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Getting them to come back

Intentional Visitors Ministry



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INTENTIONAL VISITOR MINISTRY

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GETTING THEM TO COME BACK

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The Intentional Visitor Ministry (IVM) Team Must know where they are going!

Getting first time guests/visitors to come back a second time can be challenging. However the percentages increase after each return visit.

And it begins with a mission statement.

Our Mission Statement: To provide a ministry that makes visitors have the best experience during their visits to The Road.

Purpose: The purpose of the intentional visitor ministry is to get first time visitors from the street to the seat. The IVM is critical in the process of making first time visitors feel welcomed and accepted as a part of the family at The Road, which will result in returning guests, and returning guests into fully engaged members.

The most important part of the IVM ministry is to make guests feel welcomed, loved and respected.

NOTE OF ENCOURAGEMENT: Growing churches put their energy into reaching the new people that God sends. Eighty percent of that battle is won when they come back.

Our Team look like this:

Team Leader

Parking Lot Greeters

Door Greeters

Follow-up Greeters

RESPONSABILITIES OF OUR TEAM MEMBERS:

Team Leader Responsibilities:

Schedules for the parking lot teams and the greeting teams.

Overseeing the IVM ministry.

To have a Sunday morning prayer time with IVM team to pray for the visitors who will come.

Requests the purchasing of gifts and other resources that are needed.

Requesting the next year's budget.

The team leader advises and reports directly to the Senior Pastor.

Parking Lot Greeter Responsibilities:

Parking lot greeters are to be friendly and to show all respect and care to all people, as they perform their duties.

Parking lot greeters are the first people visitors come in contact with at The Road. Greeters must conduct themselves in a way that would demonstrate the message of the Gospel and promotes the respect of The Road Church in our communities, even among people who are only driving by.

Parking lot greeters are responsible for, but not limited to:

1. Assuring that the parking lot and grounds are free of trash.
2. Assuring that all signs are out 30 minutes before services.
3. Assuring that all visitor parking is not taken by members.
4. Controlling parking to include showing visitors and others where to park to include street parking.
5. Helping visitors and others to enter the building.
6. After service is over be in the parking lot to assist and/or greet the visitors as they are leaving and invite them back.

Door Greeter Responsibilities:

Door Greeters are the second contact of visitors and members.

Door Greeters will:

1. Make the guest feel welcome.
2. Insure the guest has the proper bulletin.
3. Give the first time guest a welcome folder.
4. Encourage the first time guest to complete the connection card and return it to the desk for an additional gift.
5. Show or direct the guest to bathrooms, Nursery, Junior Church (if needed), and show them to their seat.
6. If possible ask the first or second time guest if they would like you to sit with them.

NOTE: A first time guest should never sit by themselves.

7. As always give bulletins to all who arrive.

After service:

1. Direct the guests to the welcome desk to receive their free gift.
2. If they have not met the pastor take them to introduce the pastor.
3. Invite them back.

Follow-up Greeter Responsibilities:

The follow-up greeter is the key to insuring that the guests are contacted during the next two weeks. This step is critical for the guest to feel important and to know that we want them to become a part of The Road Church family.

Follow-up greeter will:

Receive a copy of the connection card for first and second time guests and use the following procedure:

Follow-up schedule:

Week 1:

Email the introduction email to the **first time** guests (see guide).

Monday or Tuesday drop off a mug or gift from the church.

Wednesday mail them (see guide).

Saturday email them inviting them back to church (see guide).

Week 2:

Tuesday call them thanking them for returning.

Thursday email them (see guide).

Saturday text them (see guide).

Week 3:

Tuesday send them a hand written note.

Friday email them (see guide).

Week 4:

Friday email them (see guide).

Saturday text them (see guide).

Week 5:

Saturday email them (see guide).

Week 6:

Friday email them.

Saturday text.

Week 1

Introduction email:

Hello _____

Thank you for joining us! We hope to be a place where folks can root their lives in the love of God and increase their love for His people so that we can change the our world.

We would love for you to learn more about us at our website: theroadbyfaith.org. You can connect with us on Facebook. If you have any questions or would like to talk more, please let me know.

I'd love to hear from you!
(your name here)
The Road Church

Delivering the gift:

Go by their house and drop off the gift, do not plan to get into a conversation or enter the home.

Just tell them you are dropping off a gift and hope to see them on Sunday.

Note: Only engage in a conversation if they begin the conversation.

Sending the note:

Hey, _____

Just wanted you to know that we are thinking of you. I hope you are having a great week and we would love to see you again soon.

(your name)
The Road Church

Second email:

Hi _____

We know how busy life can be. We hope you can find time for church this weekend :)

Looking forward to seeing you again soon.

(Your name)
The Road Church

Text:

Hey_____, we hope to see you tomorrow @ The Road, (your name)

Week 2

Making the call:

Do not be prepared to spend a long time on the phone. The phone call is designed to let them know that we care.

Conversation:

Hello _____

This is _____ from The Road Church and I just wanted to call and thank you for joining us on Sunday!

i wanted to see if you have any questions and invite you to join us again this coming weekend.

Email:

Hi _____,

Thanks again for checking us out. We know that many folks have found The Road to be a welcoming place and we hope you do too.

We always have a few things going on to connect with one another, there is more information in the bulletin or on our website.

I hope to see you soon!

(Your name)
The Road Church

Text:

Hello again _____, we hope to see you tomorrow @ The Road!
(your name)

Week 3

Email:

Happy Friday _____!

Thanks for coming to The Road Church. We would love to have you join us again. Hope to see you Sunday.

(Your name)
The Road Church

Week 4

Email:

Hi _____,

Excited for Worship this week at The Road? We Are!

The Worship team has some great songs picked out and the pastor's message is always great.

Did you know about the New Members class that takes place every month? It is a great way to find out everything about The Road.

Hope to see you Sunday!

(Your name)
The Road Church

Text:

Hey there _____, hope to see you tomorrow@ The Road! (your name).

Week 5

Email:

Hi _____,

I am really looking forward to service tomorrow!

Hope you can join us.

Looking forward to seeing you again soon.

(Your name)
The Road Church

Week 6

Email:

Happy Friday____!

It's a great weekend for church. As always the coffee will be hot and the message cool (did you see what I did right there?).

Come in and join us.

Don't forget to keep checking Facebook for upcoming events.

(Your name)
The Road Church

TEXT:

_____, it is a great weekend for church! Hope to see you @ The Road (your name).

Remember the atmosphere and attitude of the church will determine is the first time guest comes back!

Please use this guide as a tool to grow you ministry.

(Please note: parts of this handbook have been collected from other outside sources)