

RESOURCE SHEET



Why is FOLLOW UP so important?

- 1. It makes people who visit your church feel cared for.**
Building relationships are important and if we quickly make a connection they know they are important to us. Getting contact information will help us to make a connection during that first week.
- 2. It increases the likelihood that a first-time guest will come back again.**
Average number of visitors that churches are retaining (keeping) through follow up is 10-17%
83-90% of people that visit our church will never come back
Church visitors will decide in 3 to 8 minutes whether they will take you seriously and whether they will return
- 3. It shows how well your congregation is doing at inviting people to church.**



- We want to encourage our folks to invite people and this only comes when we create a welcoming culture. How excited are people in church wanting to tell others about church and inviting them to come?
- 4. It puts a system in place to help make sure no one falls through the cracks.**
A system is key in keeping follow up in front of your team and your congregation. As you prepare for guests, they will connect as you provide avenues and guide them toward common bonds with others.

Pray! Pray Big!

James 4:2: "You do not have, because you do not ask"

Prayer should be an important part of your follow up strategy. If your church already has avenues for prayer, utilize those and cultivate new ones as follow up becomes the norm. Use these prayer points to give to your prayer warriors a place to start.

- 1. Pray for the kids and families**
Whenever possible, share specific names and prayer requests with your prayer warriors.
- 2. Pray for the people in your church that God is preparing to use in the lives of these new guests**
Pray for your ushers, greeters, church leaders, small group leaders, kid's ministry volunteers that they would find natural ways to connect with visitors
- 3. Pray for opportunities to connect.**
Pray for specific events that your church will sponsor to continue the follow up connection.
- 4. Pray for follow through and for barriers and distractions to be diminished.**
Pray for boldness and courage to get out of our comfort zones to approach guests and ask welcoming questions.



Enlist a Follow Up Team

Embrace a relationship-building approach to follow-up

People that come to your church are asking themselves three questions:

1. Can I make friends in this church?
2. Is there a place I can fit in?
3. Does this church really want me?

What are ways that your church is approaching these questions? Are you providing ways for guests to become connected to others who have similar interests and family life? Are you being intentional to ensure that new people are making smooth transitions and allowing for personal conversations.



Bridge VBS with Other Programs

1. **Before VBS, make sure you have events for kids planned on your church calendar.**
These events should be family friendly and planned with outreach in mind. These events should be tied to your major kid's ministry events. You might consider Ice Cream Social, Back to School Bash, Trunk or Treat, Harvest Party, Holiday Parties, etc.
2. **Ask children's Bible Study teacher/Wednesday night leaders to participate in follow-up.**
Help your teachers and leaders to connect with people who came to your event in hopes they will connect to a small group and build lasting relationships.
3. **Find community events where your church can have a presence.**
Consider connecting with community organizations and make a presence there so that your community sees your visibility. Serve families there by engaging them in games and crafts. Always make sure that you are prepared with an invitation to the next thing.

Train Your Team

Team Members should be:

- ♦ Trained to intentionally connect with parents during VBS.
- ♦ Make sure every worker is friendly and outgoing.
- ♦ Train each worker to be comfortable in sharing the Gospel.

Work with team members to be:

- ♦ Be willing to work with the Follow Up team to develop a follow up strategy for our church and to revisit it every year to make adjustments.
- ♦ Available once a month to meet as a team to PRAY, PLAN, PREPARE and IMPLEMENT the follow up strategy
- ♦ Be a cheer leader for this ministry and work with the church staff, leaders and other church attenders to involve other ministries so that this becomes part of the DNA of the church.
- ♦ Keep the church staff and leaders up to date and engaged with the team.



VBS Webinar: VBS Follow Up

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KIDS MINISTRY
NEW ENGLAND