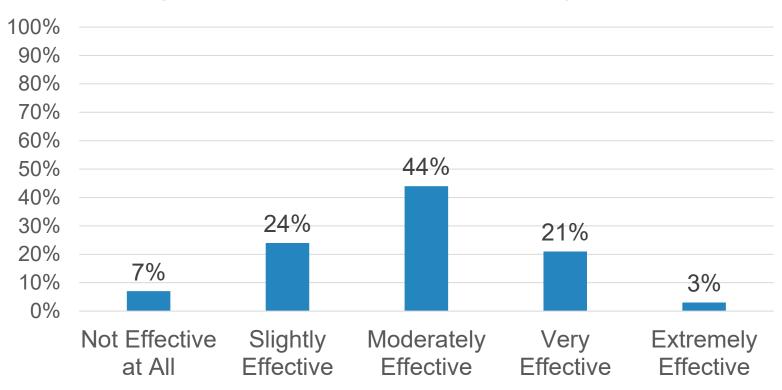


Caution: Small sample size



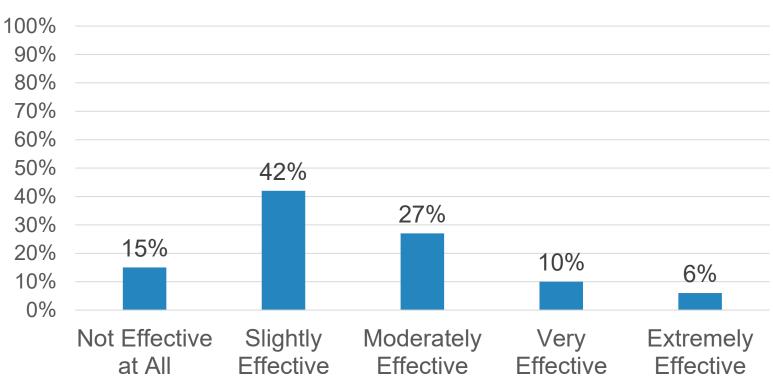
### Rate how effective this method is: Direct them to submit a printed card to indicate their decision

### Among Southern Baptist Pastors Offering This Method



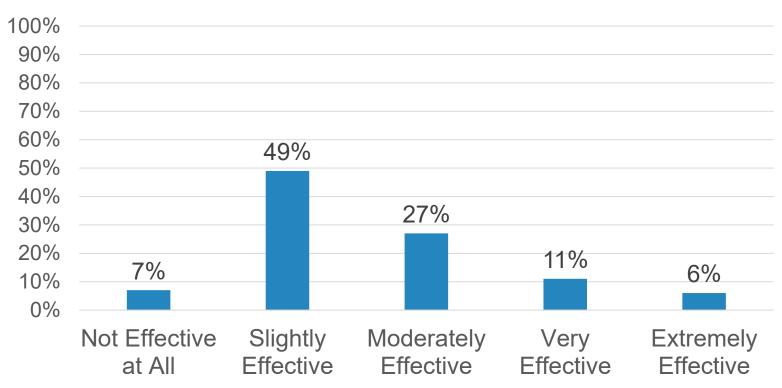
### Rate how effective this method is: Direct them to email their decision

### Among Southern Baptist Pastors Offering This Method



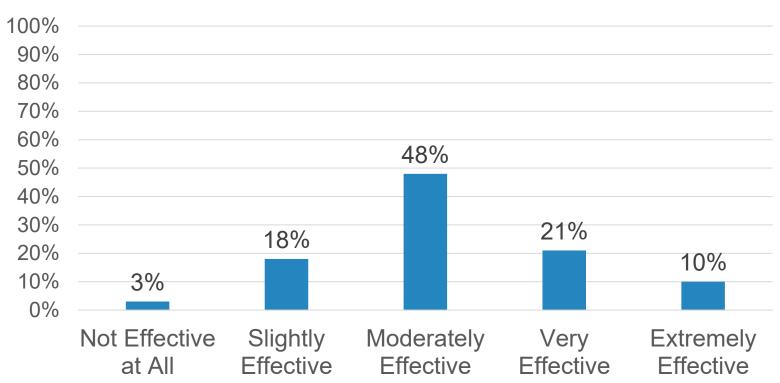
### Rate how effective this method is: Direct them to text their decision

### Among Southern Baptist Pastors Offering This Method



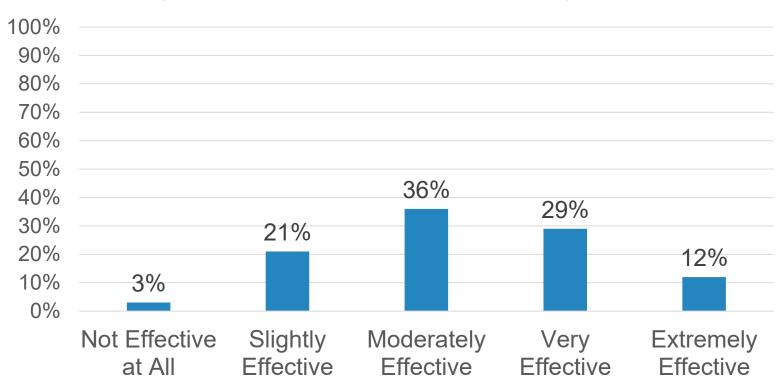
# Rate how effective this method is: Ask them to go to a location *after* the service (e.g., decision room/prayer room)

Among Southern Baptist Pastors Offering This Method



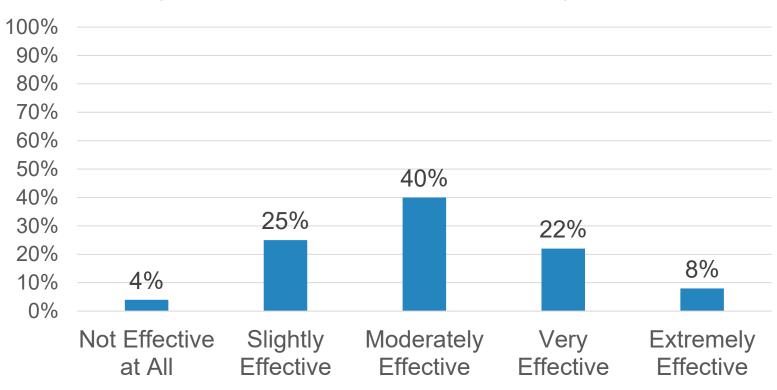
## Rate how effective this method is: Ask them to talk with you, the pastor, *after* the service

### Among Southern Baptist Pastors Offering This Method



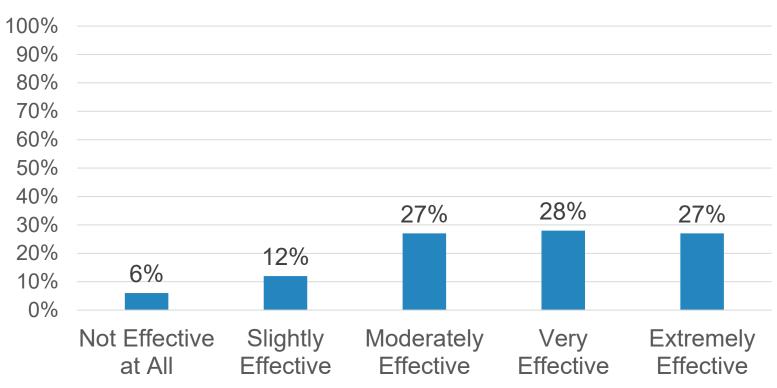
## Rate how effective this method is: Ask them to talk with specific leaders *after* the service

### Among Southern Baptist Pastors Offering This Method



#### Rate how effective this method is: Other method





## Helpful training or resources for leading an effective gospel invitation

#### **Among Southern Baptist Pastors**

10%
8%
6%
5%
5%
4%
4%
3%
3%
2%
2%
1%
1%
1%
1%



## Helpful training or resources for leading an effective gospel invitation *Continued*

#### **Among Southern Baptist Pastors**

The Effective Invitation	1%
9Marks	1%
Tracts	1%
Dare 2 Share	1%
Don't know/Not sure	1%
None	37%

**Receiving less than 1%:**Personal testimonies, *Giving an Invitation* by Roy Fish, 4 Spiritual Laws, *Way of the Master*, *Gospel Fluency*, *Master Plan of Evangelism*, MasterLife, Drawing the Net



## Thoughts and opinions on having a gospel invitation as part of a worship service

#### **Among Southern Baptist Pastors**

Important to allow time and opportunities for response				
Work of the Holy Spirit/Spirit led	19%			
Should always be offered	15%			
Necessary/Absolute must every service	10%			
Essential practice/Useful practice	8%			
Should not be manipulative	5%			
Requires a clear gospel presentation	4%			
Biblical practice	4%			
Dependent on church/context	2%			
Should not be offered every week/Not required every service	2%			
Challenges people	1%			
Not effective	1%			
Still works/Effective	1%			
Not biblical	1%			
Provides opportunity for discipleship	1%			
None	4%			

## Example quotes: Important to allow time and opportunities for response

**Among Southern Baptist Pastors** 

"I believe the invitation should always (or nearly always) be given, but at the same time the preacher should emphasize the call is to repent and believe, not to place their faith in an action (walking an aisle, raising a hand, etc.)."

"Every message should point to Christ, in one way or another. I believe that we are never to allow an opportunity to pass without making ourselves available to meet, share, or lead someone to the Lord."

"An invitation is an opportunity for a person to respond to the Word of God and should be a part of every service. That response includes many things - accepting Christ as Savior and Lord of your life, recommitting one's commitment to Him, answering a specific call to serve, reconciliation, etc."

"The gospel demands a decision, no matter what you are responding to, whether it is to come forward or standing in the pew or seat. I think an invitation should always be given."

### **Example quotes: Work of the Holy Spirit/Spirit led**

#### **Among Southern Baptist Pastors**

"I am convinced the Holy Spirit is always at work. Our practice of a gospel invitation or people coming for prayer or any other decision allows people to respond to the work of the Spirit in their lives."

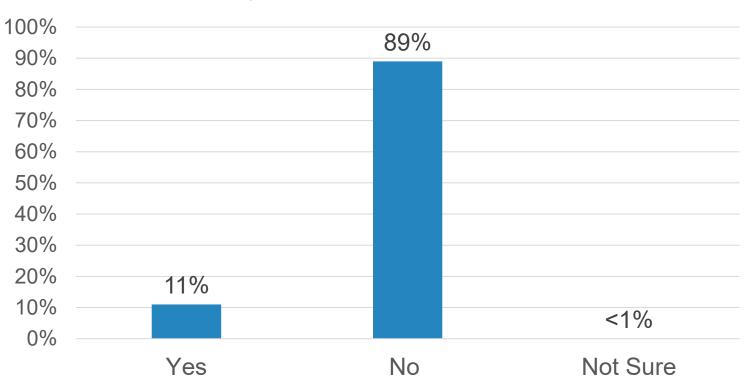
"The Holy Spirit convicts and leads people to Christ. He can do this anywhere - inside or outside of a worship service. However, while the Gospel has been freshly presented and proclaimed, I believe it is wise to at least offer those under its hearing a time to respond or schedule a counseling visit.

"I believe that as a pastor we never know what someone is going through that walk through our doors on any given Sunday. The Holy Spirit may well be at work in someone's life, and I never want to squash that."

"I want to provide an opportunity for people to respond to the conviction of the Holy Spirit as it happens."

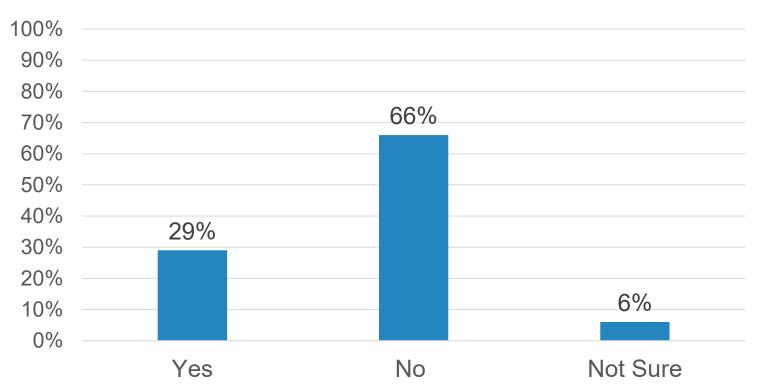
## 11% have offered a spontaneous baptism opportunity in the past year

#### **Among Southern Baptist Pastors**



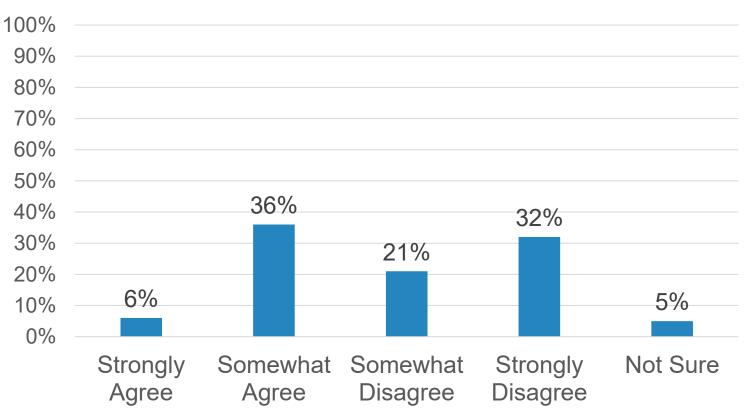
## 29% of SBC pastors gave a gospel invitation during a worship service when they had not planned to

Among SBC Pastors who Gave a Gospel Invitation in the Last Year



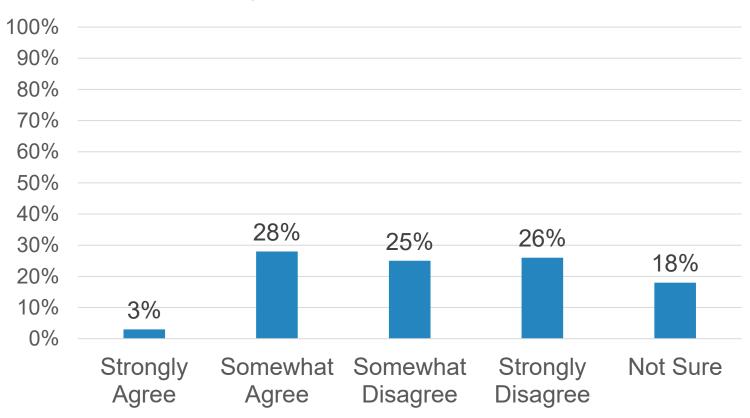
## 42% of pastors believe it is discouraging when nobody comes forward during a gospel invitation





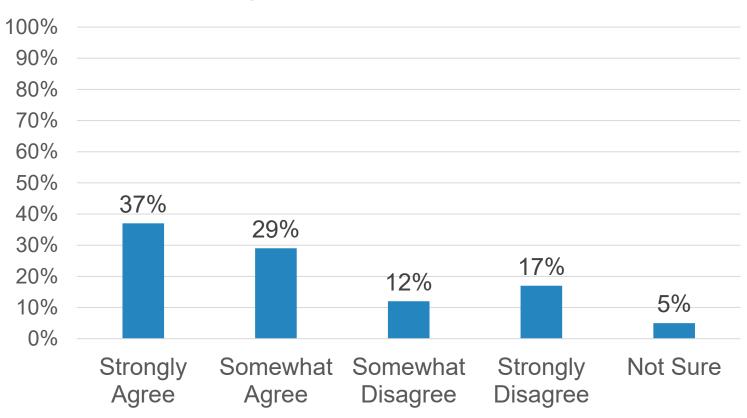
# 31% say it is discouraging for the congregation when no one comes forward during a gospel invitation

#### **Among Southern Baptist Pastors**



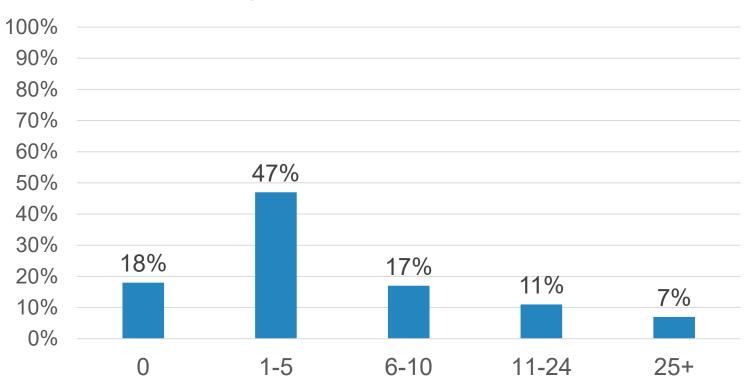
# 66% say that they regularly call their congregation to respond to the sermon, but it is not always a gospel invitation

### **Among Southern Baptist Pastors**



### 65% say their church baptized 5 or less new believers in the past 12 months

### **Among Southern Baptist Pastors**



Mean: 8.5 Median: 3



### **Significant Differences**

**Pastor** 

**Ethnicity** 

Age

**Education Level** 

Church

Region

Average Attendance

### **Significant Differences**

Comparisons were made to determine if there are any significant statistical differences among the pastor's ethnicity, age, education and the church's attendance and region.

AGE	ETHNICITY	EDUCATION	ATTENDANCE	REGION
18-44	White	No Seminary Training	0-49	Northeast
45-54	Non-Whites	Have Taken Seminary Courses	50-99	South
55-64		Have a Seminary Degree	100-249	Midwest
65+			250+	West

Note: Region is defined by the US Census locations. Northeast is too small to report.

## "In the last year, about how many times did you provide an opportunity for people to respond to a gospel invitation within your weekly Sunday morning worship services?

- White pastors (76%) are more likely to select "Every week" than Non-white pastors (61%)
- Pastors with no seminary training (15%) are more likely to select "2-3 times a month" than those who have taken seminary courses (8%)
- Pastors at churches with attendance of 50-99 (77%) and 100-249 (79%) are more likely to select "Every week" than those at churches with attendance of 0-49 (69%)
- Pastors in the Midwest (73%) and South (77%) are more likely to select "Every week" than those in the West (59%)

"In your planning of sermons, which of the following reflect your intentions or your philosophy for how often to provide an opportunity for people to respond to a gospel invitation in a weekly Sunday morning worship service?"

#### Never

No meaningful significant differences

#### A few special services a year

Non-white pastors (9%) are more likely to select than white pastors (1%)

#### Whenever the main Scripture passage includes a clear gospel message

Pastors age 18-44 (13%) are more likely to select than pastors age 55-64 (6%)

"In your planning of sermons, which of the following reflect your intentions or your philosophy for how often to provide an opportunity for people to respond to a gospel invitation in a weekly Sunday morning worship service?"

#### When I know there are guests or non-believers present

- Pastors age 65+ (11%) are more likely to select than pastors age 45-54 (5%) and 55-64 (6%)
- Non-white pastors (12%) are more likely to select than white pastors (6%)
- Pastors at churches with attendance of 0-49 are the most likely to select (11%)

#### When the Spirit leads me to offer it

No meaningful significant differences

### When I am not calling for another response (e.g., to serve, to forgive, etc.)

No meaningful significant differences

"In your planning of sermons, which of the following reflect your intentions or your philosophy for how often to provide an opportunity for people to respond to a gospel invitation in a weekly Sunday morning worship service?"

#### At all services

- White pastors (79%) are more likely to select than Non-white pastors (67%)
- Pastors at churches with attendance 0-49 are the least likely to select (72%)
- Pastors in the Midwest (76%) and South (80%) are more likely to select than those in the West (62%)

#### Only church members are typically present in our worship services

- Pastors age 65+ (15%) are more likely to select than pastors age 45-54 (4%) and 55-64 (7%)
- Pastors at churches with attendance of 0-49 are the most likely to select (18%)

### I prefer to call people to respond individually rather than in a worship service

- Pastors at churches with attendance of 50-99 (8%) are more likely to select than those at churches with attendance of 250+ (2%)
- Pastors in the West (14%) are more likely to select than those in the South (5%)

#### I believe salvation only occurs through the prompting of the Holy Spirit

No meaningful significant differences

### I have concerns about emotional manipulation regarding gospel invitations

- Pastors age 18-44 (29%) are more likely to select than pastors age 55-64 (16%) and 65+ (14%)
- Pastors who have a seminary degree (23%) are more likely to select than those with no seminary training (15%) or who have taken seminary courses (14%)
- Pastors at churches with attendance of 100-249 (24%) are more likely to select than those at churches with attendance of 0-49 (17%)
- Pastors in the Midwest (26%) are more likely to select than those in the South (18%)

# Our church uses other methods to connect with people who are interested in learning about salvation

 Pastors at churches with attendance of 0-49 are the least likely to select (4%)

#### The Bible does not affirm the use of gospel invitations in worship

No meaningful significant differences

#### I find the practice distracts from the worship experience

#### I believe the practice leads to false assurance regarding salvation

 Pastors in the West (13%) are more likely to select than those in the South (6%)

#### I have no concerns about calling people to respond in a worship service

- Pastors age 55-64 (72%) are more likely to select than pastors age 18-44 (60%) and 45-54 (62%)
- Pastors in the South (68%) are more likely to select than those in the Midwest (58%)

#### Ask them to walk forward to someone at the front during the service

- Pastors age 55-64 (71%) are more likely to select than pastors age 18-44 (58%) and 65+ (62%)
- White pastors (68%) are more likely to select than Non-white pastors (48%)
- Pastors who have taken seminary courses are the most likely to select (74%)
- Pastors at churches with attendance of 50-99 (69%) are more likely to select than those at churches with attendance of 0-49 (61%)
- Pastors in the South are the most likely to select (70%)

## Ask them to go to someone in a location other than the front during the service

- Pastors age 18-44 (16%) and 45-54 (17%) are more likely to select than pastors age 55-64 (8%) and 65+ (8%)
- Pastors who have a seminary degree (14%) are more likely to select than those with no seminary training (5%)
- Pastors at churches with attendance of 250+ are the most likely to select (24%)
- Pastors at churches with attendance of 0-49 are the least likely to select (6%)

#### Use a QR Code to indicate their decision online

 Pastors at churches with attendance of 250+ are the most likely to select (15%)

#### Direct them to a website to indicate their decision online

 Pastors at churches with attendance of 250+ are the most likely to select (7%)

#### Direct them to submit a printed card to indicate their decision

- Pastors age 45-54 (16%) are more likely to select than pastors age 65+ (8%)
- Pastors who have a seminary degree (14%) are more likely to select than those with no seminary training (7%)
- Pastors at churches with attendance of 250+ are the most likely to select (25%)
- Pastors at churches with attendance of 0-49 are the least likely to select (6%)
- Pastors in the West (24%) are more likely to select than those in the Midwest (11%) and South (11%)

#### Direct them to email their decision

No meaningful significant differences

#### Direct them to text their decision

 Pastors at churches with attendance of 250+ are the most likely to select (11%)

# Ask them to go to a location *after* the service (e.g., decision room/prayer room)

- Pastors age 65+ are the least likely to select (4%)
- Pastors who have taken seminary courses (9%) or have a seminary degree (13%) are more likely to select than those with no seminary training (3%)
- Pastors at churches with attendance of 250+ are the most likely to select (27%)

#### Ask them to talk with you, the pastor, after the service

- Pastors age 18-44 (73%) and 45-54 (74%) are more likely to select than pastors age 55-64 (65%) and 65+ (52%)
- Pastors who have a seminary degree (66%) are more likely to select than those with no seminary training (58%)
- Pastors at churches with attendance of 50-99 (70%) and 100-249 (67%) are more likely to select than those at churches with attendance of 0-49 (59%)

#### Ask them to talk with specific leaders after the service

- Pastors age 18-44 (39%) and 45-54 (41%) are more likely to select than pastors age 55-64 (30%) and 65+ (23%)
- Pastors who have a seminary degree (35%) are more likely to select than those with no seminary training (24%)
- Pastors at churches with attendance of 100-249 (47%) and 250+ (47%) are more likely to select than those at churches with attendance of 0-49 (21%) and 50-99 (32%)

#### Ask them to walk forward to someone at the front during the service

- Pastors age 65+ (28%) are more likely to select "Very effective" than pastors age 18-44 (13%) and 55-64 (19%)
- Pastors age 18-44 are the most likely to select "Not effective at all" (18%)
- Pastors with no seminary training (27%) or who have taken seminary courses (30%) are more likely to select "Very effective" than those who have a seminary degree (18%)
- Pastors at churches with attendance of 250+ are the most likely to select "Extremely effective" (18%)

Ask them to go to someone in a location other than the front during the service

 Pastors age 18-44 (17%) are more likely to select "Not effective at all" than pastors age 45-54 (2%)

#### Use a QR Code to indicate their decision online

No meaningful significant differences

#### Direct them to a website to indicate their decision online

#### Direct them to submit a printed card to indicate their decision

No meaningful significant differences

#### Direct them to email their decision

#### Direct them to text their decision

No meaningful significant differences

Ask them to go to a location *after* the service (e.g., decision room/prayer room)

#### Ask them to talk with you, the pastor, after the service

- Pastors age 45-54 (35%) are more likely to select "Very effective" than pastors age 18-44 (23%)
- Non-white pastors (39%) are more likely to select "Very effective" than white pastors (27%)

#### Ask them to talk with specific leaders after the service

- Pastors age 18-44 (53%) are more likely to select "Moderately effective" than pastors age 55-64 (32%) and 65+ (34%)
- White pastors (27%) are more likely to select "Slightly effective" than Non-white pastors (9%)
- Pastors in the Midwest (28%) are more likely to select "Very effective" than those in the West (8%)

"Has your church offered a "spontaneous baptism" opportunity in the past twelve months? (A spontaneous baptism opportunity is a call for people to come forward, profess their faith to a leader, and immediately be baptized in front of the congregation.)"

- Pastors age 45-54 (14%) are more likely to select "Yes" than pastors age 18-44 (8%)
- Pastors with no seminary training (16%) are more likely to select "Yes" than those who have taken seminary courses (9%)
- Pastors at churches with attendance of 250+ are the most likely to select "Yes" (20%)
- Pastors in the West (20%) are more likely to select "Yes" than those in the Midwest (8%) and South (11%)

# "In the last 12 months, did you give a gospel invitation in a worship service when you were not planning to give one?"

- Non-white pastors (45%) are more likely to select "Yes" than white pastors (27%)
- Pastors who have a seminary degree (67%) are more likely to select "No" than those with no seminary training (58%)

#### "It is discouraging for me when nobody comes forward during a gospel invitation in a worship service."

- Non-white pastors (63%) are more likely to Disagree than white pastors (52%)
- Pastors who have taken seminary courses (49%) are more likely to Agree than those with no seminary training (38%)
- Pastors in the South (45%) are more likely to Agree than those in the Midwest (33%)

# "It is discouraging for the congregation when nobody comes forward during a gospel invitation in a worship service."

- White pastors (32%) are more likely to Agree than Non-white pastors (22%)
- Pastors in the South (34%) are more likely to Agree than those in the Midwest (20%) and West (22%)

"I regularly call the congregation to respond to a truth in my sermon, but it is not always a gospel invitation."

• Pastors who have taken seminary courses (35%) are more likely to Disagree than those who have a seminary degree (27%)

## "How many new believers did your church baptize in the past 12 months?"

- Pastors age 65+ are the most likely to answer "0" (28%)
- Pastors with no seminary training (25%) or who have taken seminary courses (24%) are more likely to answer "0" than those who have a seminary degree (15%)
- Pastors at churches with attendance of 0-49 are the most likely to answer "0" (37%)
- Pastors at churches with attendance of 100-249 are the most likely to answer "6-10" (33%)
- Pastors at churches with attendance of 250+ are the most likely to answer "25+" (51%)
- Pastors in the Midwest (53%) and West (55%) are more likely to answer "1-5" than those in the South (44%)

# Southern Baptist Pastors' Views on Gospel Invitations

A SURVEY OF SOUTHERN BAPTIST PASTORS

Lifewayresearch