**BEFORE THE SERVICE**

* Greet guests before the enter the building
* Welcome team greets guests in the foyer, gives the weekly bulletin and sermon notes, and answers any questions. Welcome team members wear nametags.
* Pastors, elders, deacons, and staff are introducing themselves, and helping guests meet other people.
* During the service, guests are welcomed from the stage (not singled out). Inform them of our (clearly marked) connection table at the back of the auditorium, and our free gift to thank them for coming.
* During the service, everyone fills out a connection card and puts it in the offering bucket.
* After the service, information is provided at the connection tables such as brochures, life group information, membership, how to serve, and Acts Grow Track class information.
* Guests receive our gift bag that includes:
* Guests are invited to join the welcome team in for coffee and refreshments.

**AFTER THE SERVICE**

* Connection cards are placed in the office by the ushers.
* On Sunday afternoon, the attendance spreadsheet is updated.
* On Sunday afternoon, first-time guests are mailed a handwritten thank-you card from the pastor that includes . Use an envelope color other than white to stand out. If they only have an email address, send a thank-you email and include a digital gift .
* If the guest requested information about church ministries, this information is mailed from the office on Tuesday.
* On Friday, send an email from the pastor informing them of the coming weekend’s activities, sermon series, etc., and “We hope you received your gift of .”

**AFTER THE SECOND VISIT**

* Send a handwritten card from our associate pastor thanking them for their second visit. Include information about life groups and our monthly meeting to help guests learn more about the church.
* If permission is given, include guests in email updates from the church.

**AFTER THE THIRD VISIT**

* Send letter from the church office about serving opportunities.

**30-DAY FOLLOW UP**

* If guest has been attending, send an email from the pastor thanking them for joining us for worship this month. Invite them to consider joining one of our life groups.
* If guest has not been attending, send an email inviting them to join us again for worship. Include a video of someone sharing how the church has impacted their life/family. Inform guests of upcoming sermon series or church event.

**SIX-WEEK FOLLOW UP**

* If guest has been attending faithfully, follow up to encourage next steps: baptism, membership, Acts Grow Track classes, life groups, and serving opportunities.

**CHILDREN’S MINISTRY FOLLOW UP**

* Children’s ministry pastor/coordinator sends a handwritten card to the child with a gift enclosed (e.g., $5 gift card for frozen yogurt.)
* Children’s ministry pastor/coordinator sends letter to the parents thanking them for the opportunity to serve their children. Also include information on safety procedures, curriculum/lessons, and upcoming events.

**FIRST-TIME DONOR FOLLOW-UP**

* When a guest gives their first offering to the church, a letter is sent from the office thanking them for their gift. Include information on the various ways to give, a reminder that their gift is tax-deductible, and (e.g., resource describing the benefits of biblical generosity.)

**ABSENTEE FOLLOW-UP (REGULAR ATTENDEES)**

**FIRST SUNDAY MISSED**

* No follow-up

**SECOND SUNDAY MISSED**

* Email from pastoral staff member (e.g., “How’s it going? The pastoral staff and I talked about how we missed you on Sunday. Can we serve you in any way? Can we pray for you?”)
* Pastoral staff member asks the absentee’s life group leader to follow up with a friendly “we missed you” communication.

**THIRD SUNDAY MISSED**

* Handwritten “we missed you” card sent from a congregational leader. If the absentee has missed a serving rotation, the team leader follows up.

**FOURTH SUNDAY MISSED**

* Phone call from the pastor.