

# Grow Your Church Through Visitors

## Lesson Ten: Follow Up

If you don't have the contact details all you can do is pray!

*NB These guidelines should be used in culturally appropriate ways but don't be dominated by the fear of rejection as you reach out to your visitors.*

### Record all contact details

Use your church database or a spreadsheet to record contact details and follow up methods employed.

### Send two messages

Send a thank you text or Facebook message with 24 hours.

Send a follow up, invitation text or Facebook message at the end of the week.

### Phone call

Courtesy call thanking the visitor for coming to the service.

### Send a Postcard

A postcard is a 'purple cow' moment for your visitors. Your hand-written postcard will make your church stand out. Put a magnet on the back and it might end up on a fridge.

### Send an Email

Send a nicely presented email with a link to the church website and Facebook page.

## Six Months Later

Keep the contact details of all your visitors and if they haven't returned to your church send a follow up message (text, Facebook, email) six months after their visit and let them know you are still here if they want to visit again.

They may have found another church or they may have stopped going to church. Either way your care for them will be expressed.

## Download and Complete the Check List

Establish method of recording contact details

Establish your system of connecting with visitors

Buy postcards

Diarise a recurring reminder for non-returning visitors