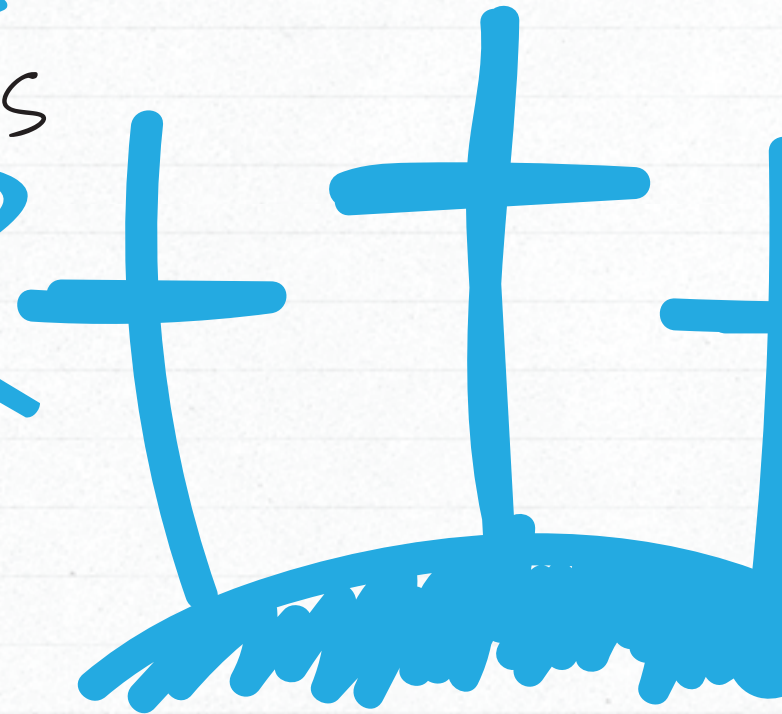


FOUR WAYS TO  
WELCOME  
AND CONNECT WITH GUESTS THIS  
EASTER



Greg Atkinson



## 1. Begin With The End In Mind.

- ☐ Get the word out and invite them using your social media channels.
- ☐ Make sure you are intentional about sharing helpful info for guests on your church's website.
- ☐ Make sure your space is inviting. Plenty of room, light and maybe some coffee.
- ☐ Make sure you have proper and strategic signage to help them know where things are.
- ☐ Have friendly, warm and hospitable smiling faces greeting them at the door.
- ☐ Plan an efficient way to register kids of first-time guests and get them to their classes as quickly as possible.
- ☐ Make sure your children's environments are clean, safe, and secure.
- ☐ Take the time to make sure your guest services are solid. This will inspire guest to return.

## 2. Get Their Info.

- ☐ You can't invite them back if you don't have a way to get in touch with them.
- ☐ Use a well thought-out communication/connection card.
- ☐ Get all the info you need, but only get as much as you absolutely need.
- ☐ Use the sample communication card in the First Impressions Bundle as a template to get you started.
- ☐ Have a deliberate and effective way to collect their card.\*
- ☐ Incentivize them to fill it out. Offer a free gift\* for turning in their connection card.





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### 3. Promote The Next Thing.



- ☐ Create a compelling sermon series or event that people might want to come to in January.
- ☐ Make sure to mention the sermon series or event at some point during your Easter services.
- ☐ If you're going to start a brand new sermon series in January, create a series promo video or teaser to play at your end-of-the year services to entice people to come back. You can outsource this or do it in-house, but it's important and needs to be done well.
- ☐ Create invite cards that you hand out as people are leaving. Encourage them to invite their friends, family, neighbors, co-workers, and classmates to join you in the new year.



### 4. Invite Them Back.

- ☐ Make sure your senior pastor, campus pastor, or the person doing the announcements doesn't miss the essential opportunity to invite people back.
- ☐ You'd be surprised what a friendly smile and a, "I'd love for you to join us as we kick off our new series..." will do.
- ☐ Use an automated email drip sequence to give them info about the church and invite them back.
- ☐ Follow up with a phone call or text message.\*



# \*Other "Pro Tips"

## On Collecting Communication Cards...

There are several good ways of collect communication/connection cards. One might be having guests put them in the offering plate or basket (which works better at the end of the service). Another is asking guests to bring them to a Guest Services table, booth, or kiosk.

## On Incentivizing People...

There are lots of ways to incentivize people to give you their information. One church I know of, for example, offers dinner and a movie "as a thank you for joining us this Easter" in exchange for the communication card. They partner with a local pizza place for a gift certificate and throw in a Netflix gift card.

Get creative and you can make collecting people's information a fun process instead of a scary proposition.

## On Following Up By Phone...

Don't be too aggressive or you'll come across as creepy. Instead, approach it with a mindset of being helpful to them.