

COLORADO SPRINGS, Colo. – March 28, 2017 – Imagine an annual event centered in churches, involving as many as 3.5 million people at locations around the world on the same day! It's happening again on September 17, 2017. The event is National Back to Church Sunday®, a movement that has involved over 31,000 churches from all 50 states, over 120 denominations, and 90 countries worldwide.

Back to Church Sunday is the largest annual community-based church outreach effort in the nation. The campaign empowers churches and church members with the tools they need to welcome their neighbors, friends and loved ones back to church, while providing an easy way for everyone in the community to find a welcoming church.

In a survey of participants in 2016, 95% of responding churches said they'd participate in Back to Church Sunday again. In addition, 85% of responding churches said that having a special day motivated their members to invite family and friends.

Back to Church Sunday began in 2009 in response to survey research that indicated 82% of people said they would attend church if someone they knew invited them, but only 2% of church members were inviting people to come with them to their church.

“Every year research shows that people are willing to try church if they are invited by a friend or family member, yet very few Christians ever invite others to come to church with them,” said Scott Evans, founder and CEO of Outreach, Inc., the nation's leading provider of church communications resources that helps support the initiative. “We are excited to see so many churches, denominations and individuals joining together for the common goal of inviting people to church. People are finding it's easy to do so with an event made especially for this purpose.”

There is no cost to participate, and churches may sign up on the roster at www.backtochurch.com. Every church that is registered this year will receive a free digital version of the new and improved 2017 Back to Church Sunday Planning Guide, and for the first time they'll also have access to free resources such as customized “Engager” tracts to hand out.

A new church kit is available for purchase that includes eight new videos, and over 50 digital resources to help churches invite as many people in their communities as possible.

More information is available at www.backtochurch.com, as well as on the Back to Church Sunday YouTube Channel, the Facebook page, and on Twitter @Back To Church.