



AUGUST 2, 2013 BY EVANGELISMCOACH



5 COMMENTS

6 Ways to Follow Up on First Time Church Visitors

Your church will not grow if your visitors are not returning and connecting with people in your congregation.

Your can't help new believers who responded to an altar call invitation grow as a disciple.

Your can't help new movers into your community get involved in your church with their treasures and talents.

Your contacts via evangelism outreaches may not find faith if your church doesn't help them keep seeking.

All your [efforts at inviting people to church](#) will eventually run out of steam.



6 Ways to Follow Up on Your First Time Church Visitor

One reason to [improve your church hospitality](#) is to increase the number of first time visitors who decide to return to your congregation after the first visit.

Once your first time visitor comes and fills out a [church visitor information card](#), what are some next steps you might take?

Intentional Follow Up Contact

I've seen various statistics from church growth material over the years that indicate the importance of follow up of your first time church visitor.

- Your Church Visitor retention rate is highest when you **follow-up with visitors w/in 48 hours.**
- Retention rates of a first time visitor is 34%, 2nd time visitors 51% and 3rd time is 78% in fast growing churches.

Herb Miller gives the following statistics for following up:

- 85% of guests return if visited in 36 hours
- 60% of guests return if visited in 72 hours
- 15% of guests return if visited in 7 days.

Your follow-up should be highly relational and focused on the guest.

Six Intentional Ways to Follow Up on 1st Time Church Visitors

1. Visitor Welcome Packet

If you don't get their contact information, you can't send them literature, make a home visit, carry cookies to their house, or invite them to come to the next service.

How can you follow up with them if you have no record of their presence? **Give them a church visitor welcome packet before they leave.**

Read more: <http://www.evangelismcoach.org/2013/how-to-follow-up-on-the-anonymous-church-visitor/>

2. Give Clear and Simple Next Steps

What is the [simple next step that you would like your church visitors](#) to take?

- Do you want to invite them to your Wednesday night Supper?
- Do you want them to attend a New Guest Reception with the pastor?
- Do you want them to volunteer in a community service project coming on the 3rd Saturday?
- Maybe your next step is something simple as come back for the next part of the sermon series.
- Maybe it is to pick up a free book from the visitor welcome center.

No matter what your next step is, your church visitor may not know. Find ways to communicate that next step for your first time church visitors. Do not assume that they will know. We attended a church for several weeks before we figured out on our own what that next step was.

Read more: <http://www.evangelismcoach.org/2012/what-is-the-next-step/>

3. Mail a letter with a clear invitation to a next step.

Assuming you have collected your church visitor contact information, send a [first time visitor follow up letter](#) or note card of some kind.

You might already put this in your [church visitor packet](#), but you might want to mail a customized one. You could say something along the lines of:

“ We’re truly glad you came. Many people like you have found this church to be their spiritual home. For them, it is a place to serve with their gifts, a safe place to explore and discover their faith, a place to find new friends, a place to grow their own relationship with Christ. I hope you found our people friendly and inviting. If not, I want to know about it so we can make sure future guests who follow you will not experience the same. Please call me directly at xxx-xxx-xxxx or email me at _____



52



9



2



30



1



16



3



11

Total: 124

4. Post Service Reception

Once your worship service is over, provide the space for people to visit. Right now in our own church, this is one of our most important facilitators of growing new members. The coffee hour allows a time for people to talk in a more relaxed environment.

Church Greeters can be intentional in talking with first time

visitors.

Provide some seating space and maybe a few tables to help facilitate an environment for conversation.

Make sure you provide quality beverages and snack items.

See more here: <http://www.evangelismcoach.org/2008/10-practices-to-welcome-church-visitors-part-2/>

5. Meet the Pastor Reception

This might be your simple next step to suggest to your first time church visitors. You might hold them monthly or every other month as needed, hold them when you can gather a crowd.

You might schedule them with-in a month of a big event Sunday, like Easter, mother's day, Christmas, Back to School.

I suggest you schedule them for Sunday's after Church to avoid conflicts with small groups and other activities.

Allow for newcomers to meet some people they can relate to (other newcomers).

This can be a time where:

- The pastor can share the vision of the church
- Other newcomers can meet each other.
- You share simple next steps to getting involved.
- Information on your membership or core beliefs class.

6. Home Visitation.

Some churches practice making home visits to church visitors as part of their church visitor follow up.

Common tips include:

- Visits should be carried out by members of the church, not the pastor or other paid staff.
- Take place within 36 hours of the event; ideally, the same afternoon.
- Make it a brief front-porch visit.
- Delivery of cookies, bread, or some other thoughtful gift item.

The goal is to appreciate their visit, leave information about the church, and invite them back for a return visit.

To make this visit:

1. Print a directional map from the church to First time Guest homes.
2. Deliver a Gift Bag as a “Thank You for visiting” gesture.
3. Say something like this “My name is and this is . . . from XYZ Church and we’re not coming in but we wanted to come by and say thank you for visiting XYZC and here is a small gift from the Church.”

Improve your Church Visitor Follow Up

Do you want more first time church visitors to come back a second time?

Taking care of your hospitality systems can help you keep more of your visitors, by setting the stage for a great follow up. Your follow up efforts might be sabotaged if you don't even have a good welcome to start with.

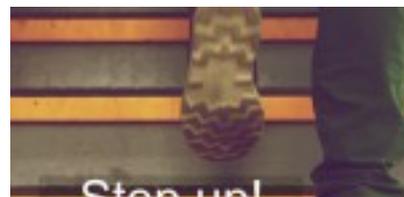
I've put an ebook together to help you review your hospitality systems.

[Read more on How To Welcome Church Visitors Ebook](#)

You might like to read . . .

- [Church Shopping Visit Number 6](#)
- [How often should we serve coffee? - Reader Question](#)
- [Why your small church should have a reception after your service](#)
- [Guest Article: 9 Questions for Retaining your Easter Crowd](#)
- [What Spurgeon Thought Was Sufficient to Grow Your Church](#)
- [What is the next step?](#)
- [4 Keys to Keeping More of Your Church Visitors](#)
- [Grow Your Church 20 Percent - By The Numbers](#)
- [Church Dropouts -- why people find it easy to leave](#)
- [Published again in Net Results](#)

Related posts:





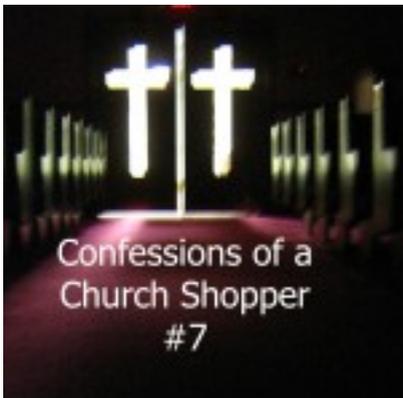
Video: What if a church visitor keeps coming back?



These Hospitality Stories Should Not Exist!



Webinar: Step up! First Steps to Running or Restarting Your Welcome Ministries



Confessions of a Church Shopper #7: An Easter 2015 Church Visit

Filed Under: [assimilation](#), [Hospitality](#) · Tagged With: [assimilation](#), [next steps](#), [visitor followup](#), [visitor welcome packets](#)



About EvangelismCoach

Chris wants to help you increase the number of conversations that lead people towards Christ. He has studied evangelism and church growth ever since working for a Billy Graham crusade over 20 years ago, and has led countless training seminars throughout North and South America in many different denominations.

Comments



Richard Hong says



August 3, 2013 at 11:02 am

In addition to a regular visitor bag, we have special visitor bags for children. An inexpensive toy, washable crayons, Biblical coloring page, stickers. It makes the child feel welcome and sends a message to parents that we are thinking about ministering to their kids.



EvangelismCoach says

August 4, 2013 at 6:22 am

Those are awesome visitor friendly ideas for children. Where do you source them, or do you have them done in house?



Muhire says

August 5, 2013 at 5:00 am

Thank you very much, it is helpful!!



Patrea Brumfield says

January 27, 2015 at 11:35 am

Very helpful tips! Thanks so much!



Deborah says

February 1, 2015 at 4:11 pm

Excellent information and tips! Thank you for sharing your knowledge with us.

At this moment I am preparing info packets for our visitors!

Leave a Reply

Your email address will not be published. Required fields are marked *

Name *

Email *

Website

Comment

Post Comment

Notify me of followup comments via e-mail. You can also [subscribe](#) without commenting.

SEARCH THIS WEBSITE...





Stay Informed

In our **free weekly newsletter**, we discuss topics like greeter ministry, church hospitality, and evangelism skills so your church can grow.

Sign up and I'll send it every Friday so you won't miss a thing.

Name:

Email:

SIGN UP NOW

FREE

START HERE

- [Personal Evangelism 101](#)
- [Importance of Spiritual Thirst](#)
- [Evangelism is a Process](#)
- [Fix Your Church Hospitality](#)
- [Improve Your Greeter Ministry](#)
- [For Hospitality Committees](#)
- [Congregational Evangelism](#)

TOP SELLING RESOURCES



RECENT POSTS

- [Evangelismania for Life Conference Milford Delaware, June 2015](#)
- [Faith Story Number 2: Your Journey to Faith](#)

- [Conference: Personal Evangelism for Ordinary People – Eastern North Carolina. August 14-15, 2015](#)
- [Faith Story Number 1: What's New Story](#)
- [My favorite Bill Hybels Quote](#)
- [Mothers Day Church Greetings that Honor All Mothers](#)
- [How Google will bury your church website](#)

SPONSORS

Piedmont Intl. Church

Multi-ethnic, Multi-
generational A place for you
to belong!

■ □



Disclaimer: Ads placed here are often based on your browsing history stored on your computer.

WHAT WE DO

- [What EvangelismCoach does](#)
- [Personal Evangelism Coaching](#)
- [Coaching Church Hospitality](#)
- [Travel Free Workshops](#)
- [Conference Speaking](#)

LETS GET SOCIAL

- › [Twitter](#)
- › [Facebook](#)
- › [Pinterest](#)
- › [You Tube](#)
- › [Google Plus](#)

ARCHIVES

Archives

Select Month

Text To Give-Smart&Simple

Increase giving for Churches 30 Day Trial - No Contracts - Easy



EVANGELISMCOACH TOPICS

- › [Personal Evangelism](#)
- › [Church Hospitality](#)
- › [Church Greeters](#)
- › [Church Evangelism](#)
- › [Church Planting](#)
- › [Evangelism](#)

- › [Grow Your Church](#)
- › [Church Committees](#)

ABOUT EVANGELISMCOACH

- › [Our Vision](#)
- › [About EvangelismCoach](#)
- › [Core Values of EvangelismCoach](#)
- › [Contact](#)
- › [Why Subscribe?](#)
- › [Donate and Support](#)
- › [Privacy Policy](#)
- › [Ask EvangelismCoach](#)

START HERE

- › [Personal Evangelism 101](#)
- › [Importance of Spiritual Thirst](#)
- › [Evangelism is a Process](#)
- › [Fix Your Church Hospitality](#)
- › [Improve Your Greeter Ministry](#)
- › [For Hospitality Committees](#)
- › [Congregational Evangelism](#)
- › [Personal Evangelism](#)

