

# THE ULTIMATE GUEST FOLLOW-UP PLAN

Apply these  
proven email,  
phone, and text  
templates **today!**



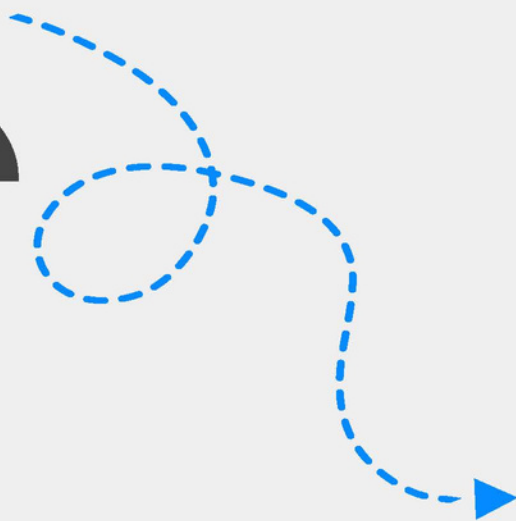
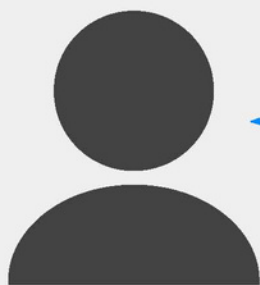
# LET'S GET STARTED!

## IMPLEMENTED BY THOUSANDS OF GROWING CHURCHES

This Proven Guest Follow-up Plan includes...

- 3 mistakes your Church can't afford to be making
- 6 tools to effectively launch this plan
- A calendar to deploy
- 16 copy and paste messages to send to your guests

It's quick and easy to implement and highly effective.  
Guests will come back because they feel known,  
noticed, and loved!



 TEXT IN CHURCH®

# 3 BIG MISTAKES





# MISTAKE 1: INCONSISTENT

Inconsistency is one of the biggest mistakes that churches can make when it comes to guest follow-up. When a first-time guest shows up at your church, they have a lifestyle of not being at church.

If invitations or introductions are sporadic and unintentional, they will get drowned out by the noise of life.

Consistent communication is key to showing a guest that they're important. We know you care, but they need to know you care. And the best way for them to know it is for you to show it.





# MISTAKE 2: IRRELEVANT

There are two ways your church can be irrelevant in terms of your guest follow-up:

1. Content
2. Method

Irrelevant content is sending the singles ministry event invite to a married couple. Yikes.

Don't do that. And if you don't know anything about the person yet, the content you should be sending them is very basic: come to service, come to our lunch and learn, etc. As you get to know them better, you can send them more specific announcements that align with their interests and needs.

Additionally, irrelevant methods ignore peoples' communication preferences or doesn't offer any variety in communication method at all.



# MISTAKE 3: INSUFFICIENT

Insufficient guest follow-up is probably the most common of the 3 big mistakes.

However, insufficient follow-up is simply noise. It's a quick email blast that people don't read. It feels automated and generic and people see right through it. Also, like we've talked about, many of your first-time guests have a lifetime pattern of not being at church. One or two follow-up messages aren't going to impact that.

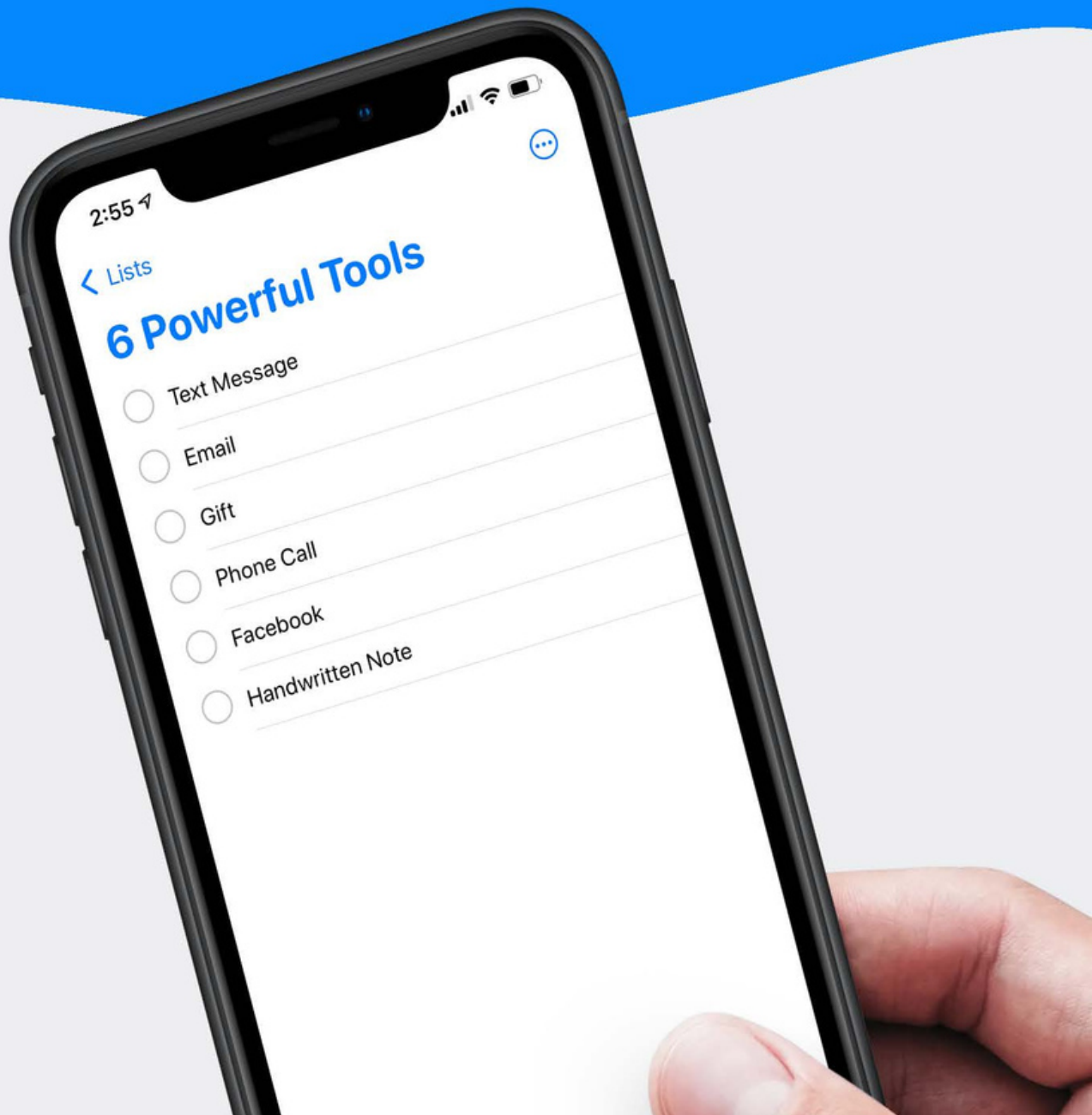
When we talk about a sufficient follow-up process, we are talking about at least 6 weeks worth of follow-up that includes text messages, emails, a phone call, a hand written letter, a gift. It's comprehensive and focused on relationship building. We aren't talking about sending texts and emails out every day. Just simple invites, check ins, and reminders. Sufficient guest follow-up is investing in that person and doing your best to build a relationship with them.





 TEXT IN CHURCH®

# 6 POWERFUL TOOLS





# POWERFUL TOOL #1

# TEXT MESSAGE

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 visits your church. 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: sending a text invite to service on Saturday morning is a great way to stay in peoples' minds as they make their weekend plans!



# POWERFUL TOOL #2

# EMAIL

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 visits your church. 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 come back to church.

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.

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.





# POWERFUL TOOL #3

# GIFT

Giving a coffee mug or some other small gift is a tangible way to show the kindness and hospitality you've been talking about in all of your texts, emails, phone calls, etc. It shows the person that you're thinking of them. Deliver a gift within 72 hours of a guest visiting your church for the first time.

Yes, this is a lot of work. BUT, it's worth it!

Don't have their address? Try including the ask in one of your texts: "Hey Sara, I have a small gift for you; just a way for us to say thanks for worshipping with us :) Could I have your address so I can drop it off? -Pastor Joe"

You can also offer a first time guest gift at your welcome center as an alternative to delivering a gift to their home. This might be more comfortable for some guests and more manageable for your team.

**Hint: This is not the time to invite yourself in. Simply leave the gift at the door and head back to the car.**






# POWERFUL TOOL #4

# PHONE CALL

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 being at church, 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.



Try switching up  
who makes the  
call each time.

# POWERFUL TOOL #5

# FACEBOOK

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 visiting your church 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 that 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.



 Add Friend

**Hint: Facebook is an especially effective way to follow-up if people haven't left any contact information. As long as you know their name, you can send them a message inviting them back next Sunday!**




# POWERFUL TOOL #6

# HANDWRITTEN NOTE

Getting a note in the mail is such a fun surprise! Handwritten notes are becoming less and less common with how easy it is to send a text message in seconds.

Yes, it takes a little extra time to write, but the impact it makes on the guest is well worth it. You can send a postcard, or better yet, a handwritten note on Monday or Tuesday after they visit.

This isn't the time to send your church newsletter. A guest at your church is still deciding whether or not they want to come back on Sunday; they're not ready to choose a program to volunteer in or vote on budget changes. A short, personal note will make a far greater impact.



*Hint: this may seem obvious, but make sure the person who writes the handwritten note has neat, legible handwriting :)*





SIGN UP

# FREE WEBINAR

## 3 STEP FOLLOW-UP FORMULA

- ▶ Simple 4 step formula we call “The Cornerstone Method” that was carefully designed to engage guests and gather their contact information -- a great way to **master your Sunday morning announcements!**
- ▶ Detailed step by step method to ensure your guest follow-up connects with your guests in **relevant ways**
- ▶ 3 elements of an **effective follow-up** calendar
- ▶ Why both text messaging and **personal contact** should be a part of your guest follow-up strategy
- ▶ Real life examples and **proven templates** of churches’ guest follow-up systems
- ▶ Guests often have bad habits...the habit of NOT coming to church. **We’ll show you how** to break that
- ▶ Options for guests to **sign in and get connected** in Church (connection card, texting in, tablet, etc)
- ▶ **Ideas to connect outside of church** by hosting and getting involved in community events


















 TEXT IN 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 6 POWERFUL TOOLS  
TO DEPLOY THIS CALENDAR**



# GUEST FOLLOW-UP CALENDAR

<b>WEEK ONE</b>	S	M	T	W	Th	F	Sa
<b>WEEK TWO</b>	S	M	T	W	Th	F	Sa
<b>WEEK THREE</b>	S	M	T	W	Th	F	Sa
<b>WEEK FOUR</b>	S	M	T	W	Th	F	Sa
<b>WEEK FIVE</b>	S	M	T	W	Th	F	Sa
<b>WEEK SIX</b>	S	M	T	W	Th	F	Sa

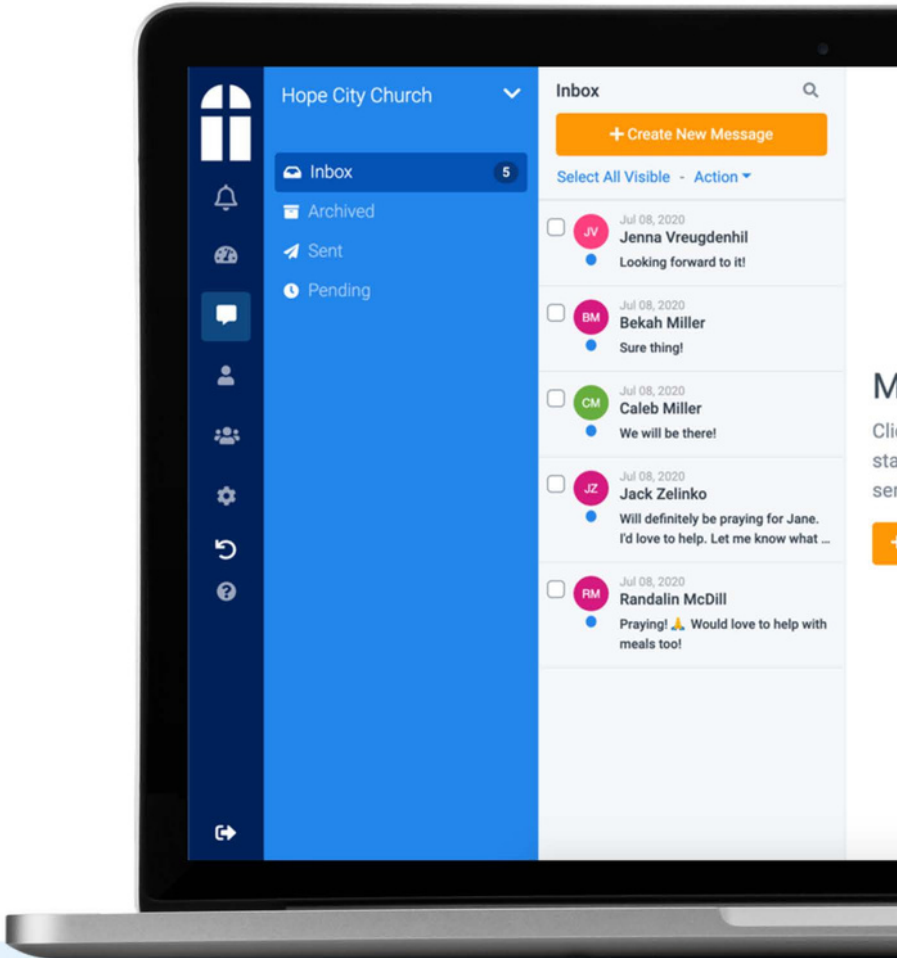
**CREATE YOUR OWN**

# FREE FOR 14 DAYS

## TEXT IN CHURCH®

Our proven 6 week follow-up system saves you time. Automatically send the perfect emails and text messages to your first time guests to make them feel important and well cared for.

**SIGN UP HERE**



### 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



# THOUSANDS OF CHURCHES

## ♥ TEXT IN CHURCH®



Text In Church has helped us clarify, simplify, and systematize our follow up process for first-time guests. It is helping us make more fully devoted followers of Jesus by connecting people better, easier, and quicker than what we had done previously. Love it! -Kenny Kirby



Text In Church has helped us retain 50% of our first time guests that actually filled out our connect cards. The personal text messages help our guests feel wanted, valued and appreciated. It helps us remember their first names so they know how much we care about them when they return and our entire staff can greet them by name. There is no way one person could keep up with multiple guests for six weeks, but with this app it's possible to not let one person fall thru the cracks.  
-Holly Howard



These guys have filled a gap - they make SMS text communication with our congregation easy, especially for guest followup. And they KNOW guest followup - began using their starter templates immediately. Just great stuff. -Patrick Bradley

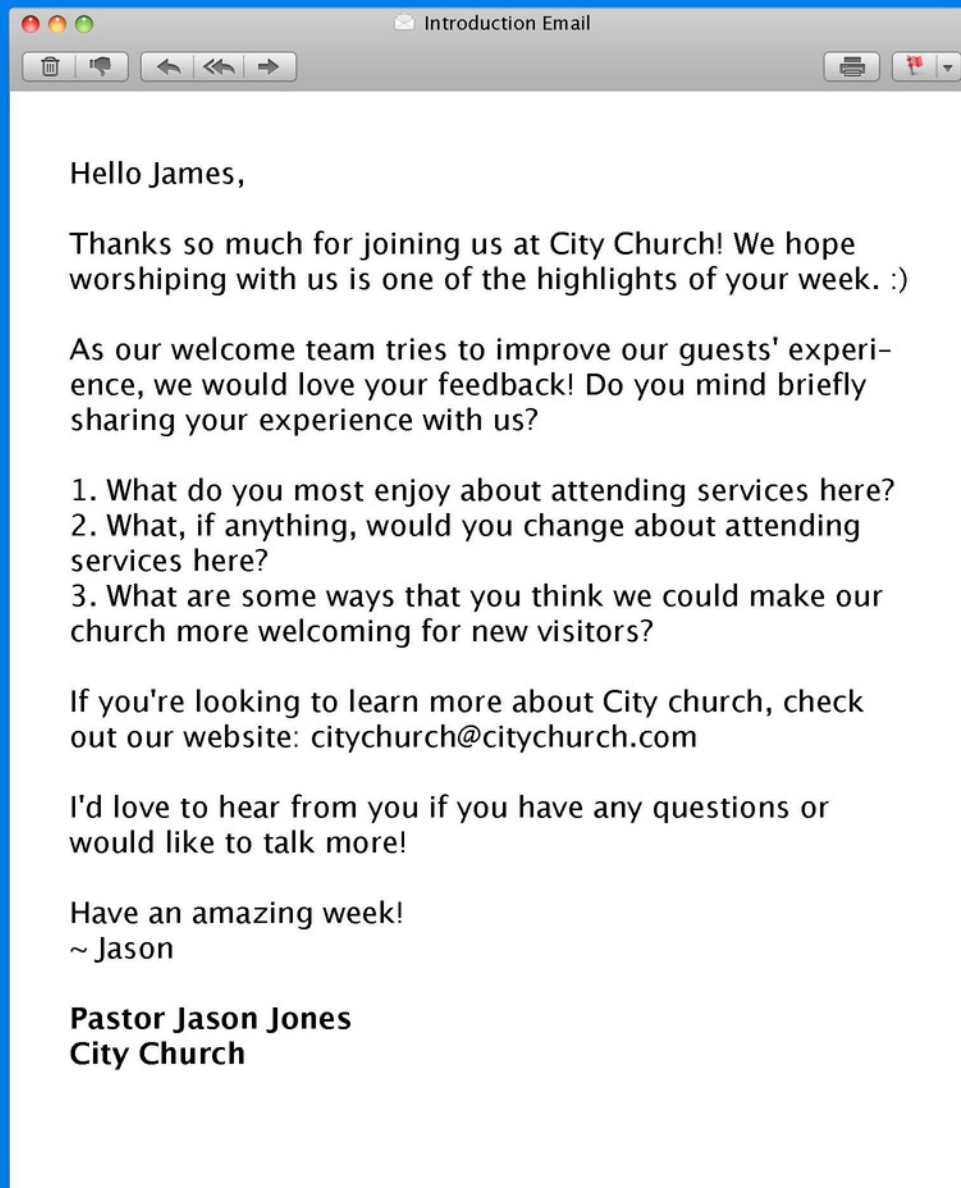
# 16 COPY&PASTE TEMPLATES

ENGAGE YOUR FIRST-TIME GUESTS



# WEEK ONE

## INTRODUCTION EMAIL



# WEEK ONE

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



**Add Friend**



# WEEK ONE

JOIN US AT CITY CHURCH SUNDAY

*Hello James,*

*We have a little something to send you; do you mind verifying your address?*

*CLICK HERE to verify your address.*

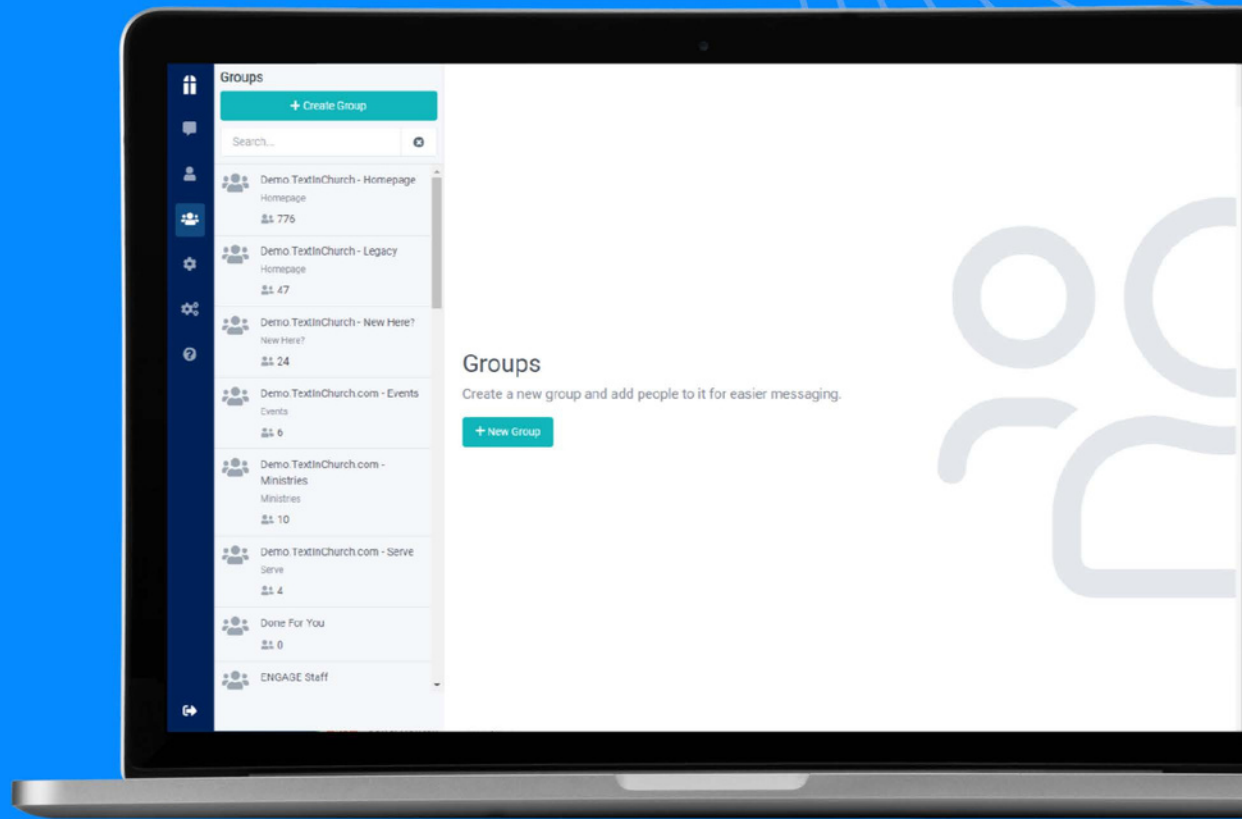
*I know life is crazy busy, but if you can join us this weekend, we would love to see you!*

*Have a great day!  
~ Jason*

**Pastor Jason Jones**  
City Church

# ADD THIS WORKFLOW TO YOUR TEXT IN CHURCH ACCOUNT!

[MEMBERS CLICK HERE](#)



Not a Text In Church member?  
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membership trial right now!

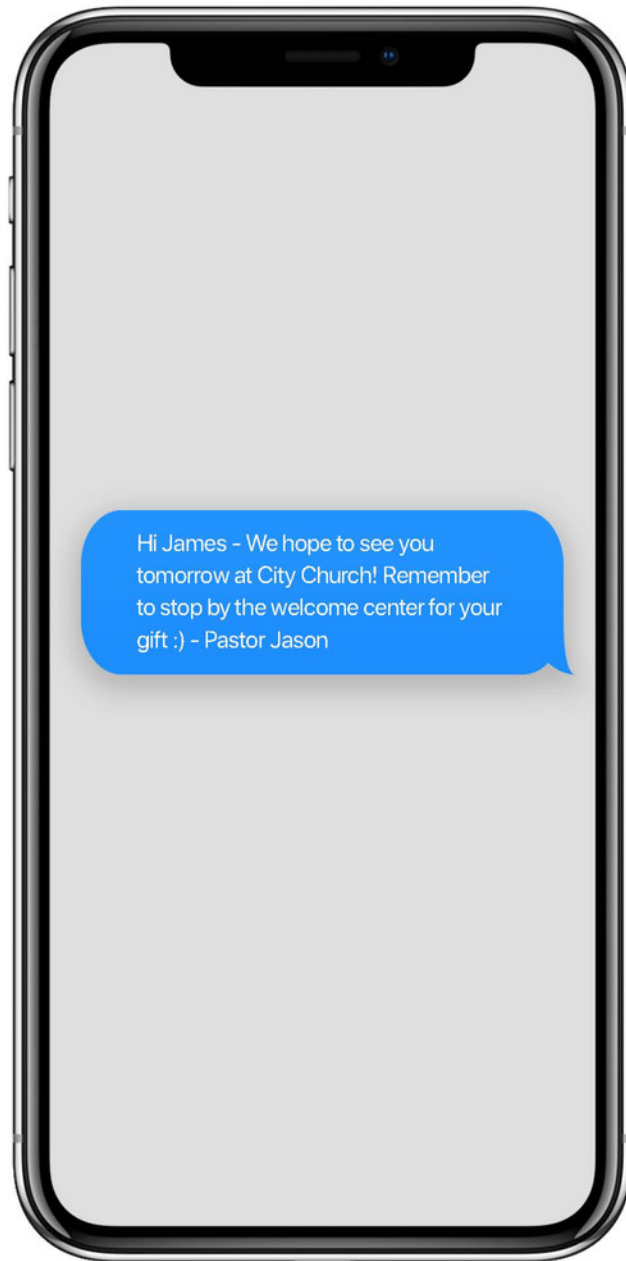
[TRY IT FREE TODAY](#)

 **TEXT IN CHURCH**<sup>®</sup>



# WEEK ONE

SEE YOU TOMORROW



# WEEK TWO

## DELIVER A GIFT

or have them pick it up at your welcome center!





# WEEK TWO

## FIRST-TIME GUEST PHONE CALL



**HELLO! THIS IS JASON FROM  
CITY CHURCH, AND WE JUST  
WANTED TO CALL AND THANK  
YOU FOR JOINING US ON  
SUNDAY!**

**WE WANTED TO SEE IF YOU HAD  
ANY QUESTIONS AND INVITE  
YOU TO JOIN US AGAIN THIS  
WEEKEND. HAVE A GREAT DAY!**

 **TEXT IN CHURCH®**

# THOUSANDS OF CHURCHES

## ♥ TEXT IN CHURCH®



**DREW KELLER**  
ELEVATE CHURCH



Our church is less than 2 years old and has grown extensively in the last 9 months because of our excellent culture, amazing worship, and thorough follow-up process. TIC offers a follow-up process and templates that we fully use and integrates into our culture. We have a lot of millennials welcoming people in the lobby, parking lot, etc... the follow-up process for 6 weeks is just an extension of that welcoming feeling that the visitor had on their first Sunday. We are using TIC for not just a 6 week follow-up, we also use it to send emails and texts out to our congregation to let them know about events. We have found having TIC is a great service to our people for them to text in and ask for prayer, ask questions about the church, or location of an event. Overall TIC is invaluable to Elevate, and I would recommend it to any church, of any size, regardless of their culture, demographic, or existing systems they have in place.



# WEEK TWO

**DROP A NOTE IN THE MAIL**

*Hey there, James!*

*This is Jason from City Church, and I just wanted to thank you for spending time with us on Sunday. We would love to see you again this weekend! If you have any questions or prayer requests, we want you to know we are here!*

*Have a great day!  
~Jason.*

# WEEK TWO

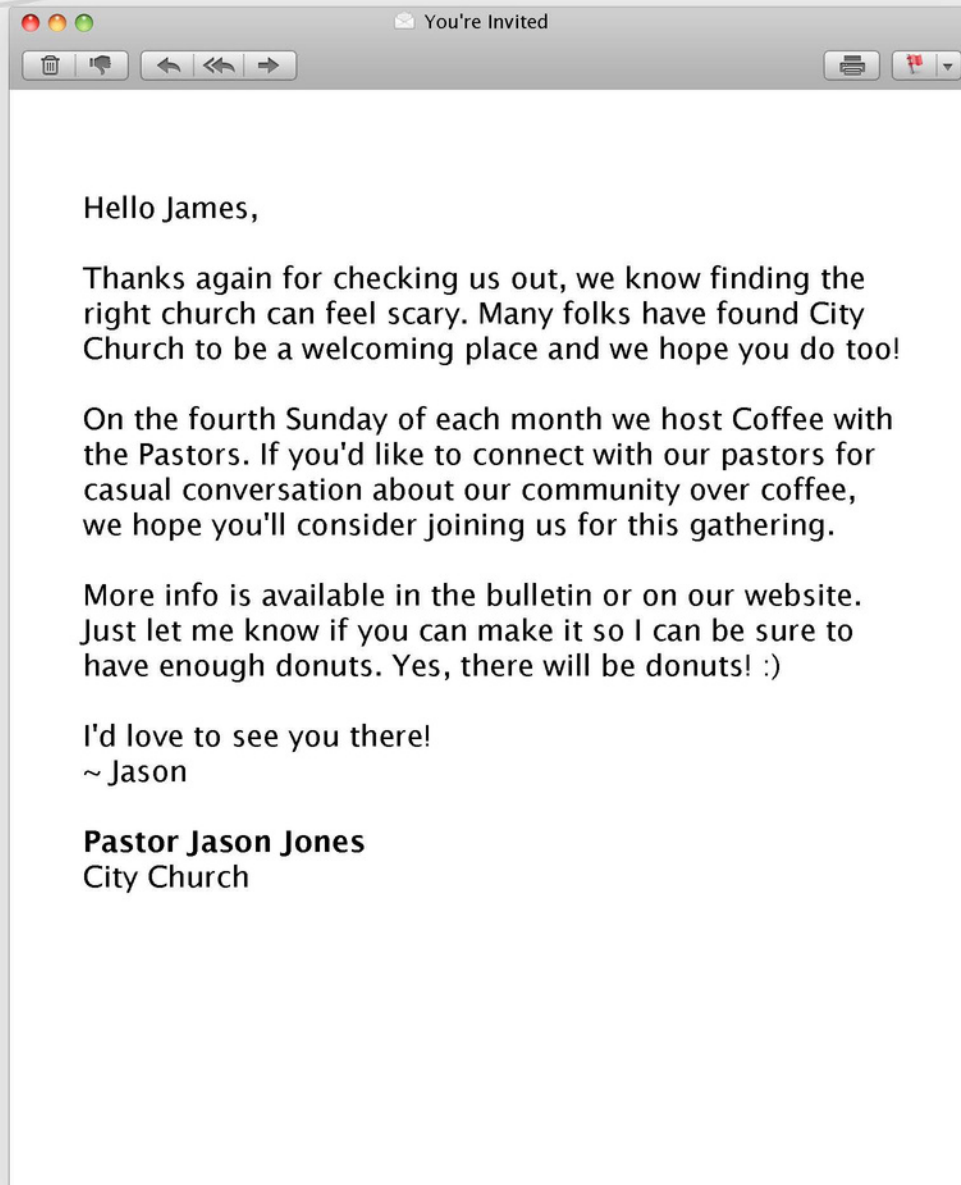
SEE YOU SUNDAY





# WEEK TWO

## YOU'RE INVITED

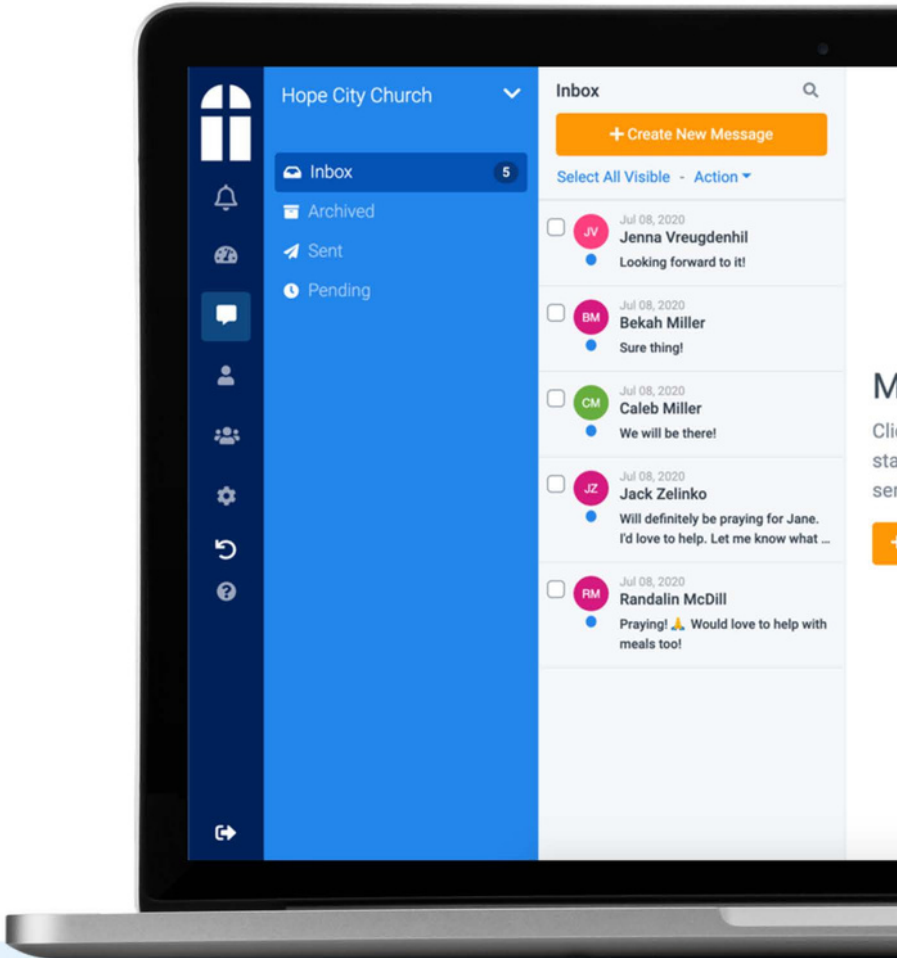


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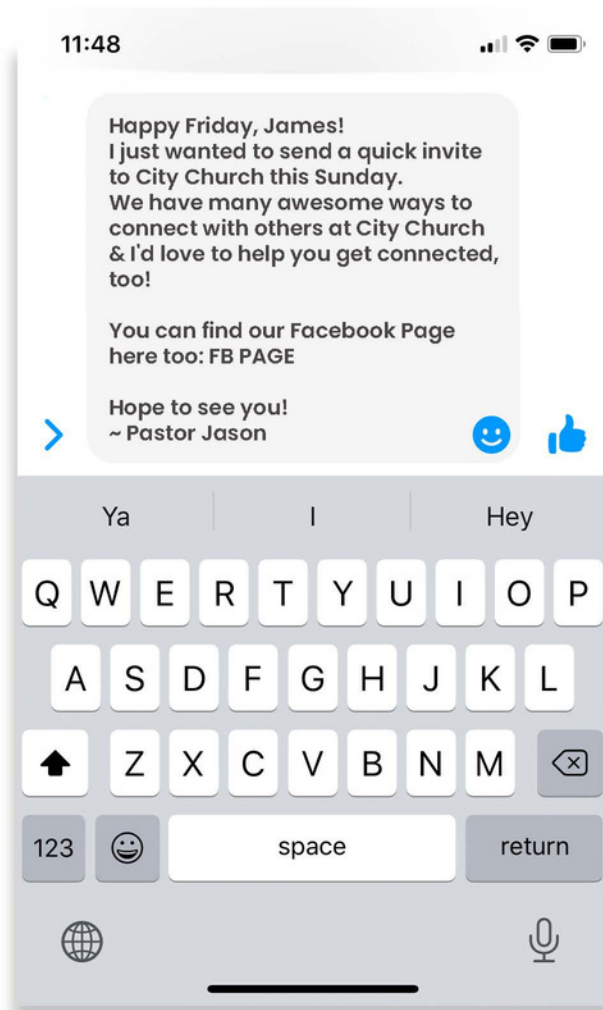


David Grieve,  
First Church  
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# WEEK THREE

## MESSAGE THEM ON FACEBOOK



# WEEK FOUR

EXCITED FOR WORSHIP THIS WEEKEND?

*Hello James,*

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

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

*Hope to see you Sunday!*  
*~ Jason*

**Pastor Jason Jones**  
City Church

*P.S. On the 4th Sunday of each month we host Coffe with the Pastors. It's an informal conversation about our church. Let me know if you can make the next one!*

# WEEK FOUR

**SEE YOU TOMORROW**

Hey there, James! Join us for hot coffee (or tea if you're not a coffee drinker!) and awesome worship tomorrow at City Church! - Pastor Jason



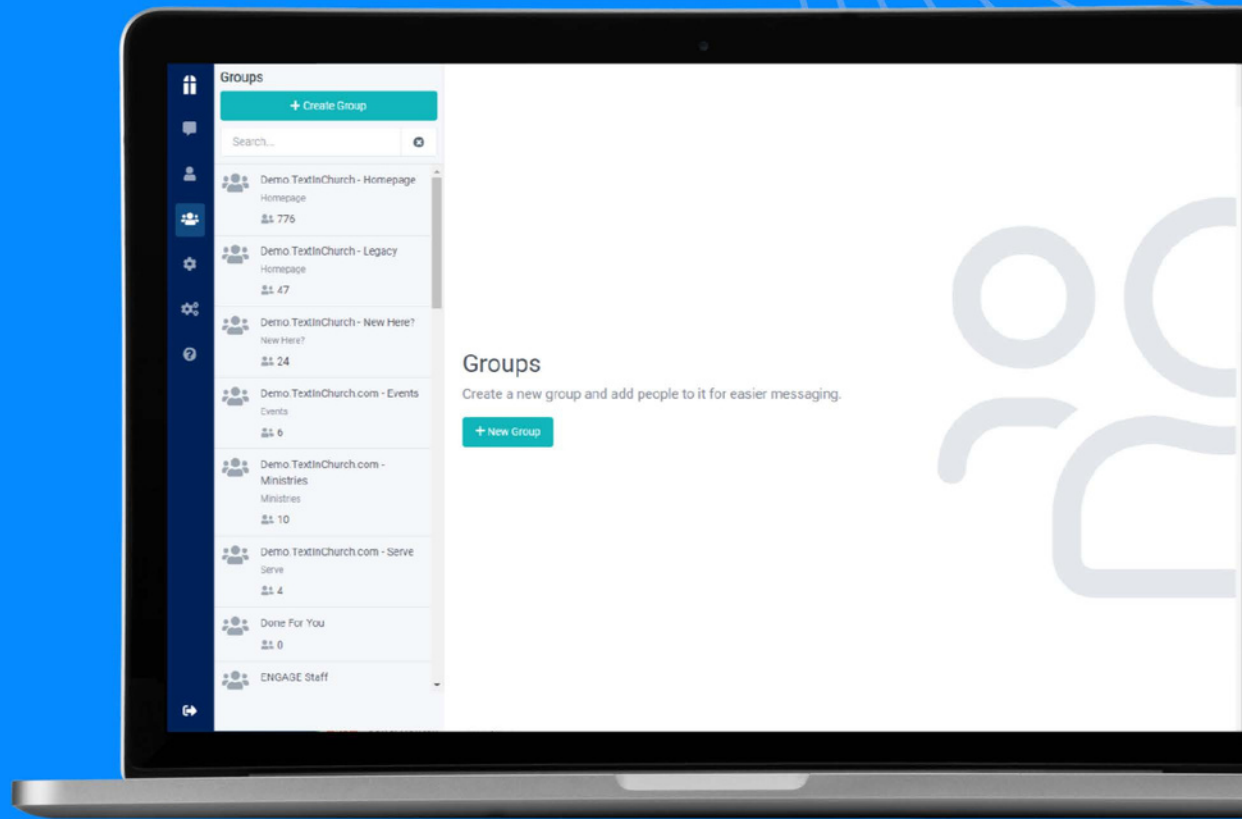
# WEEK FIVE

## 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

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 TEXT IN CHURCH®

# WEEK FIVE

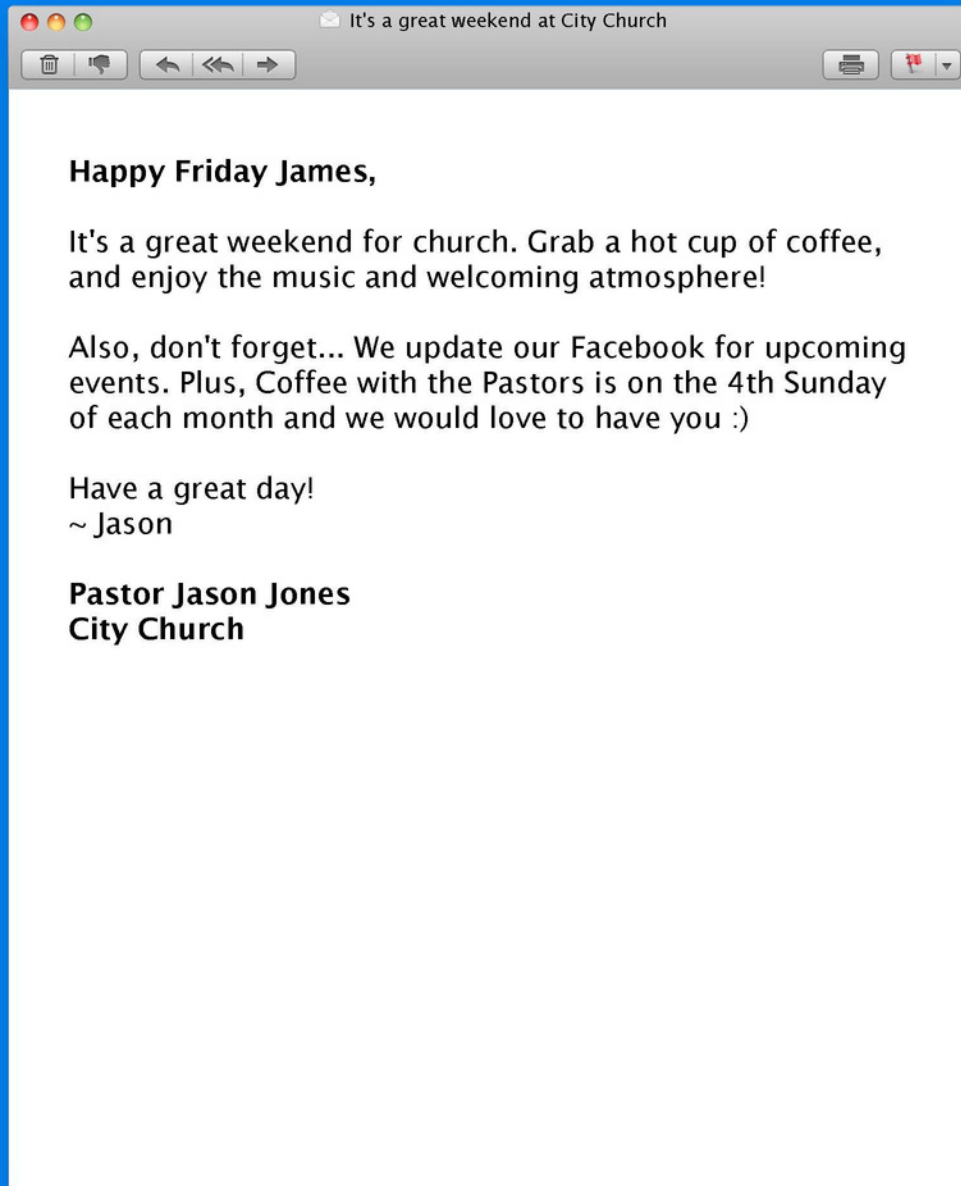
HOPE TO SEE YOU TOMORROW





# WEEK SIX

IT'S A GREAT WEEKEND AT CITY CHURCH



# WEEK SIX

## FINAL TEXT REMINDER







SIGN UP

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