



The Rise of the Nones: Understanding and Reaching the Religiously Unaffiliated

By James Emery White

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The single fastest growing religious group of our time is those who check the box next to the word *none* on national surveys. In America, this is 20 percent of the population. Exactly who are the unaffiliated? What caused this seismic shift in our culture? Are our churches poised to reach these people?

James Emery White lends his prophetic voice to one of the most important conversations the church needs to be having today. He calls churches to examine their current methods of evangelism, which often result only in transfer growth--Christians moving from one church to another--rather than in reaching the "nones." The pastor of a megachurch that is currently experiencing 70 percent of its growth from the unchurched, White knows how to reach this growing demographic, and here he shares his ministry strategies with concerned pastors and church leaders.

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Editorial Review

From the Back Cover

The single fastest-growing religious group of our time is those who check the box next to the word *none* on national surveys.

In America, this is 20 percent of the population.

And most churches are doing virtually nothing to reach them.

In this hard-hitting examination of our churches' current evangelism methods, which often result only in transfer growth--Christians moving from one church to another--rather than in reaching the *nones*, James Emery White calls us to discover the mission field right outside our doors. The pastor of a megachurch that is currently experiencing 70 percent of its growth from the unchurched, White knows how to reach this growing demographic, and here he shares his ministry strategies with concerned pastors and church leaders, answering questions like

- Exactly who are the unaffiliated?
- What caused this seismic shift in our culture?
- How can our churches reach these people?

If you long to see growth in your church that is the result of lost people entering into the family of God, this book is where you should start.

"In an era of increasing complexity and religious apathy, James Emery White has written a book that is helpful, informative, challenging, and timely. Those who care about communicating the gospel in this complex culture and think the church must regroup and re-engage should read *The Rise of the Nones*."--**Ed Stetzer**, president of LifeWay Research

James Emery White (PhD, Southern Seminary) is the founding and senior pastor of Mecklenburg Community Church in Charlotte, North Carolina, often cited as one of the fastest-growing church starts in the United States. Former president of Gordon-Conwell Theological Seminary, White is the author of several books, including *Rethinking the Church*, *What They Didn't Teach You in Seminary*, and *The Church in an Age of Crisis*.

About the Author

James Emery White (PhD, Southern Seminary) is the founding and senior pastor of Mecklenburg Community Church, a suburban megachurch in Charlotte, North Carolina, often cited as one of the fastest-growing church starts in the United States. Former president

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Why don't make it to be your habit? Right now, try to prepare your time to do the important act, like looking for your favorite publication and reading a guide. Beside you can solve your long lasting problem; you can add your knowledge by the guide entitled The Rise of the Nones: Understanding and Reaching the Religiously Unaffiliated. Try to face the book The Rise of the Nones: Understanding and Reaching the Religiously Unaffiliated as your pal. It means that it can to become your friend when you truly feel alone and beside those of course make you smarter than before. Yeah, it is very fortunated to suit your needs. The book makes you far more confidence because you can know every little thing by the book. So , let's make new experience along with knowledge with this book.

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Frances Temple:

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