

Sample Packet

# The Next Step Visitor Follow-Up System

*“Turning Visitors into Lifetime Members”*



# Sample Packet

## The Importance of Follow-Up

You are making a pro-active decision to keep in touch with your new visitors, potential members and existing members. As you consistently follow-up you are keeping yourself, the church and your services in front of them at all times. Follow-up is vital. We need to run our churches just as we would our businesses. Businesses constantly follow-up with their first time and existing clientele to do whatever they can to adopt them as their own.

As a church we provide a service to the community which we are located in. When a visitor comes into our church they will not be able to see everything the church has for them and their families in only one visit. Their first visit may be their last. This is the reason follow-up is so vitally important. It is our responsibility to do everything in our power to show them our church has everything they need for themselves, their families and their friends. It is so much more than just praying and believing they'll come back. **James 2:17 (New International Version)** *17 In the same way, faith by itself, if it is not accompanied by action, is dead.* If we do not put any corresponding actions to our believing that they'll come back than our believing is powerless. If we really believe they will come back than let's follow up with them through contacting them by email, letter, phone and in person.

Through these follow-up processes we will be providing to our visitors, potential members and existing members our service times, staff member information, contacts, ministry opportunities, outreaches, testimonials, uplifting & encouraging messages, feedback questionnaires, updates on events and community involvement and importance of membership to our local church.

Referring back into the business world, I have sat in meetings where we would look at ways to recapture clients who have not been in the store for over a year. A business will not think it to be strange to spend thousands of dollars a month to go back after these clients. They see the value of every person to their company and will invest whatever it takes to win them over again. How much more should we be focusing our efforts towards God's kingdom and His people. **Proverbs 27:23 (New International Version)** *23 Be sure you know the condition of your flocks, give careful attention to your herds...* We are in the "Family Business!" Church is the Father's Business that we are apart of and have been called into. What about us? What are we doing to recapture a church member who has been "Missing In Action" for over a year? Is there a plan to go after them, or are we comfortable with the numbers and people we have? Do we really care about these people as God does? Are we doing everything in our power and resources to influence their lives for Jesus? If we do not have any plan than how can we expect any results? God is a God of order and expects us to have a plan and count the cost before we do something.

I've asked a number of Pastors' and church leaders how their church growth is going, and most of them say, "ok". I then asked them, "what are you doing to follow up with your new visitors to adopt them as new members?" and most of them say, "nothing really? We usually just hope they like the message enough to keep coming back." I also heard someone tell me, "I think the reason we haven't really grown much in numbers is because there are five churches in this town." After hearing some of the answers I've heard I knew we needed help. In the business world they will exhaust every opportunity to adopt a client for life. They want you to become their client, buy their products and utilize their services for a lifetime and *not only one time*. How much more should the church be doing to bring the message of help, hope and healing to this

## Sample Packet

world. There are so many people who need to receive the Salvation of God through our Lord Jesus Christ!

We need not be complacent any longer. God wants us to take this calling seriously and use the resources we have to reach His people for Christ.

### **Your Sample Packet .....FREE**

Your sample packet includes 2 email templates, 1 letter template, 1 phone script and the Importance of Follow-Up introduction. These are examples that are used from Abundant Grace Church of Toms River NJ.

### **Your Standard Package .....\$150.00**

The standard package will include 55 generic email templates, 6 generic letter templates, 10 phone scripts, a detailed process mapped out for you to follow, and a generic sample organizational flow chart of how to most effectively manage the process according to the size of your follow-up team. The Next Step Follow-Up System also includes first time visitor gift ideas, first time visitor sample cards, and other creative ways to turn visitors into members.

**You will receive:**

- “The Next Step Visitor Follow-Up System” CD-ROM
- One Color Printed “The Next Step Visitor Follow-Up System Manual”

There is plenty in here to utilize and help you retain your visitors.

### **Your Custom Total Package .....\$250.00**

The custom total package will include 55 custom email templates, 6 custom letter templates, 10 custom phone scripts, a detailed process mapped out for you to follow, and a custom organizational flow chart of how to most effectively manage the process according to the size of your follow-up team. The Next Step Follow-Up System also includes first time visitor gift ideas, first time visitor sample cards, and other creative ways to turn visitors into members.

**You will receive:**

The Upgraded Total Package lets us:

- Customize the email templates with your church, staff and ministry information.
- Customize the letter templates with your church, staff and ministry information.
- Customize the phone scripts with your church, staff and ministry information
- Organize the flow chart of your follow-up ministry team. *(If Applicable)*
- “The Next Step Visitor Follow-Up System” CD-ROM
- One Color Printed “The Next Step Visitor Follow-Up System Manual”

As you have the right **People**, the proper **Products**, a prepared **Process** and a life of **Prayer** you will help the church take “The Next Step in Turning Visitors into Lifetime Members!”

**\*\*On-Site Training Available upon Request. Fees Vary Per Project\*\***

# Sample Packet

## Email Template Sample

**Subject: Thank You for Visiting Yesterday!**

Hello {Insert Visitor Name},

Thank you for attending **Abundant Grace Church** service yesterday morning. My name is **Anthony Storino**, the Senior Pastor of Abundant Grace Church. My wife **Carol** and the Staff of Abundant Grace Church appreciate your attendance. If you were just visiting and already attend a local church, I want to say thank you for visiting and we trust you enjoyed the service. If you currently do not belong to any local church and are looking for a church to call home here are some things about us.

Abundant Grace Church has been serving the Ocean County area for over 20 years. Our mission is to build families and strengthen lives. We are accomplishing this through various ministries targeting the various groups located here in Ocean County. We have something for everyone. We have a **Wonderful** Children's Ministry "King's Kids Children's Ministry" which reaches families with children who are infants through 5<sup>th</sup> grade. We have a **Dynamic** Youth Ministry called "The Fire Ground" which reaches families with children who are in 6<sup>th</sup> grade through 12<sup>th</sup> grade. We have a Men's Ministry called "Men of Honor". We have a Women's Ministry called "Virtuous Women". We have our Family Centered Events, Fundraisers and Activities taking place every week.

These are just some areas we have available for you, your family and your friends. We are happy we were able to serve you. I personally invite you to come again to our next service on Wednesday at 7:00pm and on Sunday at 10:00am. Children's Church is available for both services.

If you have any questions, comments, concerns or suggestions please feel free to contact me at 732-914-2058 or email me at [pastoranthony@abundantgracechurch.com](mailto:pastoranthony@abundantgracechurch.com).

Thank you and God Bless You!

Respectfully,

*Pastor Anthony Storino*



Visit us at [www.abundantgracechurch.com](http://www.abundantgracechurch.com)

# Sample Packet

## Email Template Sample

### Subject: Why Church?

Hi {Insert Visitor Name},

Some people ask the question why do I have to go to church? The answer is simple. You don't have to go to church. You get to go to church.

Church is really not a place you go to. The Church is not made of wood, nails, carpet, materials and pews. The truth of the matter is you are the Church. The Church is "*the people*". The Church of Jesus Christ is made up of the congregation of believers. The building is the place where the Church gathers to worship God. The Church Building is where you hear the teachings and Words of God ministered to you to help you with everyday life. The Church is where you gather with those who believe the same way you believe. The Church is where you grow and learn about who you are what you have and what you can do in Christ. The Church is your extended family and home. The Church is where you receive strength for today and hope for tomorrow. The Church is the place you can be your self and be accepted.

**Abundant Grace Church is here for you and your family.** We have our mid-week service on Wednesdays at 7:00 PM. We invite you to join us. We look forward to seeing you.

God Bless You.

Sincerely,

*Pastor Anthony Storino*



# Sample Packet

## Letter Template Sample

### You Are Valuable!

Hello {Insert Visitor Name},

Maybe no one has ever told you up until now but you are the most valuable and highly esteemed person in the world in the eyes of Almighty God! Something's value depends on its worth or importance to the one who possesses it. When you give your life to God in Christ Jesus you become His possession. He now owns you Spirit, Soul and Body.

Your value has increased to the highest value in the Universe! You are His treasured people. You are his chosen generation! He paid the highest price tag for you known to mankind! Your value exceeds the most precious jewels, stocks, bonds, gold, silver, platinum and monetary system in the world! He paid this price for you because He loves you more than anyone or anything.

If God has a wallet you can be sure your picture is in it. You are the apple of His eye. He is always on your side. He always wants you to have the best life possible. This is why He provided this life to us in Christ. As you live your life today, know you are valuable and loved. God Bless You!

We invite you to come to Abundant Grace Church on Sundays at 10:00 AM and Wednesdays at 7:00 PM where you're also valuable and loved by us. We look forward to seeing you there.

In His Service,

*Pastor Anthony Storino*



Visit us at [www.abundantgracechurch.com](http://www.abundantgracechurch.com)

# Sample Packet

## Phone Script Sample

### From the Senior Pastor

Hello,

- This is **Pastor Anthony** from **Abundant Grace Church**, may I speak to {Insert Visitor's Name} please? Is this an ok time to talk?
- I wanted to personally thank you for visiting with us yesterday.
- You are very valuable and important to God and to us at **Abundant Grace Church**.
- Were you greeted properly when you arrived?
- Did you feel welcomed?
- Was the message easy to understand?
- What is important to you when you come to church?
- Is there anything we can do to better serve you?
- Do you have any questions I can answer for you?
- Once again, Thank you so much for visiting with us yesterday and I invite you to come back to our next service on Sunday at 10:00AM. I would like to personally say hello to you and your family.
- God bless you!

**Contact Joe Cala at 732-504-7475**  
**Take “The Next Step” and Begin Turning**  
**Your Visitors into Lifetime Members!**

On Site training is also available. For more information contact Joe.