

# Essential Church?

Reclaiming a Generation of Dropouts

by Thom S. Rainer and Sam S. Rainer

## ABOUT THE BOOK

Why do so many young adults (18 to 22) leave the church, and what will it take to bring them back? This important question is examined and duly answered in *Essential Church?*, a follow-up to Thom S. Rainer's best-selling *Simple Church* cowritten this time with his son, research expert Sam Rainer.

The book is based on a study of one-thousand so-called "church dropouts" who were interviewed about why they left. Their answers are quite surprising, having less to do with "losing their religion" and more about the desire for a community that isn't made stale by simply maintaining the status quo.

In turn, the Rainers offer churches four concrete solutions toward making their worship community an essential part these young people's lives again:

**Simplify** - develop a clear structure and process for making disciples.

**Deepen** - provide strong biblical teaching and preaching.

**Expect** - let members know the need for commitment to the congregation.

**Multiply** - emphasize evangelism, outward focus, and starting new churches.

## BEST-SELLING POINTS

- Thom S. Rainer follows the awarded national bestseller *Simple Church* with a solutions-filled research book about why young adults leave the church and how to get them back.
- A natural progression after reading *Simple Church* which reached #1 on the ECPA Church & Ministry bestsellers list and has sold **100,000** copies sold to date (February 2008).
- *Simple Church* also won the 2007 *Christianity Today* Book Award (Church/Pastoral Leadership category) and was *Outreach* magazine's Best Outreach Leadership Training Resource of 2007.

## ABOUT THE AUTHORS

**Thom S. Rainer** is president and CEO of LifeWay Christian Resources, one of the largest Christian resource companies worldwide, and the best-selling coauthor of *Simple Church*. Rainer and his wife, Nellie Jo, have three grown sons and live in Nashville, Tennessee.

**Sam S. Rainer** is a senior pastor, writer, and the president and CEO of Rainer Research. He also blogs and writes a column for *Outreach* magazine and lives with his wife, Erin, in Floyds Knobs, Indiana.

## UP SALES!

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from the best-selling author of *Simple Church*

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**Release Date:** September 1, 2008

**ISBN-13:** 978-0-8054-4392-9

**ISBN-10:** 0-8054-4392-4

**Retail Price:** \$19.99

**Format:** Jacketed hardcover

**Page Count:** 272

**Trim Size:** 6 x 9

**Spine Width:** 0.71"

**Weight:** 0.79 lb

**Carton Quantity:** 24

**BISAC:** RELO30000 RELIGION/Christian  
Ministry/Evangelism

**ECPA Category:** Church & Ministry/  
Church Life/Evangelism & Outreach

**Rights:** Worldwide

**Copyright Year:** 2008

**Author Hometown:** Nashville, TN (Thom  
Rainer); Floyds Knobs, IN (Sam Rainer)

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