

FORMULA TWELVE

The Formula of Connecting Guests



The Formula of Connecting Guests

The 48 Hour Window

Among church leaders, “How can we connect people?” is one of the most common questions. Each year families from your community attend an event or worship service at your church. Then almost as quickly as they came in they disappear.

By understanding the *Formula of Connecting Guests* and building a follow up system that maximizes *The 48 Hour Window* you can experience the peace of knowing that every guest is on their way to becoming a part of your local church.



The Formula of Connecting Guests

The 48 Hour Window

“But all things must be done properly and in an orderly manner.”
- 1 Corinthians 14:40, NASB



Common Mistakes in Connecting Guests

- Making no effort to Follow Up
- Utilizing unsociable people
- Utilizing over enthusiastic people
- Being apathetic and unapproachable
- Creating publications/signage/website without consideration to the guest
- Embarrassing people with insensitive welcoming practices



Principles of Follow Up

Follow Up is only a transit to a destination. It is not a destination.

Follow Up is an “interstate” that should have **ONLY** one exit.

Follow Up should answer, “How much do they care”?

Follow Up should always focus on guests connecting to people.



Follow Up Win

Church leaders have been conditioned to think a crowd is a win. The bigger the better (Sunday AM attendance, etc.). But Follow Up's win isn't in a crowd but in a consistent connection of each guest.

A Follow Up system that wins focuses on the individual guest, giving one-on-one attention, as they connect.

Consider this, connecting 1 person per week will reach more people than 2 larger events that connect 20 people per year.

Too many Pastor's only think of follow up during event seasons like Easter and Christmas but a consistent mindset and effort will always win over crowds. Strive to build a follow up system for every Sunday.



Importance of the 48 Window

The 48 Hour Window focuses on opportunity and timing.

"Therefore, as we have opportunity, let us do good to all people, especially to those who belong to the family of believers." - Galatians 6:10, NIV

Generally, each Sunday 5% of the attenders are guests. Meaning each Sunday is an opportunity to grow.

Timing can make or break the ability to realize that opportunity. Your guest has just had a great experience. Now you have 48 Hours to show them how much you care by executing excellent follow up.



The Formula of Connecting Guests

The 48 Hour Window

Today, there are as many philosophies on 'follow up' as there are churches. Most of the debate settles on the main issue of whether to acknowledge guests or to let them remain anonymous.

Our overall goal should be that guests are allowed to feel anonymous, in that they are never embarrassed, but acknowledged so that they feel cared for.

“Myth: the majority of guests want to be left alone when attending. Truth: About 15% of guests would prefer to remain hidden, that means 85% are still undecided-Your church must “earn the right” for the guest to return.” - Ken Hours (You are a Miracle Waiting to Happen)



The Formula of Connecting Guests

The 48 Hour Window

Capturing the Information

Capturing information is crucial to follow up. Without it, you have no means of reaching out. People are most likely to provide you with information when there is a direct benefit to them.

The benefit can be spiritual or practical.



The Formula of Connecting Guests

The 48 Hour Window

Using a Card

A Prayer Request card provides a spiritual benefit. You are providing a prayer covering for the needs of their life.

A Connection Card provides a practical benefit. People may express their need of information or assistance.

At Twin Rivers our card does both. The main thrust focuses on prayer requests but we also direct all practical needs to be addressed on the other side. We also utilize the same card to indicate salvation experiences.



The Formula of Connecting Guests

The 48 Hour Window

Building an intentional and clear 'ask' for information in the Sunday AM service casts the largest net.

How to Ask

The stage 'ask' should mention fears, provide a statement of purpose and let guests know how their information will be handled.

Steps to Ask

- Acknowledge the guest from the stage
- Clearly state your purpose
- Tell your guests the benefit
- Explain what they can expect



The Formula of Connecting Guests

The 48 Hour Window

When to ask

Timing your 'ask' is very important. If it is too early in service and you may miss late arriving guests.

Placing the 'ask' at the half way point or end of the service is most productive.

Half Way - After worship and before the sermon, the plea can be combined with offering to make it an easy step for the card to be placed in the offering bucket.

End - This is a viable option if you take the offering at the end of service. This provides some accountability for time and will often have a better response due to people hearing a powerful message.

You can also reinforce your process without directly asking for their response by:

Mentioning the next step during video announcements
When making an appeal for salvation (Mid Service or End, reference the card)



The Formula of Connecting Guests

The 48 Hour Window

Capturing Information From Other Areas

The Worship experience is not the only venue for intentionally collecting information. Remember, in order to execute follow up well, you have to intentionally seize the opportunity to gather information. There are multiple entries into your church.

- Multiple Entries
- Seasonal Services
- Special Events
- Class Rosters
- Small Group Rosters
- Nursery & Children's Check in
- Student Ministry Check in
- Giving Records
- CD/DVD Media forms



The Formula of Connecting Guests

The 48 Hour Window

Communication should be personal. Do not use form letters, phone trees, or sales call approaches.

Use a odd shaped mailer, anything other than a normal letter envelope. We want it to stand out among other pieces in their mail box. Consider having a nice custom invite card created. Even if you're using a store bought invitation card, make sure to handwrite a personal note inside.

Consider sending the mailer overnight. That'll grab their attention!

Some guests only provide an email address. Email an invite to their next step and add links to relevant Facebook and other social media.



The Formula of Connecting Guests

The 48 Hour Window

The Countdown begins. The first 24 hours.

SUNDAY: 10AM

Offering is collected and guests have turned in a completed card.

SUNDAY: NOON

Your team is in the lobby or high traffic area making personal connections.

SUNDAY: 3PM

Social Media contacts are made to those first time attendees. They are invited to the Next Step gathering.



The Formula of Connecting Guests

The 48 Hour Window

The Countdown continues. The second 24 hours.

“Monday is the greatest day of the week when it comes to your post weekend follow up.” - Nelson Searcy (*Fusion*)

MONDAY: 10AM

Additional information is gathered from all relevant sources. i.e. New givers, Nursery & Children’s check in, etc.

MONDAY: 11AM

All relevant information is entered into the database.



The Formula of Connecting Guests

The 48 Hour Window

The Countdown continues. The second 24 hours.

MONDAY: 1PM

Information in the database is analyzed to determine next steps. Examples Include:

First Time Attendee:

Invite to the upcoming Next Step Gathering

Semi-Consistent Attendee with new baby:

Invite to Child Dedication and offer to send invites to 5 of their family and friends outside of your church.

Active Attendee, but only Sunday services:

Invite to participate in a Small Group via your Connection classes.



Everyone is somewhere on their journey. The job of follow up is to discover where they are on the journey and send them an invite, a note or a call that encourages them to take the next step. We are a transit. We move them toward the destination.

The Formula of Connecting Guests

The 48 Hour Window

The Countdown continues. The second 24 hours.

MONDAY: 3PM

Handwritten cards are addressed and mailed to first time attenders.

MONDAY: 7PM

Phone calls are made to first time attenders, no later than 7pm. The call should be very personable, prayer request centered and short.

This call is inviting them to the Next Step Gathering.



The Formula of Connecting Guests

The 48 Hour Window

Non-responsive information

Despite your best efforts, there will be those who are non-responsive. Always save contact information.



The Formula of Connecting Guests

The 48 Hour Window

The Goal

The timing of each contact is to show our caring nature and to remind the guest of their positive experience from the worship service they attended.

Each contact is scheduled with this in mind:

Sunday Afternoon - Social Media Contact

Monday Evening - Phone Contact

Thursday Afternoon - Mailer is received

Remember each contact only focuses on two points: their prayer request and the Next Step Gathering.

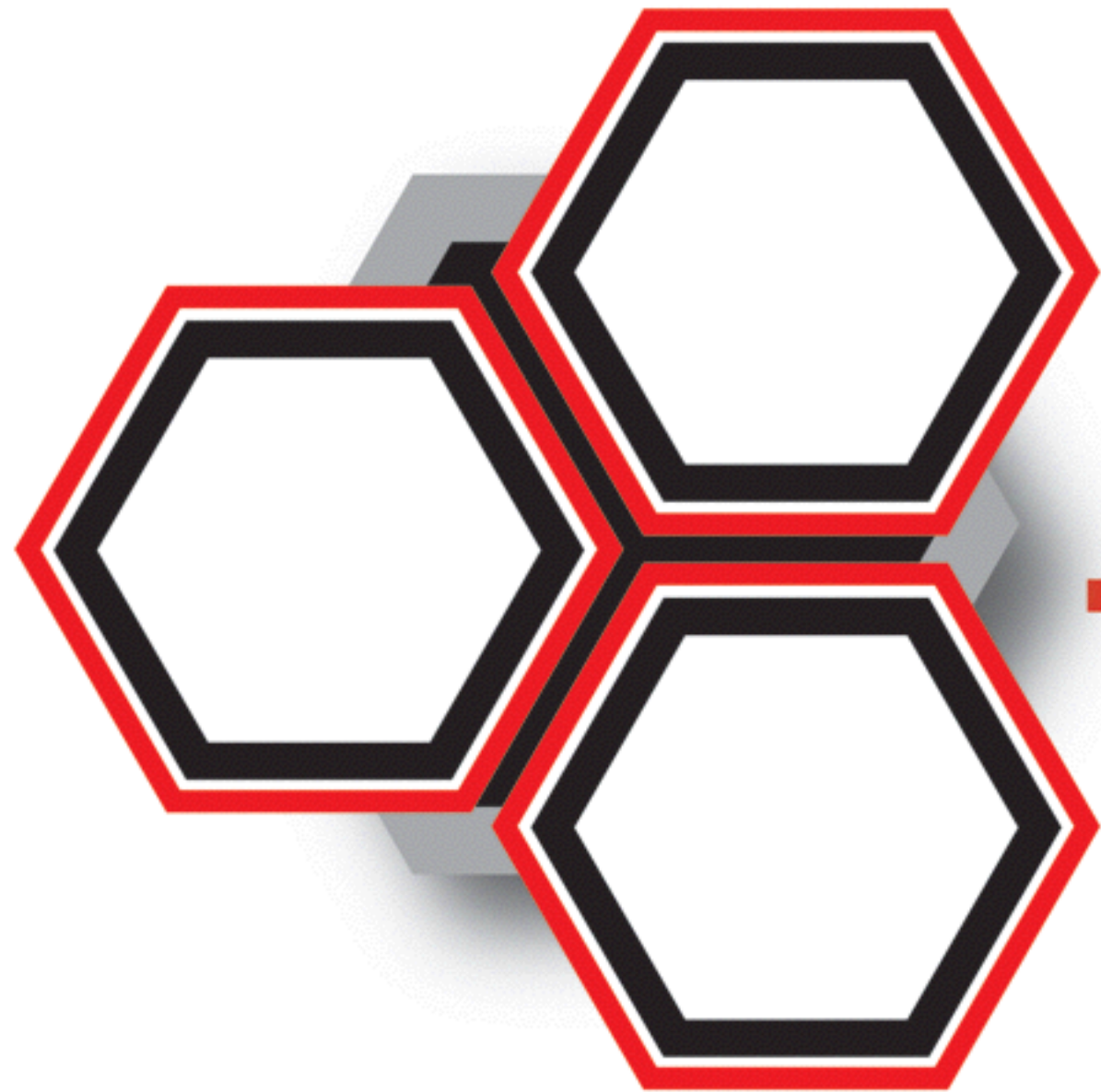


The Formula of Connecting Guests

The 48 Hour Window

The successful execution of the 48 Hour Window is critical. It will create a culture within your church that values every guest. When your congregation recognizes the intentional steps you are taking to care for guests they will be proud and motivated to invite.





FORMULA TWELVE



The Formula of Connecting Guests

White Board

Common Follow Up Questions

Question: Are there other ways to identify guests besides a card?

Answer: Gift Bags

Gift bags should be available from your Guest Center, Hospitality Team, Parking Lot Team or any other group leaders that are serving. Encourage them to give every guest they come in contact with a bag.



The Formula of Connecting Guests

White Board

Common Follow Up Questions

Question: What should be done for event Follow Up?

Collecting information during an event can often be challenging. Due to the crowds. Large attendance days like Easter and Christmas need another strategy for capturing information.

Answer: Mass Prayer Card Strategy



The Formula of Connecting Guests

White Board

Common Follow Up Questions

Question: Should we set up a Follow Up system for Student and Kid's ministry?

Answer: Student and kid's ministries should mirror your Follow Up system.

- Information is gathered from check in.
- Information is entered into the database.
- Follow up assignments are determined.
- Handwritten invitations should be completed within 24 hours.
- All social media contacts should be made during the first hours.



The Formula of Connecting Guests

White Board

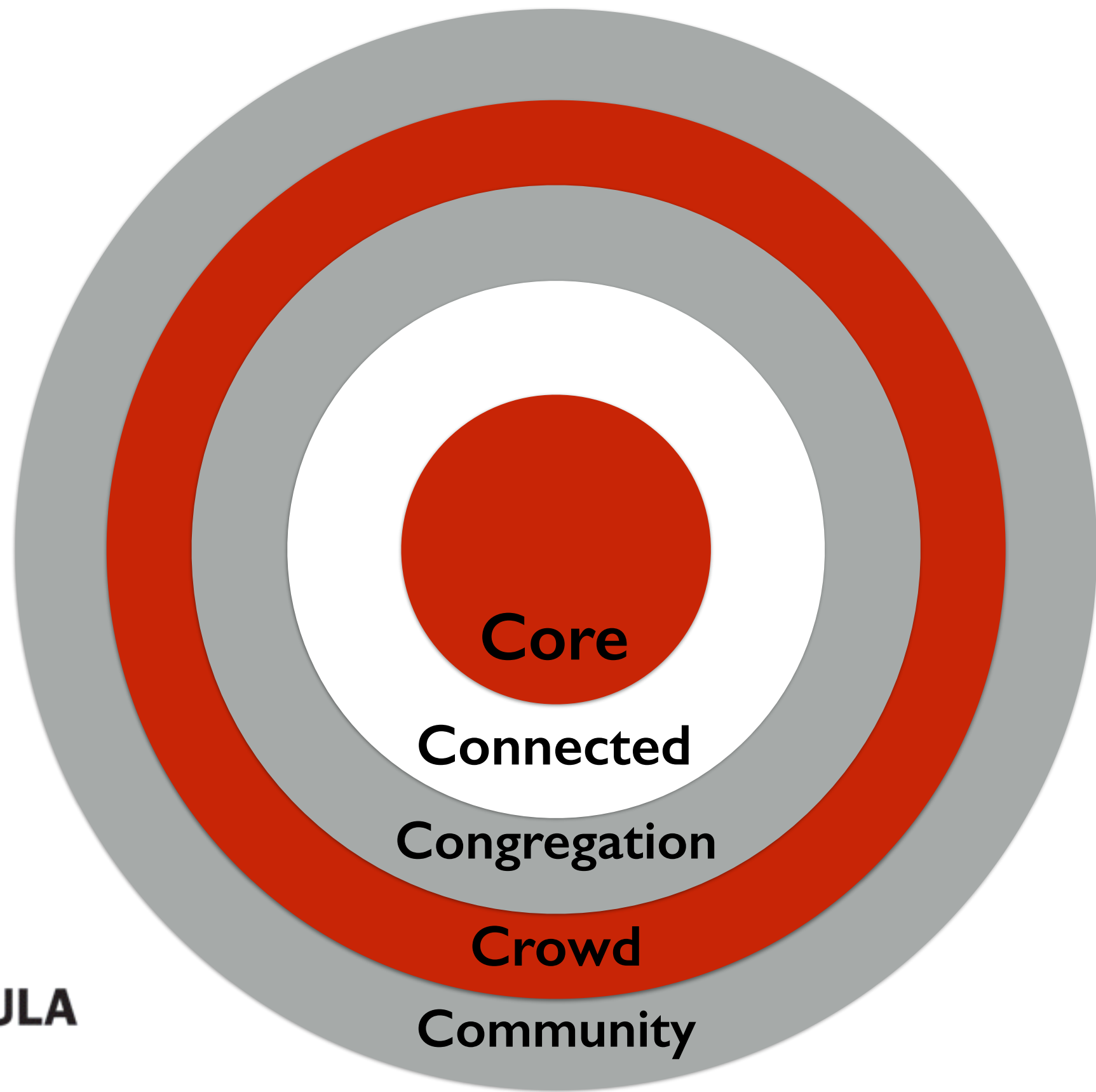
Common Follow Up Questions

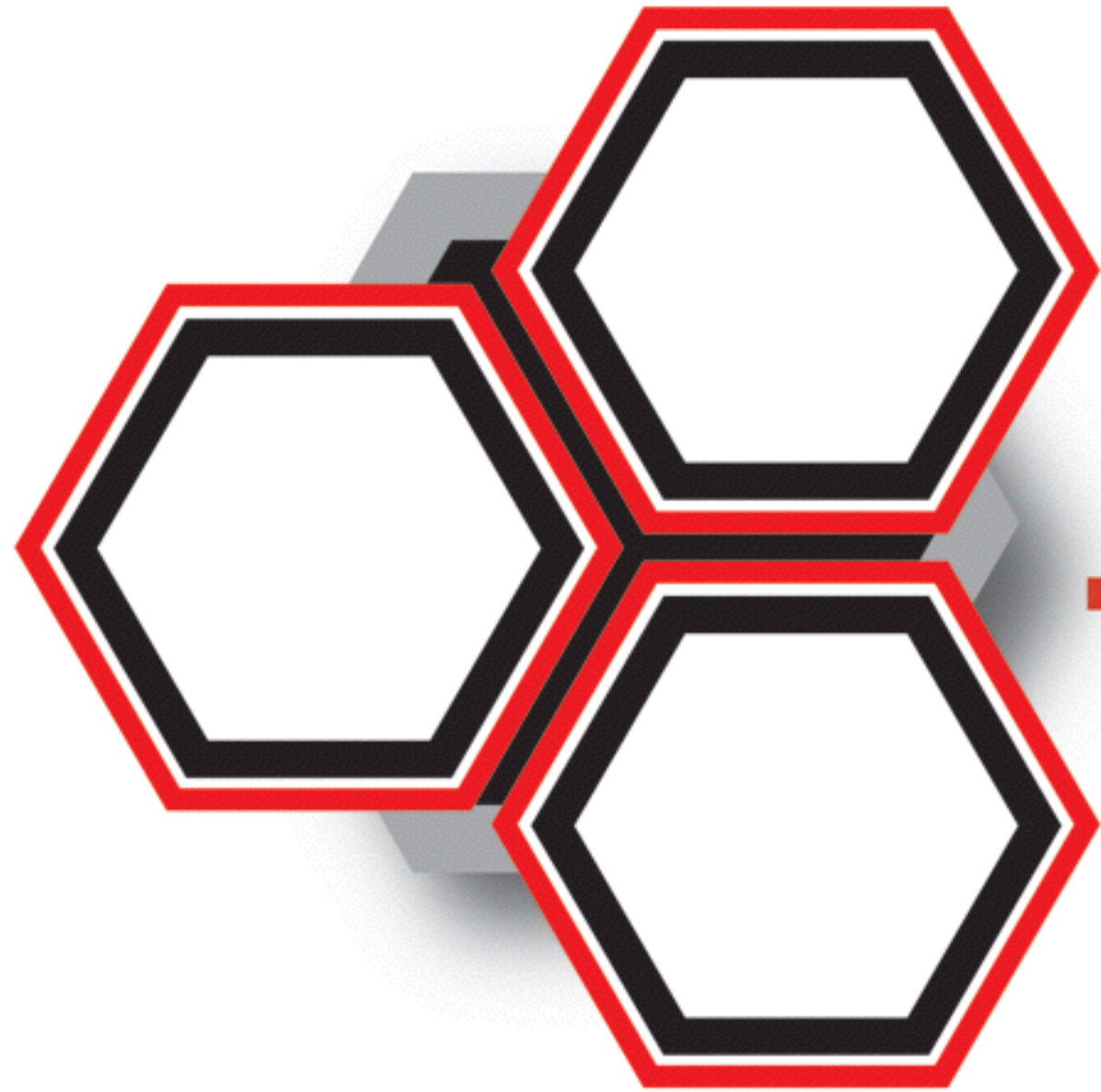
Question: How can we maximize all contact information that is collected?

Answer: Sphere of Influence

By saving information, you have created a mailing list. A mailing list of people who in some way, either by attendance or invitation from a friend or family member, have already been touched by your church.







FORMULA TWELVE

