

# WAYS TO FOLLOW UP & INVITE GUESTS BACK

1

## SEND A HANDWRITTEN THANK YOU CARD.

In today's electronic age, a handwritten note is a novelty and goes a long way. Assuming you got an address, send a simple card that tells your guest you're honored they chose to spend Christmas with you.

2

## FOLLOW UP WITH A "WE'RE GLAD YOU VISITED" EMAIL.

In case your handwritten note gets lost in the mail, send a short email letting folks know you're glad they visited. Resist the urge to overdo it, and definitely avoid getting promotional here. It's okay to include a link to your website at the bottom of the email, but other than that, keep it about the guest and not your church.

3

## INVITE TO A COMPELLING SERMON SERIES.

Create a compelling sermon series for the weeks following Christmas and invite your guests to check it out. Guests will often come back to a series on marriage, parenting, or something similar that gives them practical help in their personal life.

4

## HOST A NEWCOMER CLASS.

A great way to invite guests back to your church after Christmas is to offer a newcomer class where they can learn about you and get questions answered.

5

## PROMOTE A FUN ON-RAMP EVENT.

A great way to let guests get a taste for life in community with your church is a low-pressure, fun on-ramp event. A *Men's Winter Bar-b-q*, a *Women's Brunch & Games*, or a *Family Movie Night* type of event is a great way to ask guests to re-visit your church.

6

## SUGGEST CHECKING OUT A SMALL GROUP.

For some new people, joining a small group is an intimidating thing to do. However, it doesn't have to be. Plan an event where guests can interact with your small group leaders, learn what types of groups are available, sign up for a group, etc. As relationships are built at the event, joining a group becomes less intimidating for the guest.

# FIRST IMPRESSIONS CONFERENCE

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