

THE PERFECT FOLLOW-UP PLAN

For Church Guests





Have you ever said this?
“We’ve got people
coming in the front door
and ... heading right back
out the back door!”

This has to be one of the
most frustrating parts of
ministry, and if you want
the church to grow, then
you have to figure out
how to close that back
door.

The question is... HOW?

Here are the two primary
things you need to have
in place for guests to
WANT to come back to
your church.

1 You need to create the very best experience for the guest.

2 You need an airtight and consistent, stepbystep process to follow up with every guest.

NOTE: Both of these must be in place to see growth. For example, if the guest experience on Sunday is less than it should be, all the followup in the world won't fully help your guest retention.

When the weekend experience is functioning at the highest level for your guests, adhering to this follow-up plan will help you see more guests return week after week.



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- 1** Wait 0 days (Sunday afternoon) Send thank you text message for coming.
- 2** Wait 1 day (Monday AM) Send welcome email and guest experience survey.
- 3** Wait 2 days (Tuesday) Deliver cookies to them home or send prepackaged brownies or goodies to arrive by Saturday.
- 4** Wait 6 days (Saturday AM) Send email invite back to Sunday service.
- 5** Wait 6 days (Saturday PM) Send text message invite back to Sunday service.



- 6** Wait 8 days (Monday)
Send email invite to next “Welcome Dinner” and links to a couple of your church’s popular sermons.
* “Welcome Dinner” is a dinner specifically geared toward guests.
- 7** Wait 13 days (Saturday AM)
Send invite email back to Sunday service.
- 8** Wait 20 days (Saturday)
Send invite text message back to Sunday service.
- 9** Wait 24 days (Wednesday)
Send “Do you have any questions about the church?” / “How can we help?” email
- 10** Wait 52 days (Wednesday)
Send Week 8 followup email which can include the following: invite to Sunday service and/or other upcoming events, links to resources of the church, and invite to next “Welcome Dinner” (if they did not previously attend).



When the church's leadership remains dependent on God through this process, adhering to this followup plan for guests will help your church grow.

Do so and the best days in the life of your church are ahead of you!

