PROVEN STRATEGIES FOR GUEST CONNECTION & FOLLOW UP

01 First Visit

02 Second Visit

03 Third Visit

04 Fourth Visit

05 Fifth Visit
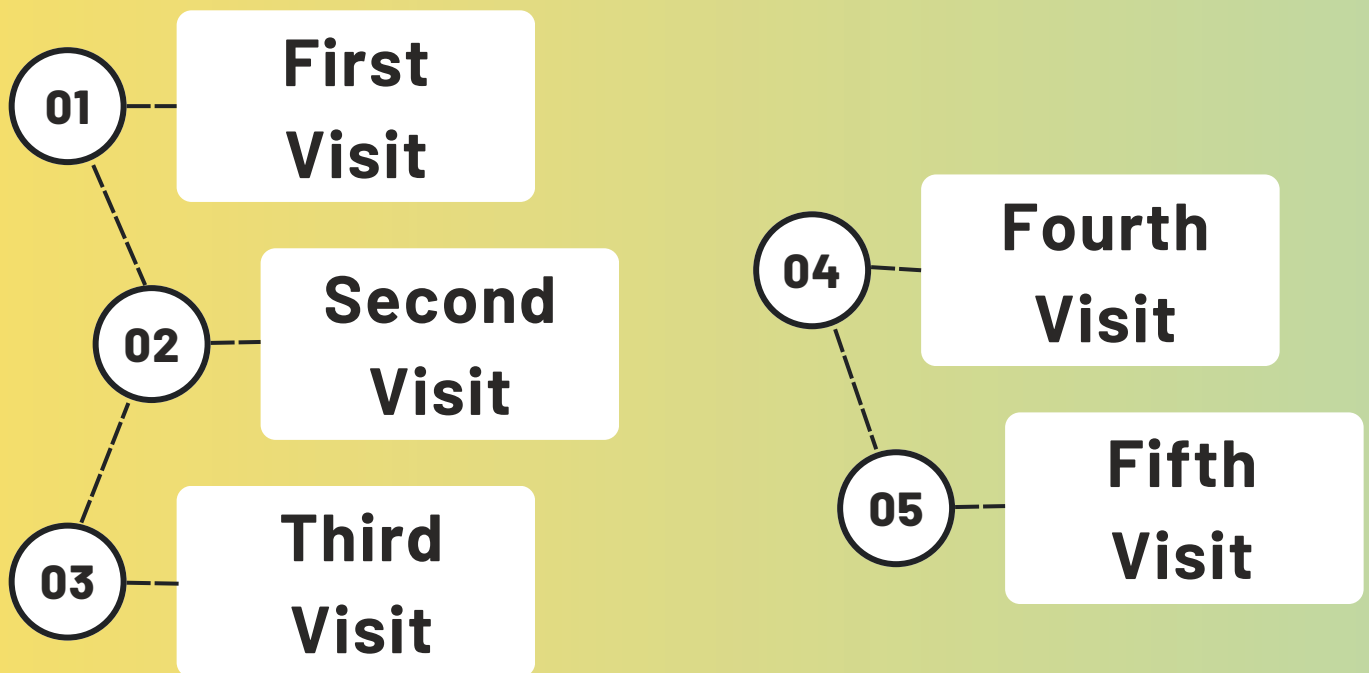
LIFEPOINTE CHURCH'S "*TRY5*" FIRST TIME GUEST PROCESS

We live in a consumer-based culture, and everyone has multiple things vying for their attention.
We have to find ways to **engage** *and* **maintain a connection** to First Time Guests.

"New Here, Start Here"

- Clearly Identifiable First Time Guest Stations.
- Host Team (To help families get their kids to the right locations, walk with them, and show them around).
- First Time Guests do not fill anything out or share their information with the Host Team.
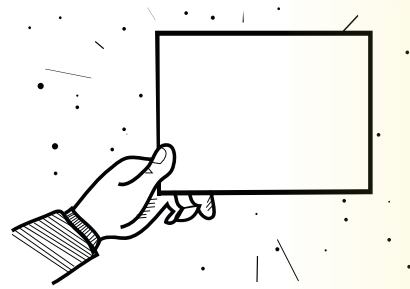
"How many of you have been on a first date that wasn't the greatest?"

- During announcements, Try5 is introduced in a fun & lighthearted way.
- The goal is to have First Time Guests attend 5 times.
- First Time Guests are invited to use the QR code provided to sign up for Try5.

Your church cannot have a large **"front door"** while simultaneously having a large **"back door"**

Upon signing up for Try5, Guests are sent an email with a video applicable to the "Try Week" that they are in.

Week **1**

Welcome video from the Pastor. (Include kid/student ministries and explain what programs are offered)

Week **2**

Invite them to join a "Discovery (Membership) Class"

Week **3**

Introduce Lifegroups & Serving Opportunities

Week **4**

Missional Engagement: Share a bigger picture of who you are as a church.

Week **5**

Closing Video from the Pastor, loop them back to "Discovery Class" if they have not attended.
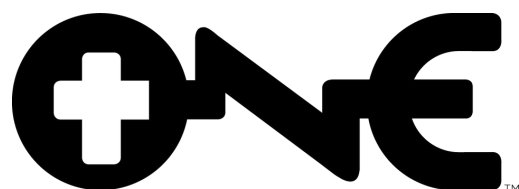
Data Points:

2021-2022 attendance grew by **35%**
2022-2023 attendance grew by **48%**

2023: 2,789 First Time Guests
35% FTG Try5 completion

(From Lifepointe Church)

ONE
COMMUNITY CHURCH

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