

CMA

7 Step Connecting Process for Guests

1. It is imperative for guests to receive a personal phone call before 7:00 pm the Sunday of their first visit. Statistics show that an immediate thank you call within the first eight hours makes the return visit potential increase by 30-40% in comparison to a first contact after the first 24 hours. The call is made by someone other than the Senior Pastor and should be brief; just a thank you for coming.
2. Take a personal gift (i.e. brownies or cookies) to the visitor's home by Monday night. This provides a personal touch. The second best gift is something from the church like a CD or a cup with candy.
3. Send a letter from the church office by Tuesday or Wednesday. This letter is personally signed with a hand written note on it from the Pastor or one of the other pastors who does follow up. It could also be signed by a leader on the church board.
4. The Senior Pastor makes a quick call the first week on Saturday morning after 10:00 am to express, I am glad you came last week and hope to see you tomorrow. Encourage the person to meet you and provide the location where you are on Sunday morning for greeting people. This creates the feeling, even the Pastor cares at this church. The Senior Pastor should be the last contact of the week.
5. Call second time guests on Sunday morning. Thank them again for coming and apprise them of ways to learn more about the church.

The next two opportunities must be available to those who start attending.

6. Invite visitors to a monthly dessert event at the Pastor's home. The Pastor is a comfortable contact person at this point. It is important to invite other leaders to this dessert. The only rule is: do not discuss deep questions about the church. The purpose is to simply get to know you and your family.
7. Direct those interested in seeking further answers to questions about the church management, ministry opportunities, etc. to the monthly Newcomer's or Membership Class. A home setting is better than a class setting at the church for this class and a four-hour block of time is optimum. A Sunday afternoon from 3:00-7:00 pm works well. Share a meal, meet the staff, and present the vision of the church. This is the time to answer questions about doctrine, church organization, ministry opportunities, and also serves as a great time to share a simple presentation of the Gospel.