



COMMUNITY CHURCH

FIXING GUEST RETENTION

4 CATEGORIES TO TAKE GUEST
RETENTION TO THE NEXT LEVEL



NOTES



CLIMB Leadership Conference

01 **community**

02 **identify your "front doors"**

03 **your follow-up strategy**

04 **your integration strategy**

4 next level
categories

Community

01

People have **extrinsic** and **intrinsic** needs. The mission should be to reach the intrinsic needs of people. In other words: people have a **strongest need/desire** and a **deepest need/desire**

Three levels of community engagement:

1. Ministerial
2. Community
3. Tactical

01

ministerial

Connection systems add value to everyone involved

community

This is how your organization will grow. You become more engaged with your guests over time by building trust and following through

tactical

The specific initiatives and improvements your organization works on to build healthy and engaged communities and achieve organizational outcomes

Identify your front doors

02

climb

“FRONT DOORS”

“Front Doors” are ways in which people “enter” your church

INVITE

- word of mouth
- invite cards
- flyers
- social media

ONLINE

- church website
- google search
- “suggested” based on recent searches and keywords

VISIBILITY

- Signage
- Big Events

FOLLOW-UP STRATEGY

Your Follow Up Strategy ought to **fit the needs** of your guest profile



Four types of Guests

1. In-person - in town
2. In-person - out of town
3. Online - in town
4. Online - Out of town

03

in-person in town

- welcome text & email (0 days)
- call from G.S. call team, 5-bucket evaluation (1-2 days)
- thank you email (3 days)
- text & email with an invite back to church (5 days)

week 1



week 2



- follow up text & email (7 days)
- text & email about membership & life groups (9 days)
- email about serving opportunities & invite back to church (11 days)

- follow up text & email (14 days)
- text inviting back to church (21 days)

week 3



steps of
engage-
ment

- attends in person
- meeting with pastor
- giving
- serving
- membership
- life group
- leadership college

in-person out of town

- welcome text & email (0 days)
- call from G.S. call team, 5-bucket evaluation (1-2 days)
- thank you email (3 days)
- text & email about OCC global (5 days)

week 1



week 2



- follow up text & email (7 days)
- text & email about membership & life groups (9 days)
- email about virtual serving opportunities & invite back to OCC Global (11 days)

- follow up text & email (14 days)
- text inviting back to OCC Global (21 days)

week 3



steps of
engage-
ment

- attends in person
- meeting with pastor
- giving
- membership (occ global)
- serving
- virtual life group
- leadership college online

online - in town

- welcome text & email (0 days)
- call from G.S. / global call team 5-bucket evaluation (1-2 days)
- thank you email (3 days)
- text & email about scheduling an in-person visit (5 days)

week 1



week 2



- follow up text & email (7 days)
- text & email about membership & scheduling an in-person visit (9 days)

- follow up text & email (14 days)
- text inviting back to OCC in-person (21 days)

week 3



**steps of
engage-
ment**

- attends in online
- meeting with pastor
- attend in person
- giving
- membership
- serving
- life group
- leadership college

Integration Strategy

Four Buckets:



climb

04

"This is the difference in building an audience vs. Building a community"

