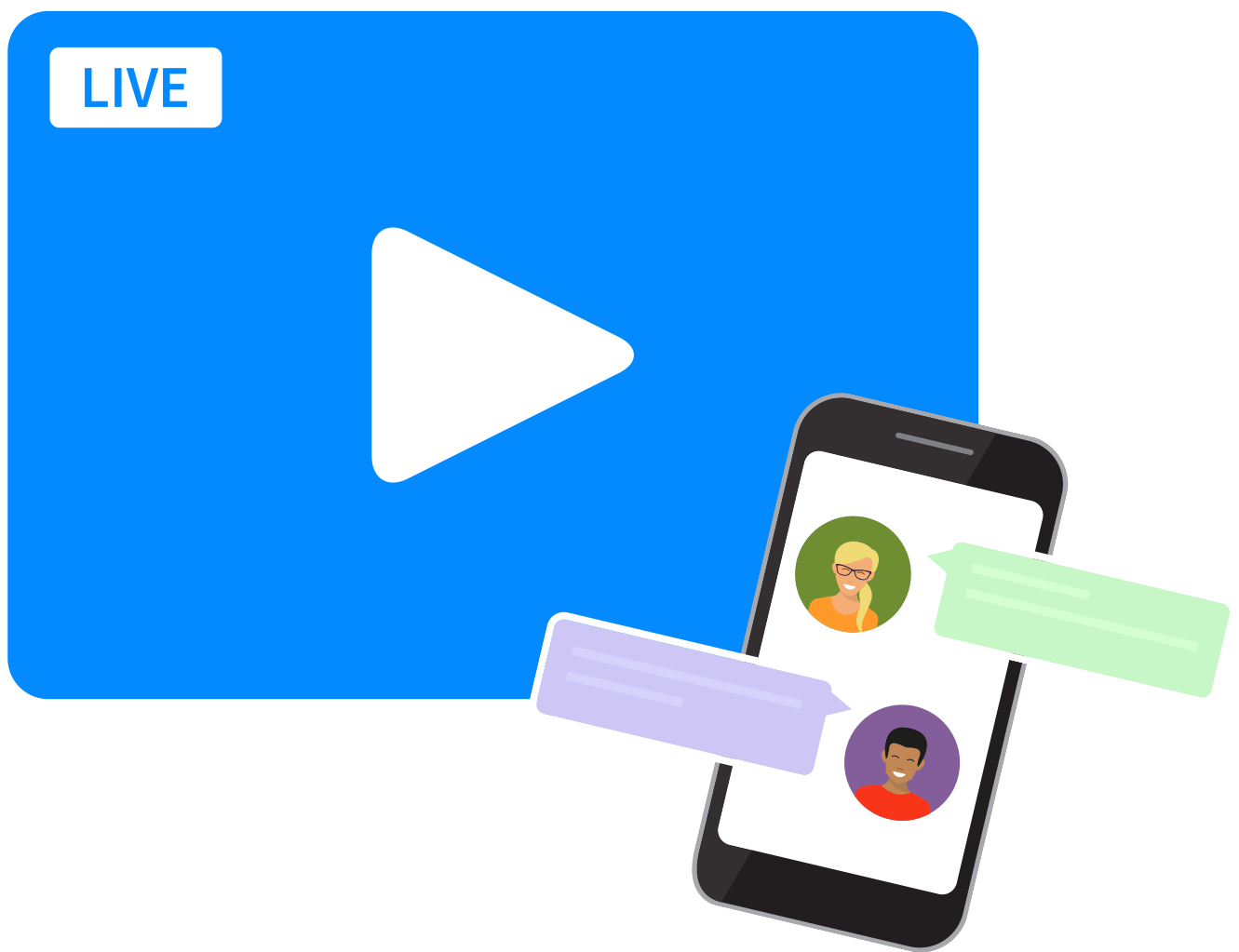


The Live Stream Guest Follow-up Plan



 **TEXT** IN CHURCH

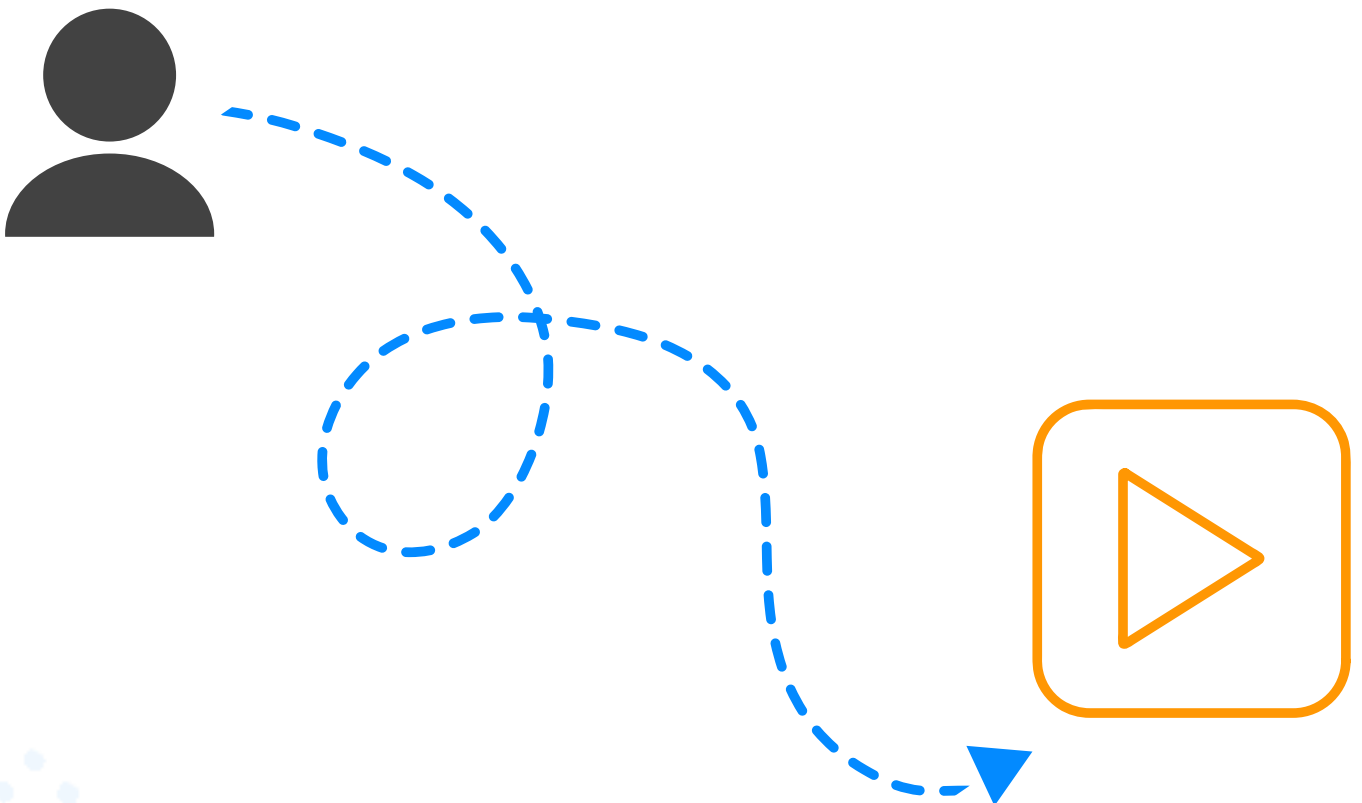
LET'S GET STARTED!

With an influx of online and live streamed services, let's connect with your new viewers!

This Follow-up Plan includes...

- A welcome script to capture their information
- 4 tools to effectively launch this plan
- A 6 week calendar to deploy
- 14 copy and paste messages to send to your guests
- A link to download these messages straight into your Text In Church account

It's quick and easy to implement and highly effective. Enjoy this free resource to connect with your people more than ever!





WELCOME SCRIPT

Good Morning and welcome to City Church online!
My name is Pastor and I am so glad you are tuning in with us.

In the midst of such uncertainty in our world, we are thankful for the technology that allows us to still gather, in a sense, worship, and hear God's word.

If you're tuning in for the first time, a special welcome to you. We have our digital connect card link in the comments below (or click the button to fill out our connect card). Please take a moment and fill that out so we can continue to stay in touch with you.

Our heart is to continue to build community and share God's love, even when our physical location is empty. Thanks again for worshiping with us this morning!

**GATHER THEIR INFORMATION
WITH THIS QUICK INTRO**



4 POWERFUL TOOLS





TEXT MESSAGE

4 POWERFUL FOLLOW-UP TOOLS

Texting is one of the most powerful communication tools at your disposal. Texts have a 98% open rate (compare to email at 20%). In addition, 90% of text messages are read within 3 minutes and 45% of texts receive a reply.

Texting IS the way people are communicating with their family and friends. At the root of church, there's community. Use the method people are most comfortable with to build that long lasting relationship with them. Ask questions and be personal and engaging.

Send 1 text per week for the first 3 weeks after a guest fills out your livestream connect card. These texts should be personal and conversational, like you're texting a friend!

Did you know 91% of phone users keep their cell phone within 3 feet of them 24 hours per day?



HINT: A TEXT ON SATURDAY MORNING IS A PERFECT WAY TO STAY IN FRONT OF MIND AS THEY MAKE WEEKEND PLANS!



EMAIL

4 POWERFUL FOLLOW-UP TOOLS

Although the percentage of emails read and responded to are less than text messages, they are still extremely powerful!

Send 1 or 2 personal emails each week for 6 weeks after a guest views your service online. Unfortunately, mass emails don't do the trick; people stopped reading those beautiful newsletters years ago. Simple, plain emails work.

In the first couple of weeks, focus on engaging them. Ask questions, thank them for being at service and make sure, every time, you are inviting them to join you at your next online service or in person service.

Starting in week 3, consider a Next Step you can invite them to. Include this in your email; explain the purpose of it, if/how they sign up, what to expect, etc. For now, this may be engaging in a weekday video small group!

Email can be a great way to personalize the journey you want guests to be on. It gives you more space for content than texting or a hand-written note without sacrificing the personal touch.



USE THEIR FIRST NAME AND GET RID OF A FANCY SIGNATURE; JUST INCLUDE THE NAME OF WHOEVER IT'S FROM. THIS WILL MAKE IT FEEL MORE PERSONAL!



PHONE CALL

4 POWERFUL FOLLOW-UP TOOLS

It's much more likely that you will connect with your friends by sending them a text message, but there is still power in making a phone call. Unfortunately, phone calls tend to get a bad rap.

It's true that a phone call isn't the number one way to communicate anymore, but some people still appreciate the gesture. Even if they don't answer, you can leave a really nice voicemail; thank them for joining you online, and invite them back, or simply say you wanted to connect with them.

Make one phone call after a guest's first visit at your church, and then call 1 or 2 more times within the first 6 weeks. This can be you, another staff member, or even a volunteer on the hospitality team.



HINT: TRY SWITCHING UP WHO MAKES THE CALL EACH TIME!



FACEBOOK

4 POWERFUL FOLLOW-UP TOOLS

Americans spend 58 minutes per day on Facebook. Facebook messenger has been ranked as the #1 app. AND Facebook is now ranked the 3rd most visited website WORLDWIDE.

So, you know that's where people are going to access information and connect with each other. Using Facebook thoughtfully as part of your first time guest follow-up process shows that you are relevant and intentional.

Within the first week of someone watching your service online for the first time, send a reminder to one of your staff to send them a friend request on Facebook. Ideally this would be from a staff member that they've met or who would be in contact with them regularly (i.e. pastor of adult discipleship, children's pastor if they have kids, etc.)















Then, after their second or third week, invite them to join one of your groups on Facebook or to like your page. This will keep your content in their feed and hopefully get them connecting with others from your church.

PROVEN FOLLOW-UP

CALENDAR



GUEST FOLLOW-UP CALENDAR

	S	M	T	W	Th	F	Sa
WEEK ONE							
WEEK TWO							
WEEK THREE							
WEEK FOUR							
WEEK FIVE							
WEEK SIX							

USE THE 4 POWERFUL TOOLS
TO DEPLOY THIS CALENDAR

GUEST FOLLOW-UP CALENDAR

WEEK ONE	S	M	T	W	Th	F	Sa
WEEK TWO	S	M	T	W	Th	F	Sa
WEEK THREE	S	M	T	W	Th	F	Sa
WEEK FOUR	S	M	T	W	Th	F	Sa
WEEK FIVE	S	M	T	W	Th	F	Sa
WEEK SIX	S	M	T	W	Th	F	Sa

CREATE YOUR OWN!

14 COPY & PASTE

TEMPLATES

A conceptual image for content creation. It features a clear incandescent lightbulb on a blue textured background. Below the bulb is a white piece of paper with the word 'CONTENT' written in a rough, hand-drawn style with a grey pencil. A thick grey line is drawn under the word. Several colored pencils (yellow, grey, green, purple, brown) are scattered around the paper. The entire image is framed by a blue border at the top and bottom.

CONTENT

To Engage Your Online Guests

WEEK ONE

INTRODUCTION EMAIL

Hello James,

Thanks so much for joining us at our online service at City Church! We hope worshiping with us is one of the highlights of your week. :)

Although we normally meet together in person, we are so thankful for the opportunity to meet online during this season. As our welcome team tries to improve our online experience, we would love your feedback! Do you mind briefly sharing your experience with us?

1. What did you most enjoy about our online service?
2. What, if anything, would you change about your online experience here?
3. What are some ways that you think we could make this online experience more welcoming for new visitors?















If you're looking to learn more about City Church, check out our website:
citychurch@citychurch.com

I'd love to hear from you if you have any questions or would like to talk more!

Have an amazing week!

~ Jason

Pastor Jason Jones
City Church















	S	M	T	W	Th	F	Sa
WEEK ONE							
WEEK TWO							
WEEK THREE							
WEEK FOUR							
WEEK FIVE							
WEEK SIX							



WEEK ONE

ADD YOUR GUEST ON FACEBOOK

Connect with your new guest on social media so you can send them an invite to church in a few weeks!

WEEK ONE	S	M	T	W	Th	F	Sa
							
WEEK TWO	S	M	T	W	Th	F	Sa
							
WEEK THREE	S	M	T	W	Th	F	Sa
							
WEEK FOUR	S	M	T	W	Th	F	Sa
							
WEEK FIVE	S	M	T	W	Th	F	Sa
							
WEEK SIX	S	M	T	W	Th	F	Sa
							

WEEK ONE

JOIN US AT CITY CHURCH SUNDAY

Hello James,















I know life is crazy busy, but if you can join us online this weekend, we would love to have you!

The service starts at 9:00am with some worship and preaching.

Have a great day!

~ Jason















Pastor Jason Jones
City Church

WEEK ONE	S 	M 	T	W	Th	F 	Sa 
WEEK TWO	S	M	T	W 	Th	F 	Sa 
WEEK THREE	S	M	T	W	Th	F 	Sa
WEEK FOUR	S	M	T	W	Th	F 	Sa 
WEEK FIVE	S	M	T	W	Th 	F	Sa 
WEEK SIX	S	M	T	W	Th	F 	Sa 

WEEK ONE

SEE YOU TOMORROW

Hi James - We hope you can join us online tomorrow morning at City Church! I'm excited to grow with you. - Pastor Jason















	S	M	T	W	Th	F	Sa
WEEK ONE							
WEEK TWO							
WEEK THREE							
WEEK FOUR							
WEEK FIVE							
WEEK SIX							

66

WEEK TWO

Hello! This is Jason from City Church and we just wanted to call and thank you for joining us during our online service Sunday!

We wanted to see if you had any questions and invite you to join us again this weekend. Have a great day!

WEEK ONE	S	M	T	W	Th	F	Sa
							
WEEK TWO	S	M	T	W	Th	F	Sa
							
WEEK THREE	S	M	T	W	Th	F	Sa
							
WEEK FOUR	S	M	T	W	Th	F	Sa
							
WEEK FIVE	S	M	T	W	Th	F	Sa
							
WEEK SIX	S	M	T	W	Th	F	Sa
							















1ST TIME GUEST PHONE CALL

99

WEEK TWO

SEE YOU SUNDAY

Good morning, James! We'd love for you to join us Sunday for our online service at City Church! - Pastor Jones

	S	M	T	W	Th	F	Sa
WEEK ONE							
WEEK TWO	S	M	T	W 	Th	F 	Sa 
WEEK THREE	S	M	T	W	Th	F 	Sa
WEEK FOUR	S	M	T	W	Th	F 	Sa 
WEEK FIVE	S	M	T	W	Th 	F	Sa 
WEEK SIX	S	M	T	W	Th	F 	Sa 

TEXT IN CHURCH[®] **MEMBERS**

CLICK HERE



EXTRA **BONUS**

CLICK THE **ORANGE BUTTON ABOVE TO
AUTOMATICALLY ADD THIS GROUP AND
AUTOMATED WORKFLOW, INCLUDING THESE
CUSTOMIZABLE LIVE STREAM FOLLOW-UP
MESSAGES, DIRECTLY INTO YOUR ACCOUNT!!!**

Not a Text In Church member? Get started with a
60 day FREE membership right now. [Click HERE.](#)

WEEK TWO

YOU'RE INVITED

Hello James,















Thanks again for tuning in to our online service. We know this version of church is different than the norm, but many folks have found this online experience to be welcoming, and we hope you do too!

If you want to learn more about being a part of our church, or if you need prayer or want to speak with a pastor, don't hesitate to reach out! We are excited to stay connected with you!

Have an amazing week!

~ Jason

Pastor Jason Jones
City Church

	S	M	T	W	Th	F	Sa
WEEK ONE							
WEEK TWO							
WEEK THREE							
WEEK FOUR							
WEEK FIVE							
WEEK SIX							



WEEK THREE

MESSAGE THEM ON FACEBOOK

Happy Friday, James!

I just wanted to send a quick invite to our service at City Church this Sunday.

If you haven't liked our Facebook page yet, you can get connected with others here: [FB Page link](#)

Hope to see you!

- Pastor Jason

	S	M	T	W	Th	F	Sa
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WEEK TWO	S	M	T	W 	Th	F 	Sa
WEEK THREE	S	M	T	W	Th	F 	Sa
WEEK FOUR	S	M	T	W	Th	F 	Sa
WEEK FIVE	S	M	T	W	Th 	F	Sa
WEEK SIX	S	M	T	W	Th	F 	Sa

WEEK FOUR

EXCITED FOR WORSHIP THIS WEEKEND?

Hi James,

Excited for online worship this week at City Church? We are!















The band is ready with some great songs. It'll be a good time.

Hope you'll join us Sunday!

~ Jason

Pastor Jason Jones















City Church

WEEK ONE	S 	M 	T	W	Th	F 	Sa 
WEEK TWO	S	M	T	W 	Th	F 	Sa 
WEEK THREE	S	M	T	W	Th	F 	Sa
WEEK FOUR	S	M	T	W	Th	F 	Sa 
WEEK FIVE	S	M	T	W	Th 	F	Sa 
WEEK SIX	S	M	T	W	Th	F 	Sa 

WEEK FOUR

SEE YOU TOMORROW















Hey there, James! Join us for awesome
worship online tomorrow at City Church!
- Pastor Jason

	S	M	T	W	Th	F	Sa
WEEK ONE							
WEEK TWO	S	M	T	W 	Th	F 	Sa 
WEEK THREE	S	M	T	W	Th	F 	Sa
WEEK FOUR	S	M	T	W	Th	F 	Sa 
WEEK FIVE	S	M	T	W	Th 	F	Sa 
WEEK SIX	S	M	T	W	Th	F 	Sa 

WEEK FIVE

THINKING OF YOU

Good morning! Just wanted to let you know we were thinking of you today. Hope you are having a great week! - Pastor Jason

	S	M	T	W	Th	F	Sa
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WEEK TWO	S	M	T	W 	Th	F 	Sa 
WEEK THREE	S	M	T	W	Th	F 	Sa
WEEK FOUR	S	M	T	W	Th	F 	Sa 
WEEK FIVE	S	M	T	W	Th 	F	Sa 
WEEK SIX	S	M	T	W	Th	F 	Sa 

WEEK FIVE

HOPE TO SEE YOU TOMORROW















Hi James,

I've been working on this week's sermon and I have to admit...
I'm really looking forward to our service tomorrow.

Hope you can join us!

~ Jason

Pastor Jason Jones
City Church

	S	M	T	W	Th	F	Sa
WEEK ONE							
WEEK TWO	S	M	T		Th		
WEEK THREE	S	M	T	W	Th		Sa
WEEK FOUR	S	M	T	W	Th		
WEEK FIVE	S	M	T	W		F	
WEEK SIX	S	M	T	W	Th		

WEEK SIX

IT'S A GREAT WEEKEND AT CITY CHURCH

Happy Friday James,

It's a great weekend for church. Get your hot coffee ready (or tea if you're a tea drinker) and enjoy the music and message online Sunday!















Also, don't forget... We update our Facebook page regularly for upcoming announcements. :)

Have a great day!

~ Jason

Pastor Jason Jones















City Church

	S	M	T	W	Th	F	Sa
WEEK ONE							
WEEK TWO							
WEEK THREE							
WEEK FOUR							
WEEK FIVE							
WEEK SIX							

WEEK SIX

FINAL TEXT REMINDER

Hi James - We hope you can join us online tomorrow morning at City Church! I'm excited to grow with you. - Pastor Jason

	S	M	T	W	Th	F	Sa
WEEK ONE							
WEEK TWO							
WEEK THREE							
WEEK FOUR							
WEEK FIVE							
WEEK SIX							

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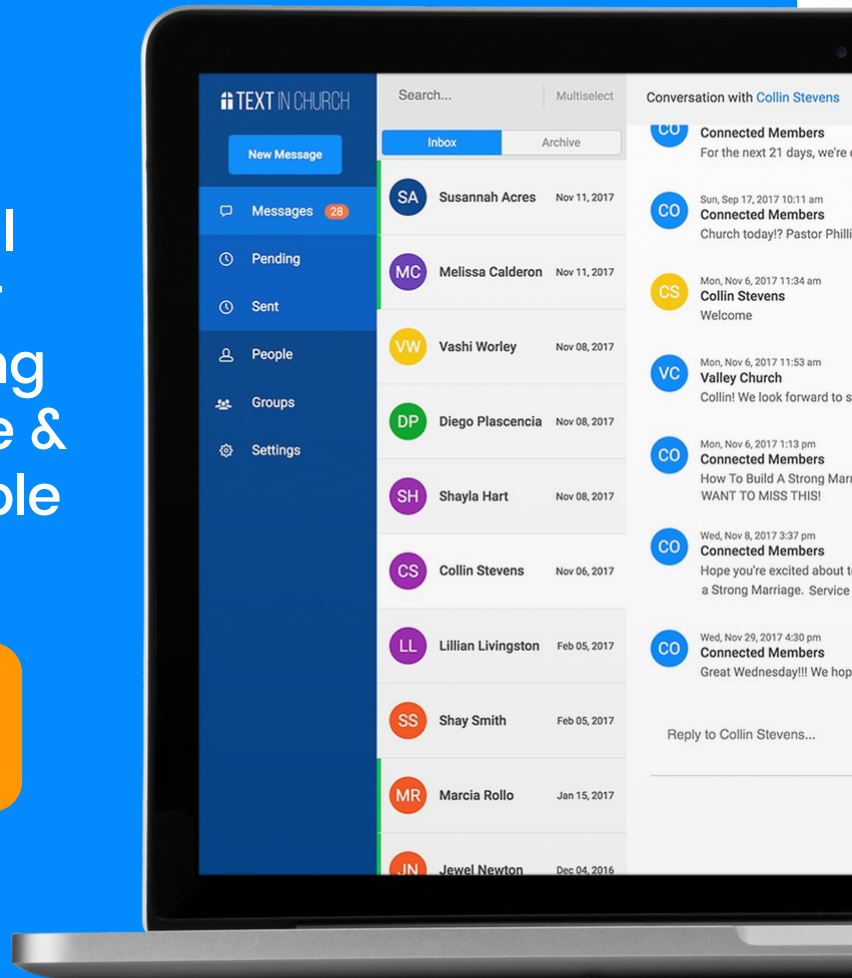
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TEXT IN CHURCH FREE FOR 60 DAYS

Text In Church is the trusted text and email software to help your church thrive by helping you care, communicate & connect with your people

**START MY 60 DAY FREE
MEMBERSHIP NOW!**



The best way for us to get a message out

Text in Church is the best way for us to get a message out to the church that we want to make sure everyone sees.



April Nank
First Church
Columbia, MO



Super easy!

We love that we can follow up with people with out a ton of work! This makes it so that as we get bigger we can still have a personal message to people! We also love that when things happen we can send out info to our entire church super easy!



Liz Rick
Administration and
Children's Pastor
Hydrant Church



One family said they had never felt so cared for by a church.



David Grieve,
First Church
Columbia, MO