Title: Towards effective strategies for successful retention of new church members in Tanzania

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Abstract:

Tanzania Union Mission is using different methods to draw many new members into the church fellowship. Despite their best effort to increase membership and retain new church members, almost thirty percent of the members have been leaving the church annually. The results of these efforts have proved unsuccessful despite the expectation of winning and holding them. This is because zeal, without understanding how to attain converts, has brought about the problem of apostasy. This problem has inspired the researcher to study and work to find out reasons why some new members become discouraged and finally leave the church fellowship. The researcher’s interest has gone beyond the problem of why members leave, to the point of suggesting possible preventive methods for this widespread apostasy.

The study is descriptive and empirical. To achieve the goal of retaining new members Tanzania, each local congregation should consolidate methods of preparing baptismal candidates, caring for them after baptism, and reclaiming those who apostatize. This is not an option but a must be evidences of god’s purpose for saving soul and the instructions for the church’s evangelistic talk in the world are presented in the Bible.
Methodologically, relevant strategies should be developed for effective evangelism. The work of retaining newly baptism members, as well as reclaiming efforts, should be given first priority in every local church.