

FORMULA TWELVE

The Formula of Next Steps



The Formula of Next Steps

The 1/4 Goal

Completing the strategies and efforts of the first 48 hours after a guest's visit is only the beginning of assimilating them into your local church.

By creating a Next Step process that focuses on the goal of retaining 1/4 of your guests you can be assured of continual and sustainable growth.



The Formula of Next Steps

“And they devoted themselves to the apostles’ teaching and the fellowship, to the breaking of bread and the prayers.” - Act 2:42



The Formula of Next Steps

Top 5 Reasons Follow Up Fails:

- Delay
- Inconsistent
- Insincere



The Formula of Next Steps

Top 5 Reasons Follow Up Fails:

- Unclear
- Unwilling to pursue multiple means of communication



The Formula of Next Steps

The Goal of A Next Steps Process

As you prepare your follow up system know that the goal of every 'next step' is that it is clear and effective.



The Formula of Next Steps

The Goal of A Next Steps Process

* Achieving Clarity

When you have determined what your process looks like, everyone should hear the same message. And, the message should be how to take a next step. Remember, this process is a transit. This transit process takes everyone, not just guests, to their destination.



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The Goal of A Next Steps Process

* Achieving Clarity

Communication about the Next Step should be layered in all publications and announcements. By reducing all other communication everyone is clear about joining your process to reach their desired destination.

How do people know about the Next Steps opportunities?

- Cultural
- Personal



The Formula of Next Steps

The Goal of A Next Steps Process

* Becoming Effective

What is effective follow up?

The national average retention rate is 10%. An excellent goal for your follow up process is 1/4 or 25%.

How can we know if our retention rate is effective?

- * Track each person's steps
- * Measure the retention rate monthly



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Formulating Your Next Step Plan: Type of Next Step

Every church will benefit from a process with clear Next Steps, but every church's Next Step will be different.

What are Next Step options?

- Guest Luncheons
- Pastor's Breakfasts
- Membership Classes
- Growth/Connect Tracks
- After Service Meet and Greets



The best process engages relationship first and then essential information over a 4-6 week timeline.

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An example of a process that addresses relationship then information would be our connection process here at TRWC:

First Step: Pastor's Breakfast

Second Step: Connect Track

- Session 1: TRWC 101
- Session 2: Healthy Habits of a Disciple
- Session 3: Life Groups
- Session 4: Discovering Purpose



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Formulating Your Next Step Plan: Logistics

When building your process know that the Next Step's frequency and easy access are essential to success.



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Formulating Your Next Step Plan: Step 1

Build the first step in your process on relationship. This gathering should offer pleasant conversation, next step information and prayer. Your guests should immediately recognize this is about them, not about the church.

“Many churches use institutional approaches to follow up. They focus on what the church needs rather than caring for the guest. It is important the guest perceive the church is interested in their needs.” - Gary L. McIntosh, Beyond the First Visit

A Successful Setting Includes:

- Comfortable Seating & Intentional Decor
- Table Hosts who are skilled in casual conversation
- A Presenter who has an ability to engage people and communicate your Next Step process
- Beverages & Food
- Professional Materials & Handouts



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Going the extra mile and helping people travel from Step 1 to Step 2 is the difference between being a church and a growing church.

Tips for Helping People from Step 1 to Step 2:

- During Step 1, make sure you communicate the logistics for step 2 clearly.
- Have each host make a social media contact with people from their table.
- Send every Step 1 attendee a mailer explaining the remaining process.
- Send quarterly mailings to those who have attended a few sessions, but are not connected.
- Use a database to track their progress.



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Formulating Your Next Step Plan: Step 2

Build the second step of your process to focus on the essential information that you want everyone who is a part of your church family to know.

Session I

- Basic introduction to our church family
- Our purpose and process
- Membership
- Our structure
- What is YOUR next step?



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Formulating Your Next Step Plan: Step 2

Session 2

- What is a disciple?
- How can I become a disciple?
- Habits of a disciple
- What is YOUR next step?



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Formulating Your Next Step Plan: Step 2

Session 3

- What is the purpose of groups?
- Growing in the Word and relationships
- How do groups work?
- What is YOUR next step?



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The 1/4 Goal

Formulating Your Next Step Plan: Step 2

Session 4

- God's plan for you to serve
- Intro of spiritual gifts
- Ministry Teams



The Formula of Next Steps

The 1/4 Goal

Formulating Your Next Step Plan: Handoffs

Handoffs between your follow up process and groups or teams are the most important portion of your process.

Effective handoffs require:

- Tracking
- Accountability



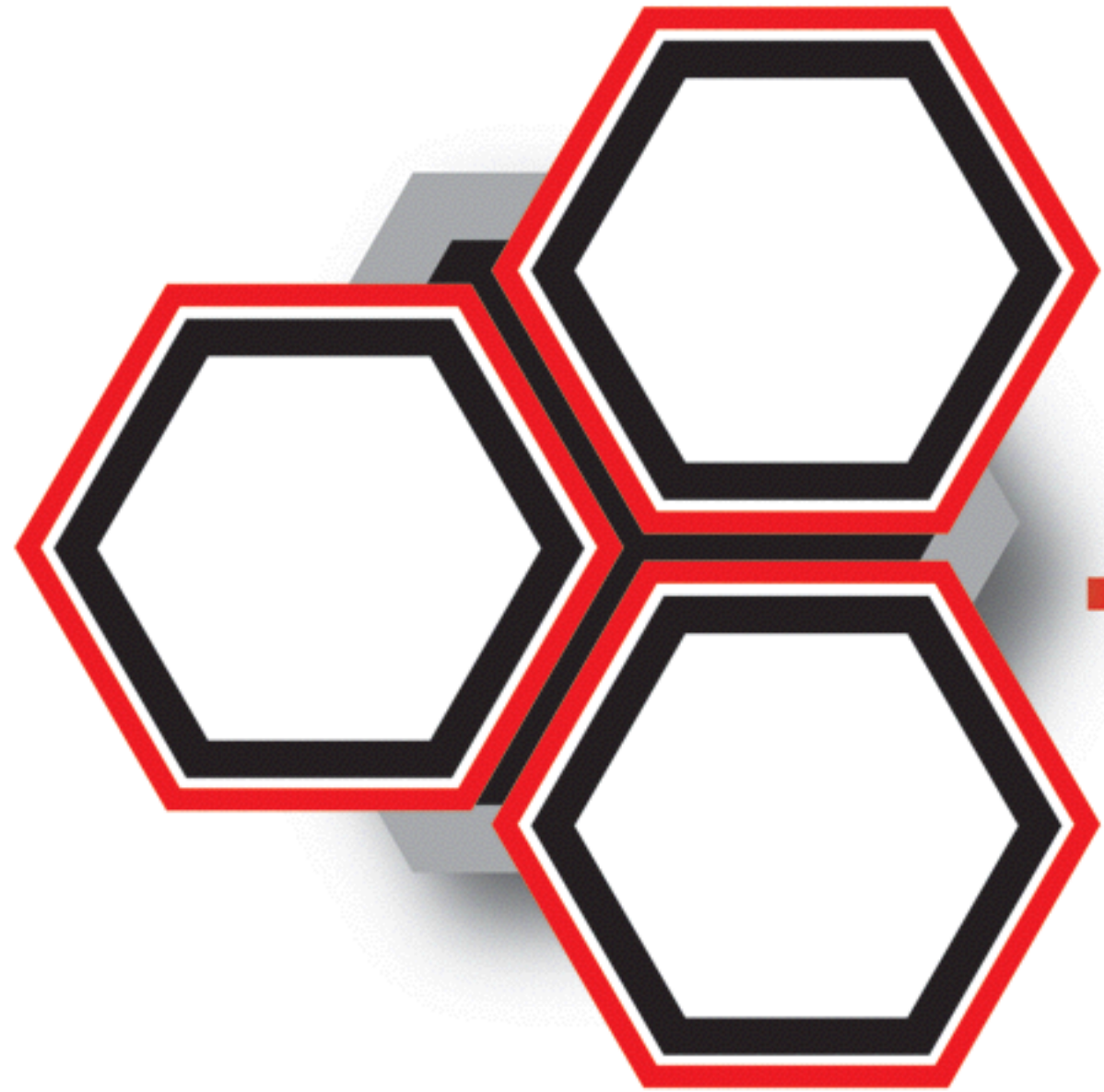
The Formula of Next Steps

The 1/4 Goal

- If your church averages 5 guests per week, that would total 260 guests per year.
- If 1/4 of those guests complete the Next Step process and you complete a successful hand off, your average attendance will have grown by 65 people!

Connecting guests and helping people complete your process leads to growth and discipleship. By applying the 1/4 Goal you will achieve sustainable growth not just in your church but also on your ministry teams and groups.





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The Formula of Next Steps

White Board

How to Begin your process

Creating a follow up process is most like building a bridge.



The Formula of Next Steps

White Board

How to Begin your process

Avg. Sunday AM Attendance: <120

Frequency: Quarterly

Suggested Gathering: Luncheon after Sunday service

Following the gathering the Pastor should use the next 4 Wednesday services to work through 'connect track' material.



The Formula of Next Steps

White Board

How to Begin your process

Avg. Sunday AM Attendance: 150 - 250

Frequency: Monthly

Suggested Gathering: Luncheon after Sunday service

Following the gathering use a 4-week class (Sundays or Mid Week) to work through 'connect track' material.



The Formula of Next Steps

White Board

How to Begin your process

Avg. Sunday AM Attendance: 300 - 500

Frequency: Monthly

Suggested Gathering: Breakfast before worship service

‘Connect Track’ sessions should be offered as regular mid-week programming (4 sessions)



The Formula of Next Steps

White Board

How to Begin your process

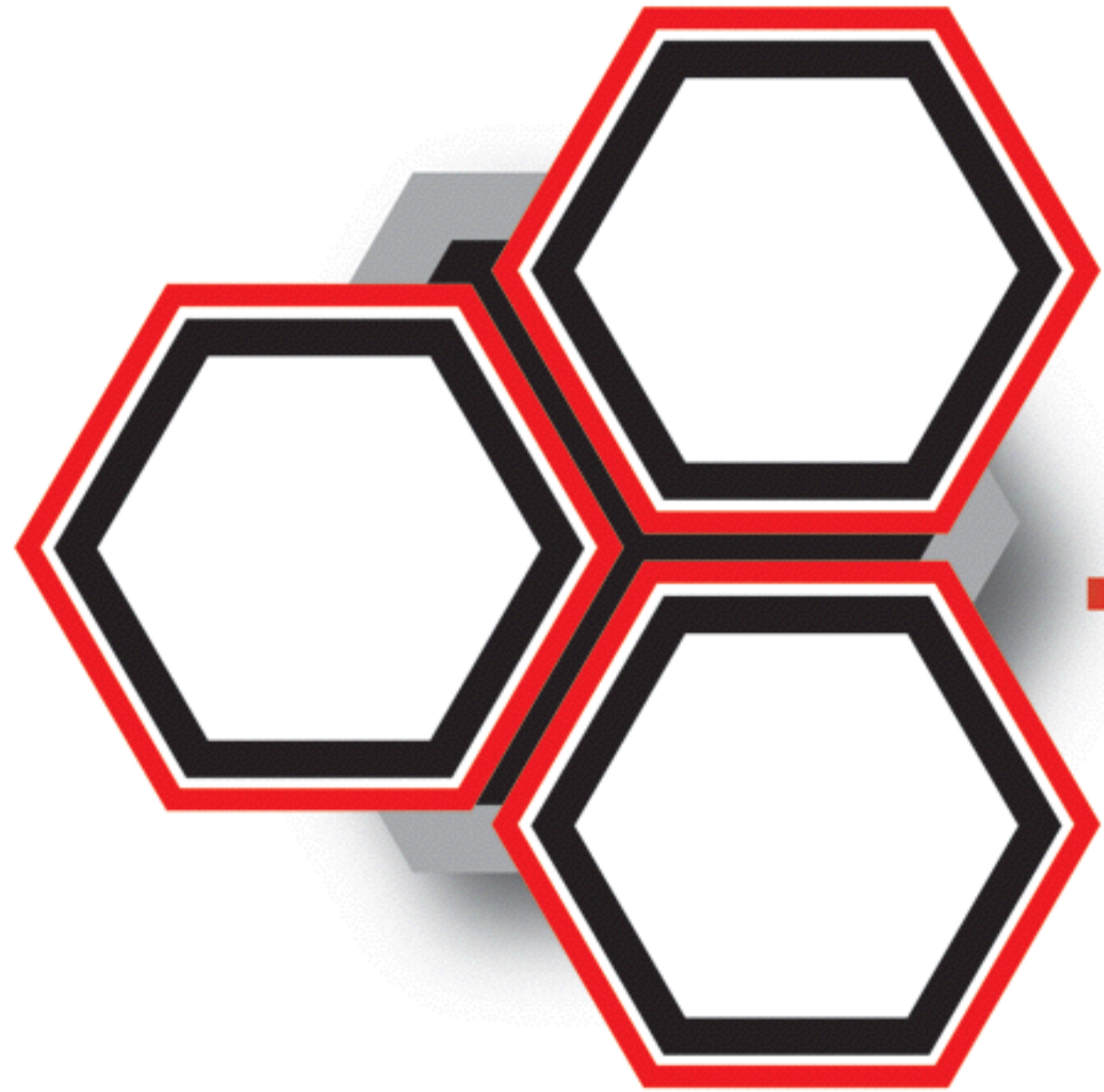
Avg. Sunday AM Attendance: 500+

Frequency: Weekly

Suggested Gathering: Breakfast before worship service

‘Connect Track’ sessions should be offered every Sunday parallel to the Breakfast (4 sessions)





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The Formula of Next Steps

Lab

Checklist:

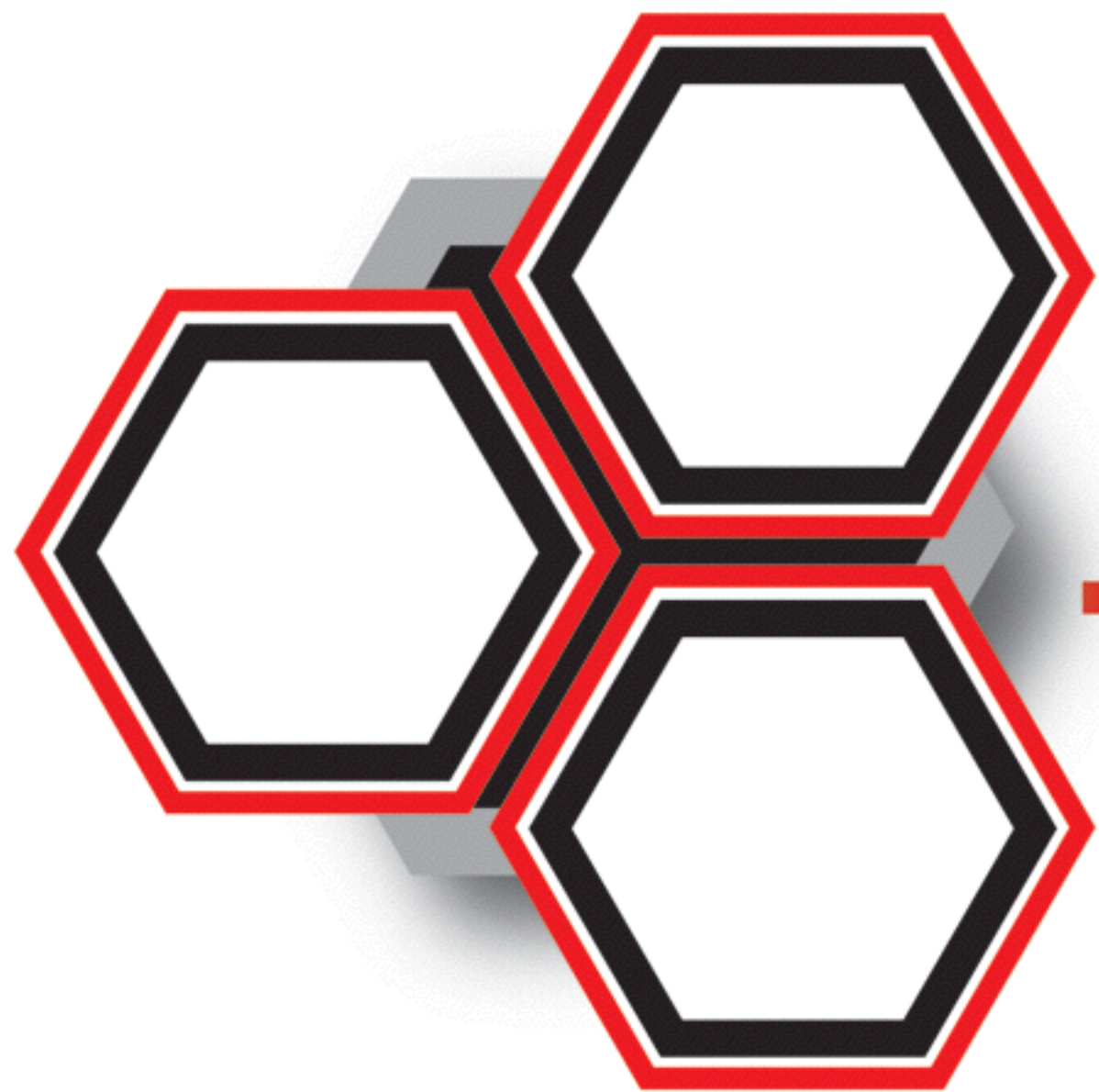
- ✓ Schedule A time to map out your 48 hour window
- ✓ Read the provided Connect Track materials, and edit them to fit your church.
- ✓ Meet to begin organizing to create a database, or improve the database you currently use.

Discussion Questions:

- ? Based on our ability to steward, should God send us guests, why or why not?
- ? How can we improve capturing information in our services?
- ? Is our process addressing their a guests initial need for care and relationship?
- ? What steps do we need to take to become more consistent.

Tools: Connect Track Materials





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