

T H E



Hour Plan

Crunch Time

What's the most important 24 hours for your church? You might be thinking of Christmas or Easter? You're close, but the answer might surprise you.

After partnering with over 2,000 churches to meet new people in their communities, our team at Connect Ministries learned that the first 24 hours *after* a big event is essential to following up with new visitors to your church. If you don't follow up with your visitors within 24 hours, it is far less likely they will attend another church event in the future.

We understand that creating a follow up strategy *right after* you've finished a big event can be overwhelming. That's why we want to give you these 3 key follow up strategies so you can more effectively follow up with your church's visitors!

3 key strategies to create a **Follow Up Plan That Works**

After partnering with over 2,000 churches, we've collected these 3 key strategies for effective follow up practices from churches across the country. Use this as a strategy for planning your next big church event!



1 » Recruit the Right People

Finding a team is essential to effectively follow up with church visitors. Recruit a team of trusted people and ask each of them to make no more than 10 phone calls to new visitors right after an event. The larger your team, the more likely you can prevent people from burning out. It's tempting to think that people will not readily volunteer, but these two personality traits will help you recruit the right people: 1) a Heart for God, and 2) a Strong Work Ethic.

- Who can you recruit for your Follow Up team? Who in your congregation has a heart for God, as well as a strong work ethic?

2 » Create Engaging Moments

Provide a creative, engaging, and nonintrusive way to gather contact information from new people who visit your church. Whether it is a scavenger hunt, raffle entry, or digital RSVP, your visitors will be more excited to provide their contact information with an exciting activity.

- What is an engaging moment your church can execute? How can you serve your visitors, while also getting their contact information without being intrusive?

3 » Follow Up Fast!

The first 24 hours after an event is crucial. A personal phone call accompanied with a simple invitation to your next event or service will show your guests even more intentionality. Provide a simple script for your team members to follow as they make their phone calls, so your team is never lost for words.

- How can you prepare for your next event with the 24 Hour Follow Up Plan in mind? What is the next logical step for a church visitor who wants to get plugged into your church?



Your Additional Notes »



Imagine reaching more families in your community

... and doing it with ease

As fewer families regularly attend church, meeting new people in your community and gaining their trust can seem impossible.

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Our team understands how frustrating it can be to reach new families. That's why we've created **Connect Camps**; to help your church get outside its walls and meet people who aren't thinking about church.

“ Connect and the local church are a great team! Talented people, on-point training, and a genuine concern for each other. ”

>> church host

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