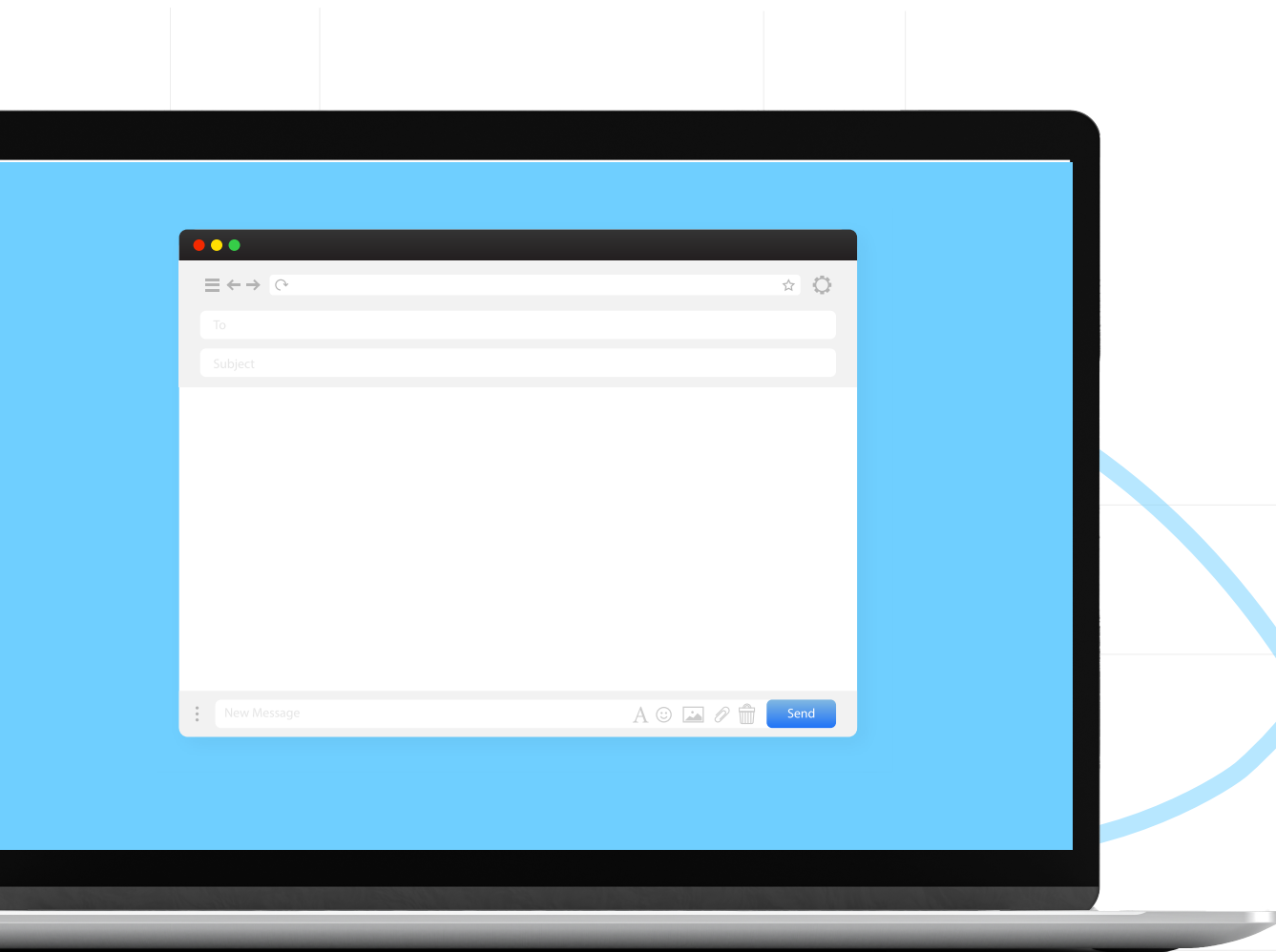




The Ultimate Guest Follow-up Plan

Apply these proven emails, phone, and text templates today!



LET'S GET STARTED!

IMPLEMENTED BY THOUSANDS OF GROWING CHURCHES

This Proven Guest Follow-up Plan includes...

- 4 big guest follow-up mistakes your church can't afford to be making
- 6 tools to effectively launch this plan
- A calendar to deploy
- 16 copy and paste messages to send to your guests

It's quick and easy to implement and highly effective.
Guests will come back because they feel known,
noticed, and loved!



4 Big Mistakes



MISTAKE 1: INCONSISTENT

Inconsistency is one of the biggest mistakes that churches can make when it comes to guest follow-up. When a first-time guest shows up at your church, they have a lifestyle of not being at church.

If invitations or introductions are sporadic and unintentional, they will get drowned out by the noise of life.

Consistent communication is key to showing a guest that they're important. We know you care, but they need to know you care. And the best way for them to know it is for you to show it. This means your follow-up should happen regularly - at least 1-2 times per week - for at least 6 weeks.





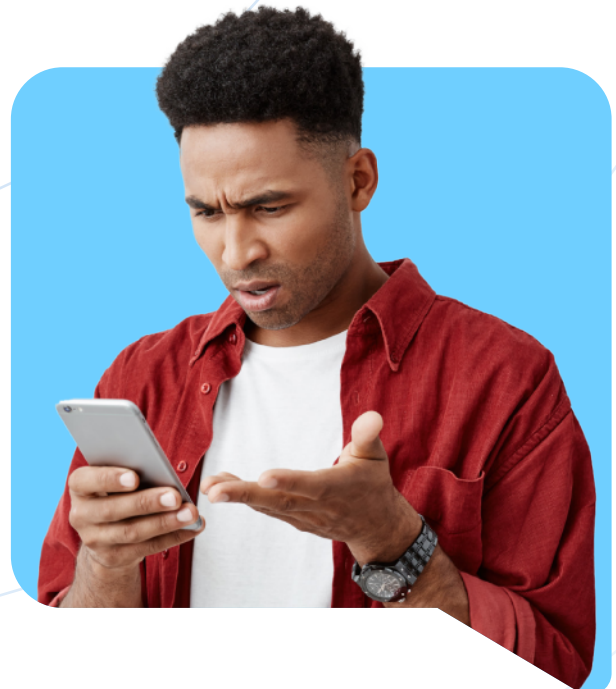
MISTAKE 2: IRRELEVANT

There are two ways your church can be irrelevant in terms of your guest follow-up:

1. Content
2. Method

Irrelevant content is sending the singles ministry event invite to a married couple. Yikes. Don't do that. And if you don't know anything about the person yet, the content you should be sending them is very basic: come to service, come to our lunch and learn, how can we be praying for you, etc. As you get to know them better, you can send them more specific communication that aligns with their interests and needs.

Irrelevant methods ignore peoples' communication preferences or doesn't offer any variety in communication method at all. For example, if you only offer phone calls as a follow-up method, you are going to miss a lot of people who don't like talking on the phone or don't answer calls from numbers they don't know. Offering follow-up in various methods shows consideration for peoples' preferences and makes communicating with you more accessible.





MISTAKE 3: INSUFFICIENT

Insufficient guest follow-up is probably the most common of the big mistakes.

Insufficient follow-up is simply noise. It's a quick email blast that people don't read. It feels automated and generic and people see right through it. Also, like we've talked about, many of your first-time guests have a lifelong pattern of not being at church. One or two follow-up messages aren't going to impact that.

When we talk about a sufficient follow-up process, we are talking about at least 6 weeks worth of follow-up that includes text messages, emails, a phone call, a handwritten letter, a gift. It's comprehensive and focused on relationship building. We aren't talking about sending texts and emails out every day. Just simple invites, check ins, and reminders. Sufficient guest follow-up is investing in that person and doing your best to build a relationship with them.





MISTAKE 4: IMPERSONAL

Impersonal follow-up is sending the same generic message to every guest instead of one that actually speaks to them. When someone visits your church for the first time, they want to feel like they mattered, not like they were added to a list.

Personal doesn't mean complicated. It means using their name, referencing something specific about their visit - where they sat, a conversation you had, a question they asked - and sending it from a real person. A text from your guest services coordinator that says "Hey Sarah, so glad you and your family joined us Sunday, loved hearing about your move to the area!" will always outperform a mass email that could've been sent to anyone. Impersonal follow-up gets deleted. Personal follow-up gets a reply.





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6 Powerful Tools

A white smartphone with a black bezel and a notch at the top, displaying a list of six communication tools. The phone is positioned on the right side of the image, with a large, light blue abstract line looping around it from the left.

Text Message
Email
Handwritten Note
Gift
Phone Call
Social Media



#1 POWERFUL TOOL TEXT MESSAGE

Texting is one of the most powerful communication tools at your disposal. Texts have a 98% open rate (compare to email at 20%). In addition, 90% of text messages are read within 3 minutes of being delivered and 45% of texts receive a reply.

Texting is the way people are communicating with their family and friends. At the root of church, there's community. Use the method people are most comfortable with to build that long lasting relationship with them. Ask questions and be personal and engaging.

Send 1 text per week for the first 3 weeks after a guest visits your church. These texts should be personal and conversational, like you're texting a friend!



Did you know that 92% of phone users keep their cell phone within 3 feet of them 24 hours per day?

Pro Tip: Sending a text invite to service on Saturday morning is a great way to stay in peoples' minds as they make their weekend plans!



#2 POWERFUL TOOL EMAIL

Although the percentage of emails read and responded to are less than text messages, they are still extremely powerful!

Send 1 or 2 personal emails each week for 6 weeks after a guest visits your church. Unfortunately, mass emails don't do the trick; people stopped reading those beautiful newsletters years ago. Simple, plain emails work.

In the first couple of weeks, focus on engaging them. Ask questions, thank them for being at service, and make sure, every time, you are inviting them to come back to church.

Starting in week 3, consider a Next Step you can invite them to. Include this in your email; explain the purpose of it, if/how they sign up, what to expect, etc.

Email can be a great way to personalize the journey you want guests to be on. It gives you more space for content than texting or a handwritten note without sacrificing the personal touch.



#3 POWERFUL TOOL HANDWRITTEN NOTE

Getting a note in the mail is such a fun surprise! Handwritten notes are becoming less and less common with how easy it is to send a text message in seconds.

Yes, it takes a little extra time to write, but the impact it makes on the guest is well worth it. You can send a postcard, or better yet, a handwritten note on Wednesday after their first visit.

Keep this note short and sweet. Acknowledge their visit, make yourself available, and extend an invitation. A handwritten note cuts through every screen in their life and will make a far greater impact.

Pro Tip: This may seem obvious, but make sure the person who writes the handwritten note has neat legible handwriting.



#4 POWERFUL TOOL GIFT

When a guest returns on week two, have a gift ready and waiting with their name on it. When they claim it, a real person hands it over, learns their name, and connects with them. The handoff is the touchpoint. The gift is just the reason for it.

Skip the branded cup they take home and stick in a cabinet. A gift card to your church's coffee shop lets them enjoy free coffee, maybe in a special cup that gives your team a visual cue that they're new, while actually meeting people. Guest gifts are hospitality touches, and effective hospitality prompts connection. If your gift doesn't help them connect with a person, with God, or with the mission of your church, it's likely unnecessary.

If the guest doesn't return to claim their Welcome Center gift, deliver it to their home in week 3. Leave it at the door and head back to the car. It's a small act, but it says something a text never could: we didn't forget you.



#5 POWERFUL TOOL PHONE CALL

It's much more likely that you will connect with your friends by sending them a text message, but there is still power in making a phone call. Unfortunately, phone calls tend to get a bad rap. It's true that a phone call isn't the number one way to communicate anymore, but some people still appreciate the gesture.

Even if they don't answer, you can leave a really nice voicemail; thank them for being at church, invite them back, or simply say you wanted to connect with them.

Make one phone call early in week two. Use a different person than the one who signs the texts and emails. Now the guest has connected with two people instead of one, and the church starts to feel like a community.



#6 POWERFUL TOOL SOCIAL MEDIA

By week four of your follow-up process, social media becomes one of your most valuable tools because it works when nothing else does. A friend request or DM sent, ideally from a staff member the guest has actually met, doesn't read as a marketing touch. It reads as a person reaching out.

Lead with Facebook when you can, since the question format is what drives engagement. Beyond that, don't try to be everywhere, but you could also invite them to follow along for your weekly worship playlist and devotionals on Instagram. Pick one or two platforms and show up on them consistently.

At this point, the guest already knows your name, so a friend request reads as friendship rather than outreach. If a guest slips out on a Sunday without filling out a connect card, but you caught their first name, you can still find them and keep the relationship going. Social media is the one follow-up channel that still works even when the connect card stays blank.



GUEST FOLLOW-UP CALENDAR

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Week 1							
Week 2							
Week 3							
Week 4							
Week 5							
Week 6							

Use the 6 Powerful Tools to deploy this calendar

 Text message  Email  Call  Handwritten note  Gift  Social media

☐ Automatic (the system sends it) ☒ Personal touch

After week 6, they join the weekly newsletter.

GUEST FOLLOW-UP CALENDAR

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Week 1							
Week 2							
Week 3							
Week 4							
Week 5							
Week 6							

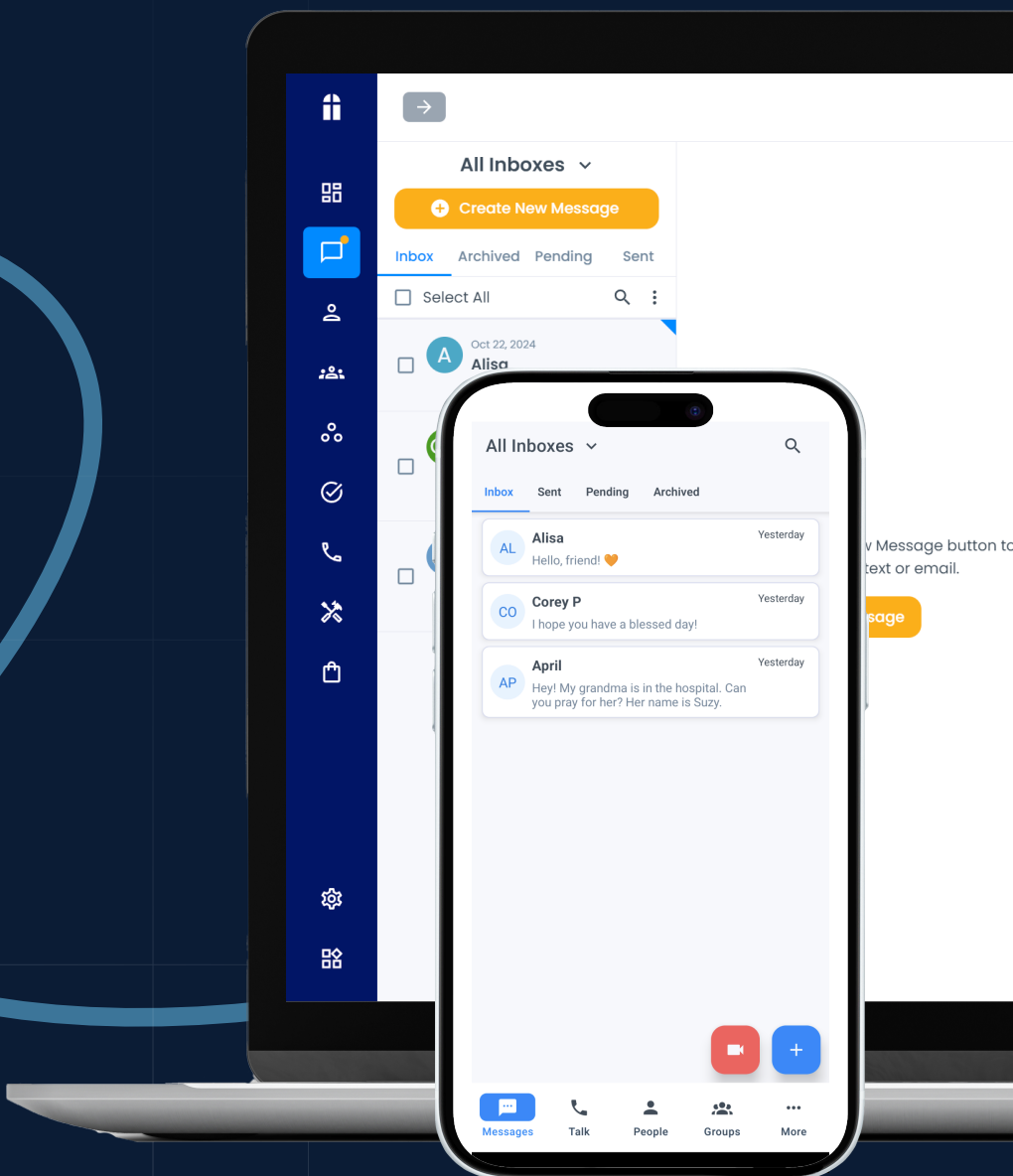
Create your own

FREE FOR 30 DAYS



Our proven 6 week follow-up system saves you time.
Automatically send the perfect emails and text messages to your
first time guests to make them feel important and well cared for.

[SIGN UP HERE](#)



THOUSANDS OF CHURCHES LOVE



TextInChurch

Text In Church has helped us clarify, simplify, and systematize our follow up process for first-time guests. It is helping us make more fully devoted followers of Jesus by connecting people better, easier, and quicker than what we had done previously. Love it!

-Kenny Kirby



Text In Church has helped us retain 50% of our first time guests that actually filled out our connect cards. The personal text messages help our guests feel wanted, valued and appreciated. It helps us remember their first names so they know how much we care about them when they return and our entire staff can greet them by name. There is no way one person could keep up with multiple guests for six weeks, but with this app it's possible to not let one person fall thru the cracks.



-Holly Howard



These guys have filled a gap - they make SMS text communication with our congregation easy, especially for guest followup. And they KNOW guest followup - began using their starter templates immediately. Just great stuff.

-Patrick Bradley



A decorative light blue line graphic that starts from the left edge, curves upwards and to the right, then loops back down and to the left, forming a large, open, teardrop-like shape.

16

Copy & Paste Templates

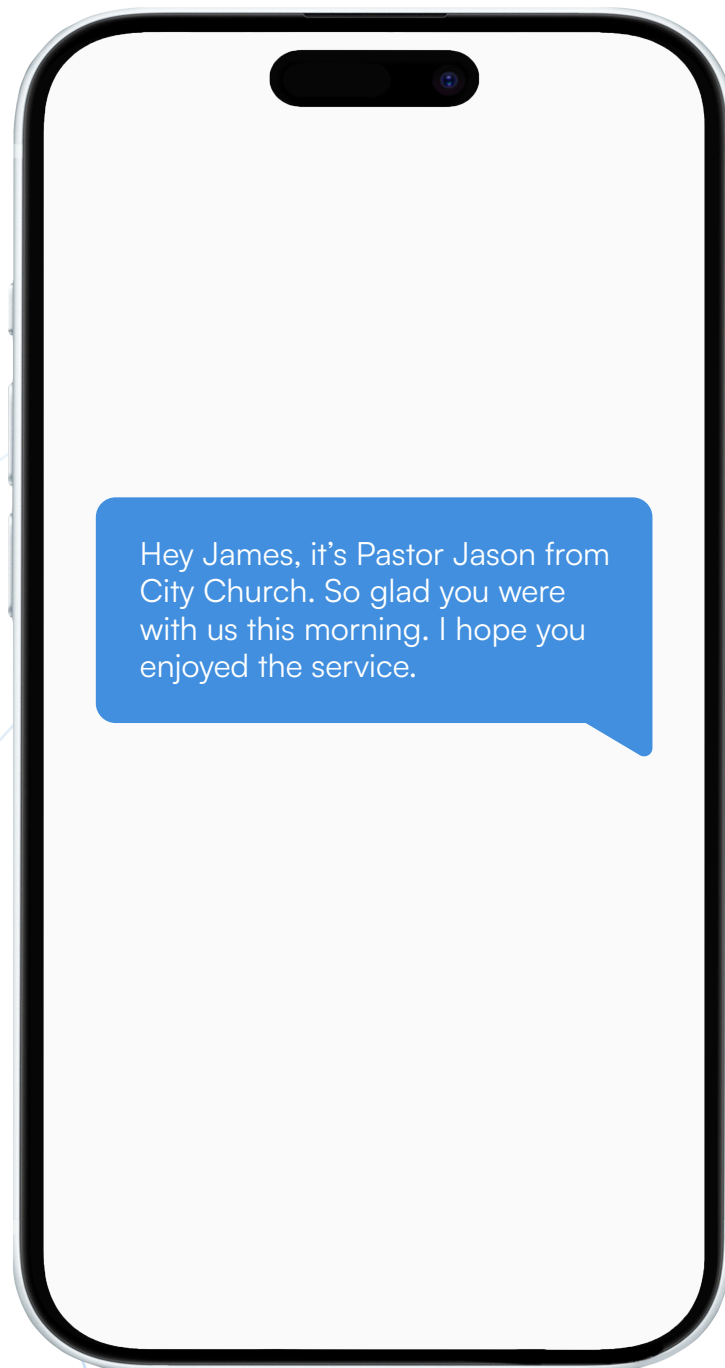
Engage your first-time guests



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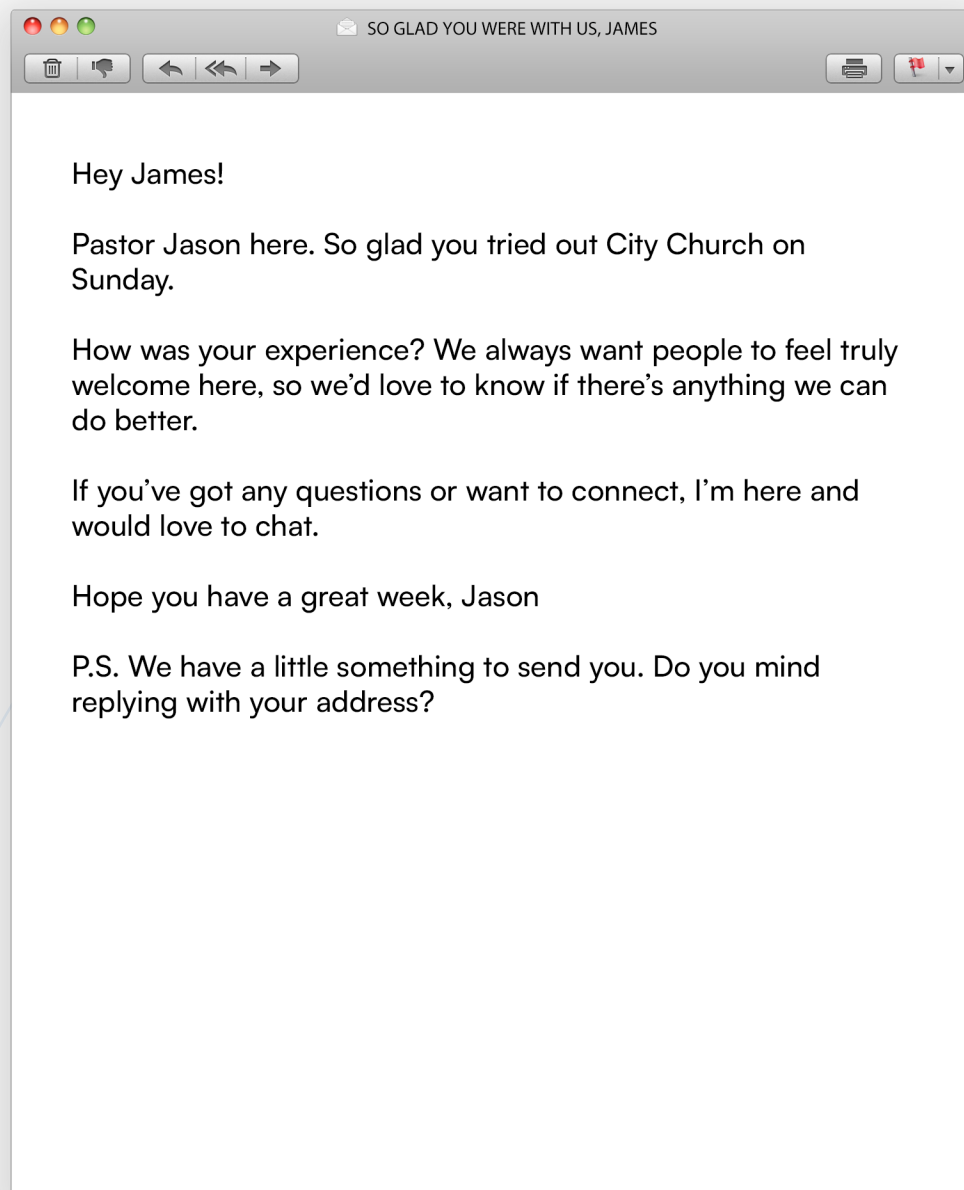
WEEK 1

THE PARKING LOT TEXT



WEEK 1

THE PERFECT WELCOME EMAIL



WEEK 1

THE HANDWRITTEN NOTE

Hi James!

Thank you for joining us on Sunday at City Church!
We would love to see you again this weekend. Please
let us know if you have any questions or if there's
anything we can pray for you about.

call me at the number below anytime, day or night.
Have a great rest of your week!

Jason Jones, City Church (866-256-2480)

WEEK 1

THE SATURDAY TEXT



Hi James! We hope to see you tomorrow @ City Church! We'll have a small gift for you at the Welcome Center. Please stop by.
- Pastor Jason



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WEEK 2

THE WELCOME CENTER GIFT

Have the gift ready at the Welcome Center with the guest's name on it.



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WEEK 2

THE FIRST PHONE CALL



Hello, James! This is [YOUR NAME] from City Church. I just wanted to call and thank you for joining us on Sunday! I wanted to see if you had any questions and invite you to join us again this coming weekend.

THOUSANDS OF CHURCHES LOVE



TextInChurch



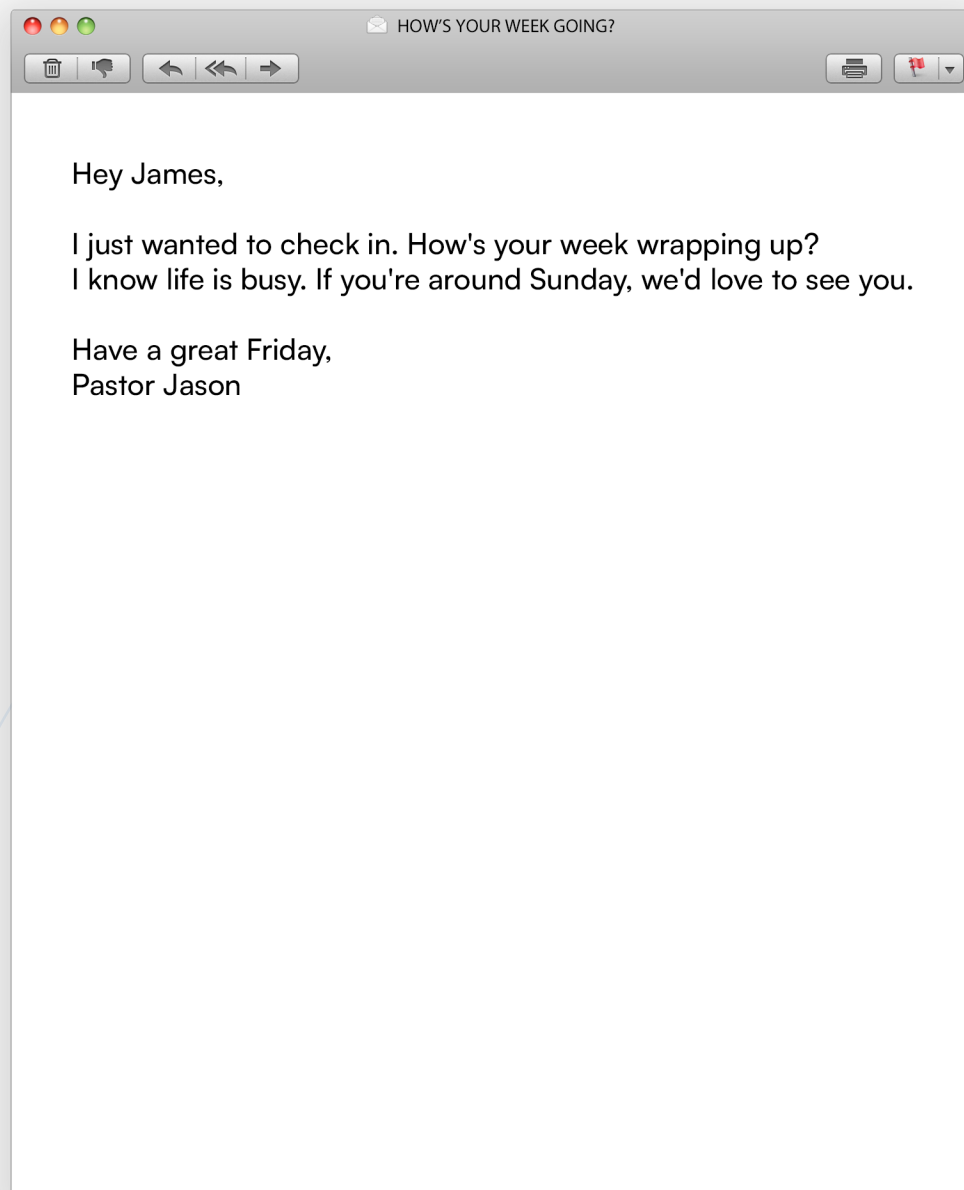
Our church is less than 2 years old and has grown extensively in the last 9 months because of our excellent culture, amazing worship, and thorough follow-up process. TIC offers a follow-up process and templates that we fully use and integrate into our culture. We have a lot of millennials welcoming people in the lobby, parking lot, etc... the follow-up process for 6 weeks is just an extension of that welcoming feeling that the visitor had on their first Sunday. We are using TIC for not just a 6 week follow-up, we also use it to send emails and texts out to our congregation to let them know about events. We have found having TIC is a great service to our people for them to text in and ask for prayer, ask questions about the church, or location of an event. Overall TIC is invaluable to Elevate, and I would recommend it to any church, of any size, regardless of their culture, demographic, or existing systems they have in place.

-Drew Keller, Elevate Church



WEEK 2

THE CHECK-IN EMAIL



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WEEK 2

THE SEAT TEXT



Good morning James! We'd love to see you tomorrow at City Church. You can typically catch me by the doors after service. I hope we can connect. - Pastor Jason

The image shows a white smartphone with a black bezel. A blue speech bubble containing the text is centered on the screen. The phone is surrounded by three faint, concentric blue circles. Three small speech bubble icons are also placed around the phone: one to the left, one to the right, and one at the bottom right.

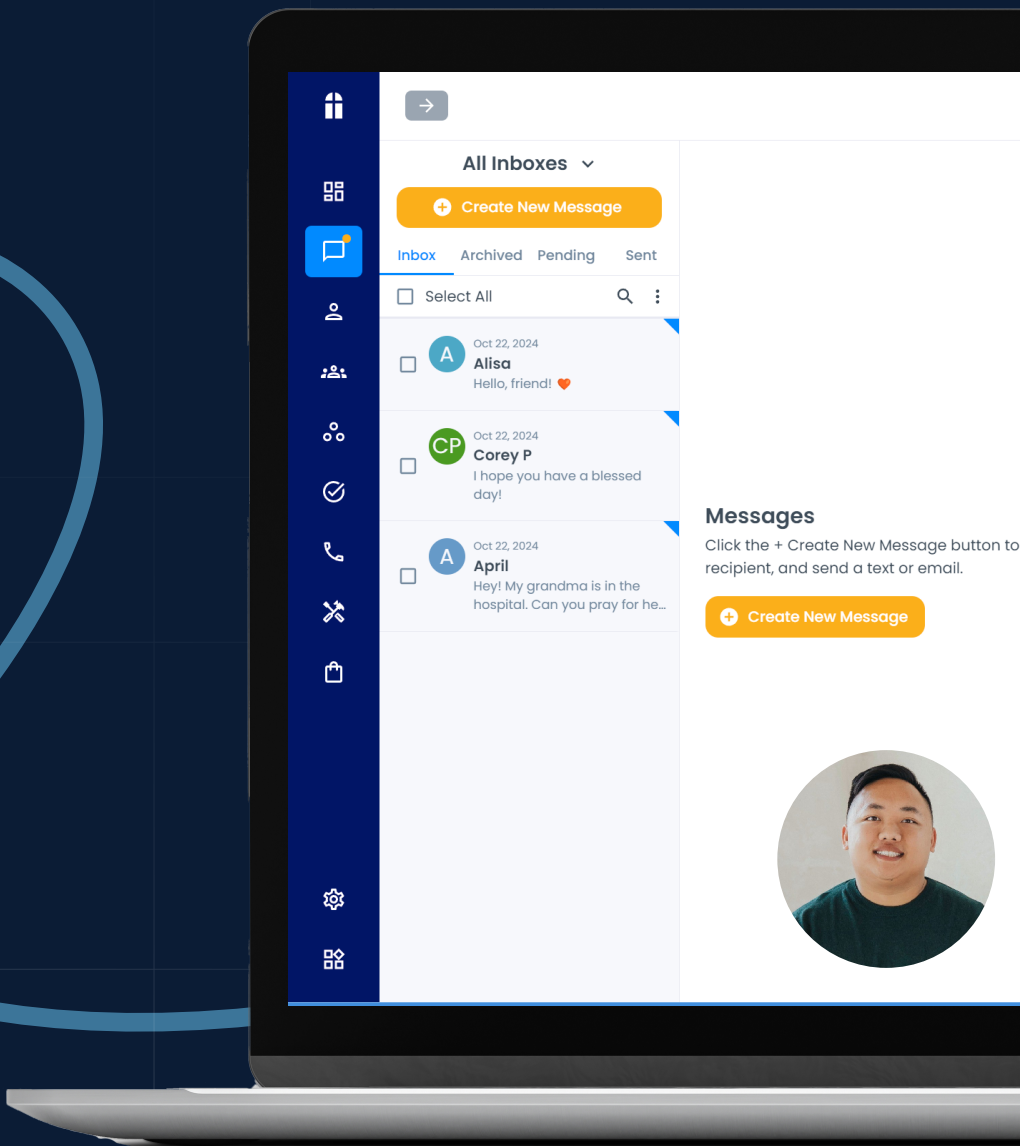


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TextInChurch LIVE DEMO

Join us live to learn more about Text In Church, get your questions answered, and discover how it can be used in your church.

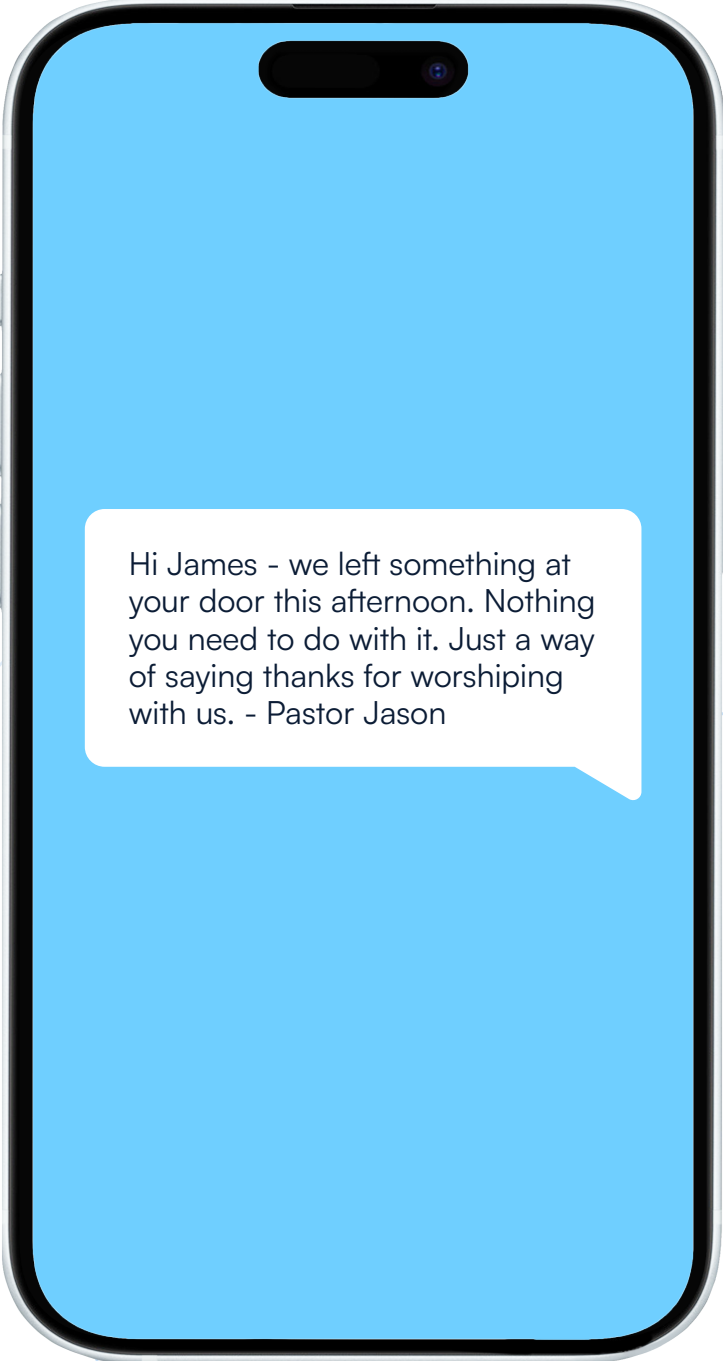
REGISTER FOR LIVE DEMO



WEEK 3

THE DOORSTEP DROP

Only for guests who haven't been back to claim their Welcome Center gift. Leave it at the door and head back to the car. Follow up with a text.



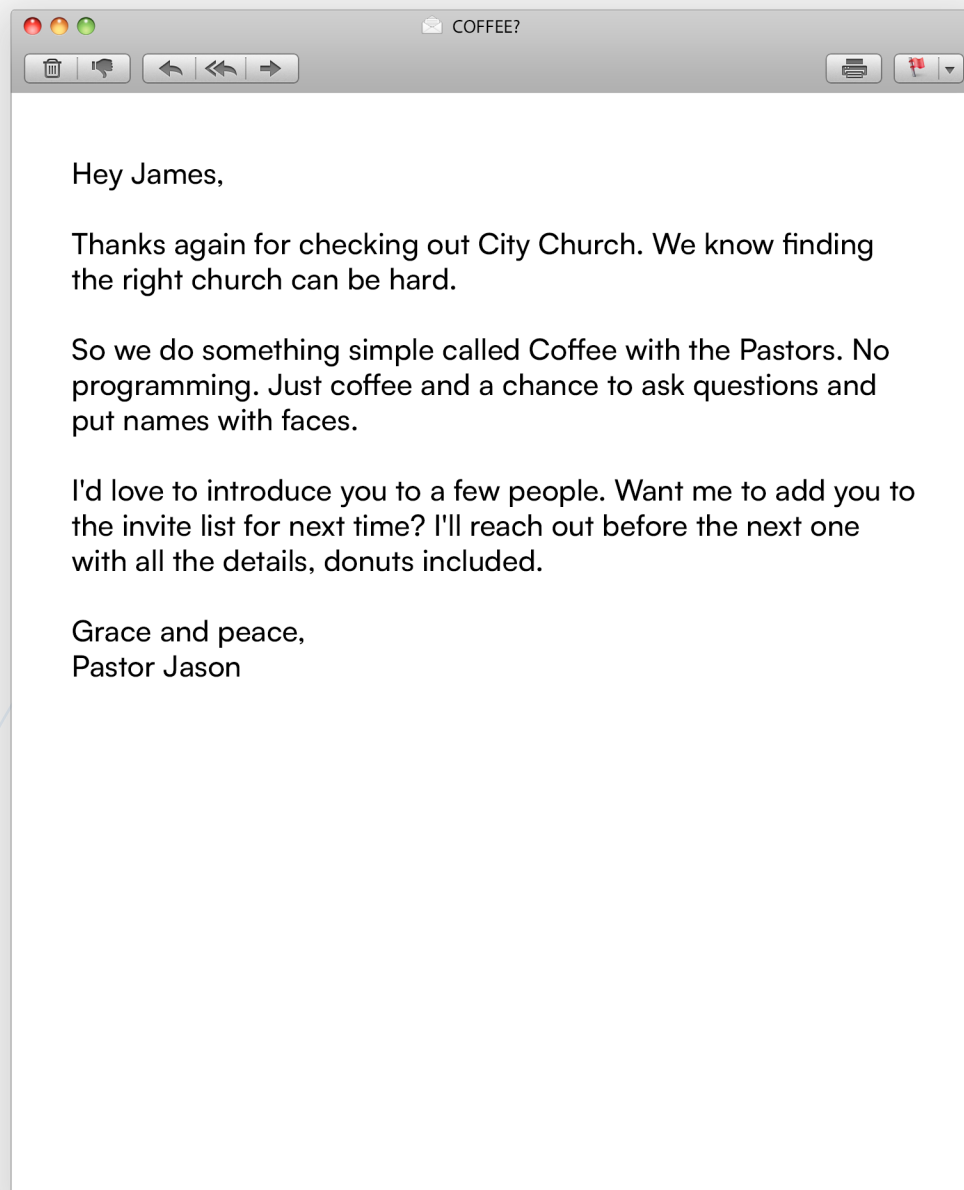
Hi James - we left something at your door this afternoon. Nothing you need to do with it. Just a way of saying thanks for worshipping with us. - Pastor Jason



TextInChurch

WEEK 3

THE NEXT STEP EMAIL



WEEK 3

THE PRAYER REQUEST TEXT



Hey James, how can I be praying for you this week? - Pastor Jason

The image shows a white smartphone with a black bezel. On the screen, there is a blue speech bubble containing the text 'Hey James, how can I be praying for you this week? - Pastor Jason'. The phone is centered on a white background with faint blue concentric circles. Three small speech bubble icons are also visible on the background circles.

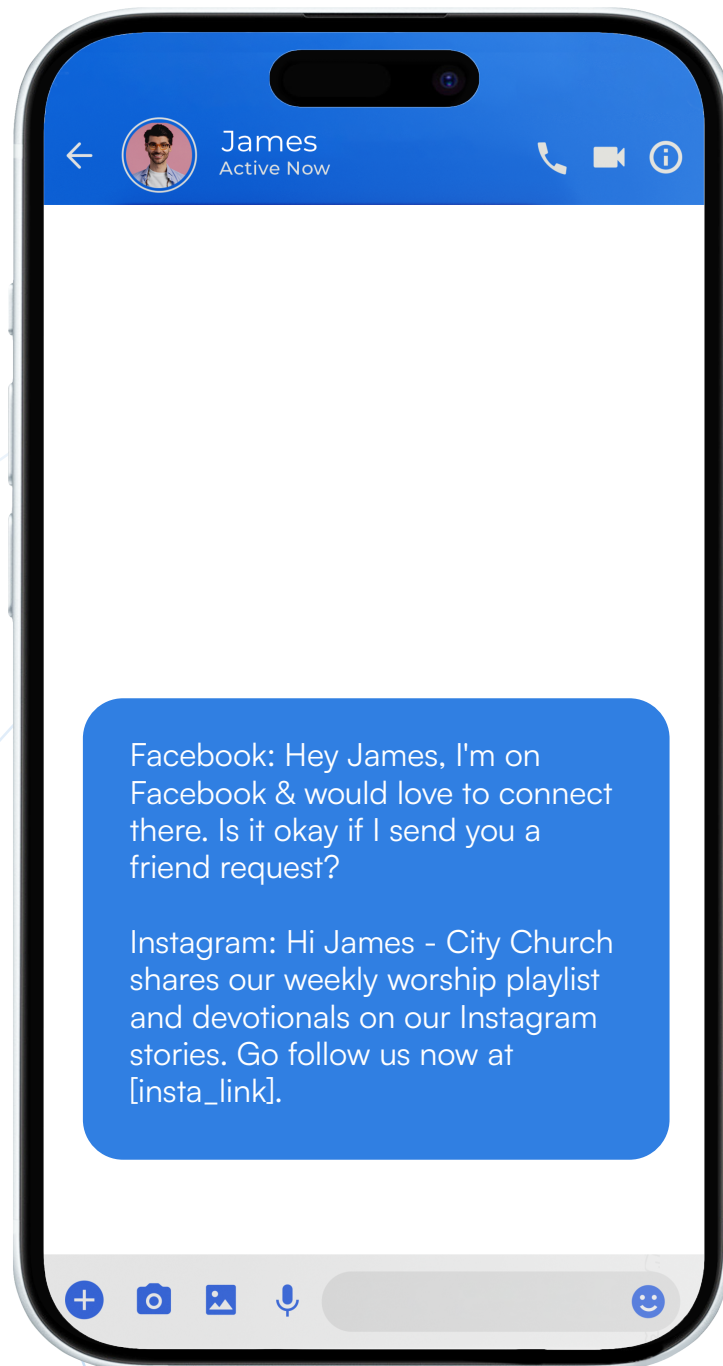


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WEEK 4

THE SOCIAL MEDIA CONNECT

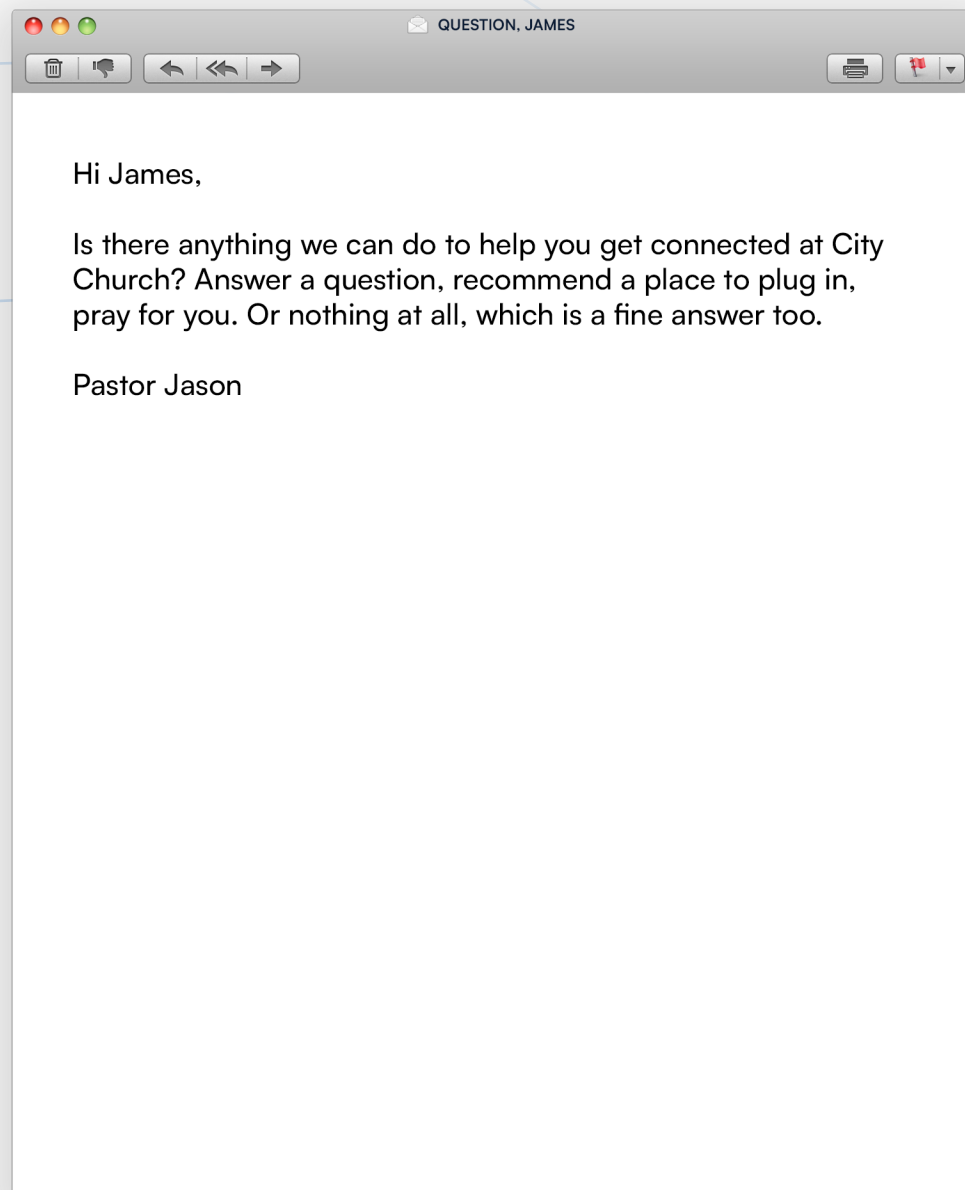
Friend request or DM ideally from a staff member they've met.



WEEK 4

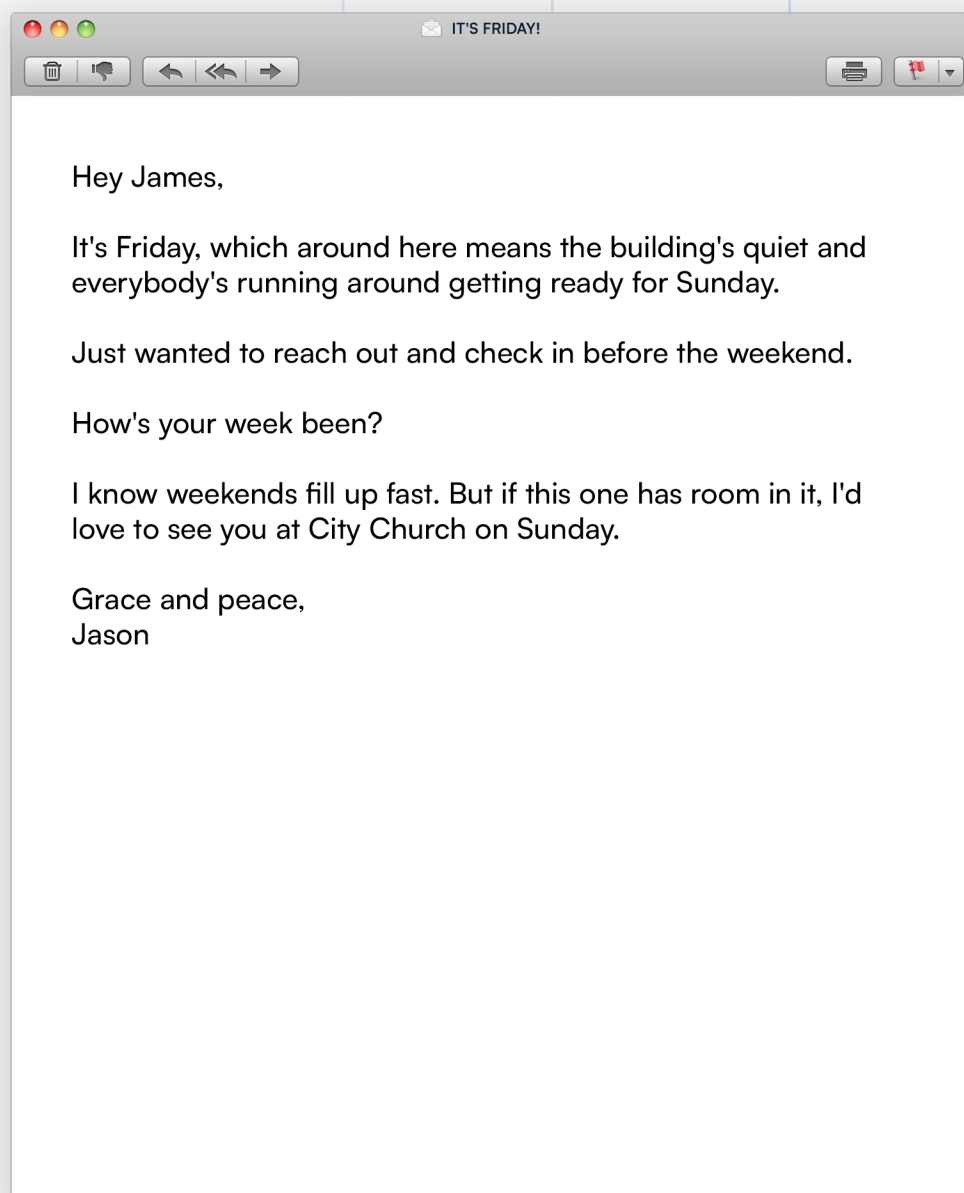
THE SPEAR EMAIL

Short. Personal. Expecting A Reply.



WEEK 5

THE NO-AGENDA EMAIL



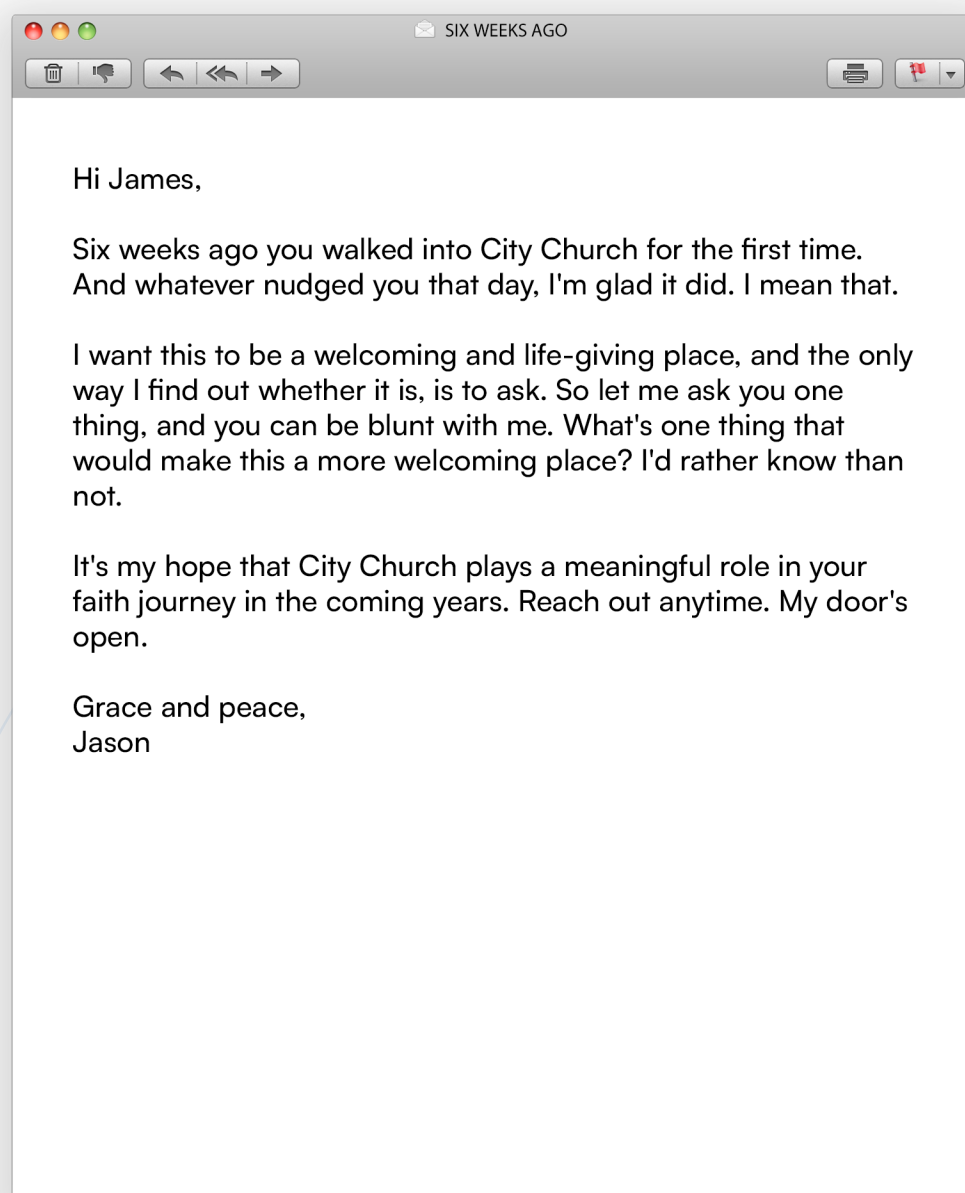
WEEK 5

THE INVITE EMAIL



WEEK 6

THE OPEN DOOR EMAIL



FREE FOR 30 DAYS



Our proven 6 week follow-up system saves you time.
Automatically send the perfect emails and text messages to your
first time guests to make them feel important and well cared for.

[SIGN UP HERE](#)

