

First-Time Guest Follow-up

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Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Sunday night  SMS: “Thanks for visiting!”	Monday  Email: How to ask for prayers/pastoral care	Tuesday				
Tuesday   Email and mail from clergy: <i>Welcome! Join us at our next newcomer event</i>	Wednesday  Phone call from staff: <i>Any questions? Did you see the invite to the newcomer event?</i>	Tuesday   NEXT STEPS REVIEW Review and if needed, send personal note inviting newcomer to coffee or tour or...?	Thursday  SMS from clergy: <i>Just checking in – anything we can do to help you feel at home?</i>	Wednesday  Email from clergy: <i>Can you help at coffee hour or pass out bulletins on Sunday?</i>	Wednesday  Email from clergy: <i>Invitation to join, link to membership form</i>	Tuesday  NEXT STEPS REVIEW What have we learned? What’s a good next step?
Friday  SMS from clergy: <i>“Any prayer requests for Sunday?”</i>	Friday  SMS from clergy: <i>Meet for coffee? Can I offer you a tour?</i>	Thursday  Email: <i>Can we order you a free nametag?</i>	Friday  Invitation/reminder about next newcomer event			

First-Time Guest Follow-up Sequence cont.

Week 8	Week 9	Week 10	Week 11	Week 12
			Monday   Email or Mail: Invitation to Newcomer dinner	
Tuesday  Email: <i>Miss a sermon or class? YouTube and podcast links</i>		Wednesday  Email: <i>Complete our Time & Talent Survey? Online link.</i>		Tuesday  REVIEW - Sequence complete, review for next steps?
Thursday  Mail invitation to new member class	Friday  Invitation/reminder about new member class			

Next steps:

- ☐ Meet with clergy
- ☐ Submits prayer request
- ☐ Participates in service opportunity
- ☐ Makes a financial gift
- ☐ Orders a nametag
- ☐ Attends a class or forum
- ☐ Newcomer open house
- ☐ New member class
- ☐ Newcomer/New member dinner
- ☐ Joins a service team
- ☐ Joins a small group
- ☐ Completes Time & Talent Survey
- ☐ Completes membership form/pledge card