

McIntosh's Typology of Church Sizes

Factors	Small Church	Medium Church	Large Church
Size	15-200 worshippers	201-400 worshippers	401+ worshippers
Orientation	Relational	Programmatical	Organizational
Structure	Single cell	Stretched cell	Multiple cell
Leadership	Resides in key families	Resides in committees	Resides in select leaders
Pastor	Lover	Administrator	Leader
Decisions	Made by congregation	Made by committees	Made by staff and leaders
Staff	Bivocational or single pastor	Pastor and small staff	Multiple staff
Change	Bottom up through key people	Middle out through key committees	Top down through key leaders
Growth Patterns	Attraction model through relationships	Program model through key ministry	Proclamation model through word of mouth
Growth Obstacles	Small-church image; Ineffective evangelism; Inadequate programming; Downward momentum; Ingrown fellowship	Inadequate facilities; Inadequate staff; Inadequate finances; Poor administration; Increasing complexity	Poor assimilation; Increased bureaucracy; Poor communication; Loss of vision; Lack of member care
Growth Strategies	Renew a sense of purpose; Begin new ministries; Cultivate evangelism; Celebrate victories; Start new groups/classes; Involve new people	Develop distinct identity; Add additional staff; Use facilities multiple times; Offer multiple worship services; Write a long-range plan; Improve quality of ministry	Renew the vision; Design assimilation plan; Streamline procedures; Offer need-based events; Adjust leadership roles; Increase the number of small groups

Reprinted with permission from Gary McIntosh, *One Size Doesn't Fit All*.