

Youth Ministry Visitor Follow-Up Strategy

Quick note: I gave up using large events to get people to the youth group after a couple of years. I'd spend my whole budget on events with little or no real tangible results. From that point on, we concentrated on building up the youth we had with several strategies that helped as we grew from two to two hundred in ten years.

Strategy one: Nothing new, have students invite their friends knowing that it would be a visitor friendly gathering. We picked up students that way, but the next two strategies were also a part of that.

Strategy two: We had a visitor book for visitors. We got their contact information that was immediately fed into our database. We could then contact them and get them on through various methods. They enjoyed the visitor book; they could look back and see other people that they knew.

Strategy three: We had a youth visitor follow-up team that would visit the visitors within the first week. We could almost guarantee they would return if they were visited personally in that first week.

Strategy four: Figure out where the students were at spiritually and help them to grow each week. Growing students from Distracters to Deciders and finally Disciples needs to be intentional and consistent. If they are growing, in time they will have a burden for their friends and invite or be on the visitor follow-up team.

Last one: If a student crossed the line to follow Jesus we would meet with them and make a list of their closest non-Christian friends. We would strategize on how to reach them. Sometimes they came to baptisms or the student sharing their testimony or we would meet in the new believers home with them. There is a brief window of opportunity when they are new in their faith to equip them and create opportunities for them to reach their friends with whatever help we could give them.