

LEADER CONVERSATION GUIDE

# Proven Strategies for Guest Connections & Follow-Up - Episode 335

## *Reaching & Connecting New People (Part 2)*

We're hearing from churches in this season that although lots of new people are walking through their doors each week, they're having trouble connecting with them and helping them "become known."

In this episode, Tony and Amy are joined by guests to explore some tried and true ideas for connecting new people and helping them take next steps in your church.

### *Interview with Lifepointe Church*

- "We were seeing tons of first-time guests attend Lifepointe, but our back door was even bigger. Our Try5 strategy came from the belief that it's going to take somebody more than one visit/try to fully see who we are as a church."
- "We're expecting first-time guests: We have special parking areas and hosts walking around helping them get checked in, and we talk about Try5 every single Sunday."
- "We've really gotten into the psychology of "What does somebody want to know after their first try, second, third, fourth and fifth?" So once they're entered into our system, we use Planning Center to automatically send them a video specific to that try:
  - Try 1: A welcome video from Pastor Tyler, sharing the vision and values of the church and inviting them into the Try5 process. This video also explains Lifepointe's offerings for kids.
  - Try 2: A video inviting them to Discover Lifepointe, a 50-minute discovery event.
  - Try 3: A video explaining how to get connected to life groups and serving teams.
  - Try 4: A video explaining Lifepointe's missional engagement with their local community, schools, etc.
  - Try 5: A thank you from Pastor Tyler and a final call to attend Discover Lifepointe.
- "I think we put way too much expectation on someone's first time attending, and we plan for them to have one really great time. But asking somebody to be a part of your church and really buy into your mission to serve, to give, to contribute, etc., realistically is going to take more than one visit."
- "Whatever you do in your discipleship pathway, try to really think about somebody's first 3, 5, 7 times."

**Key Takeaway:** Rather than just focusing on a great first-time experience, Lifepointe is focused on getting new people to come back *after* a great first-time experience. It's all about creating an intentional right next step for exactly where someone is in their journey.

Learn more about [Lifepointe's next steps strategy](#).

## *Interview with Text in Church*

- “One of our main goals when we have someone new joining us is to connect with them through text, a QR code, etc. Once we gather that information, we can continue the conversation with them.”
- “Sit down and think about: If we had unlimited time and resources, what would be the perfect way we could follow up with every single first-time guest that we have? Then we can actually build systems and use technology, leverage technology to help us to do that.”
- “Every person is different and prefers to connect in different ways. I think we need to be intentional and leverage all different channels. When it comes to texting, we've seen text messages had a 98% open rate within three minutes and a 45% response rate.”
- “We don't care if they just read an email or a text; we want to engage with them. When people actually write back, that's an opportunity for ministry. So don't think of this as just blasting out communication—what we're trying to do is build relationships with these people so they're more likely to come back to church and more likely to build a relationship with Christ.”
- “Make the ask at the beginning of the service but then again at the end after you've built up some trust and credibility with them. And make sure you tell guests exactly why you're asking for their information and what you're going to use it for.”
- “You have to do this every single week. It doesn't do any good if you only do this on the first Monday or the first Sunday of the month. We have to do it every single week, time after time, knowing that every Sunday we have first-time guests and it's our calling to connect with them.”

**Key Takeaway:** It's important that we have multiple ways that people can connect with us—not just a texting option but also a connect card, a welcome booth, etc. We have to cater to as many people as we can and be intentional about how we follow up with them after the fact.

Learn more about Text in Church and get their [free six-week guest follow-up templates](#).

## *Next Steps*

Guest connections is an area where when everyone owns it, no one does. These ideas and systems are all great in theory, but we highly encourage churches to identify **one person** on their team who owns this area of having intentional systems for engaging with new people in order to see them happen.

Listen to the full episode on Apple Podcasts, Spotify or at [theunstuckgroup.com/episode335](https://theunstuckgroup.com/episode335).

## *Free Webinar: Reaching & Connecting New People in 2024*

In this free webinar, ministry voices from North Point, Sun Valley Community Church and Victory Hill Church will walk through proven strategies and best practices for creating intentional weekend services that reach and connect with new people. [Register now](#).

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