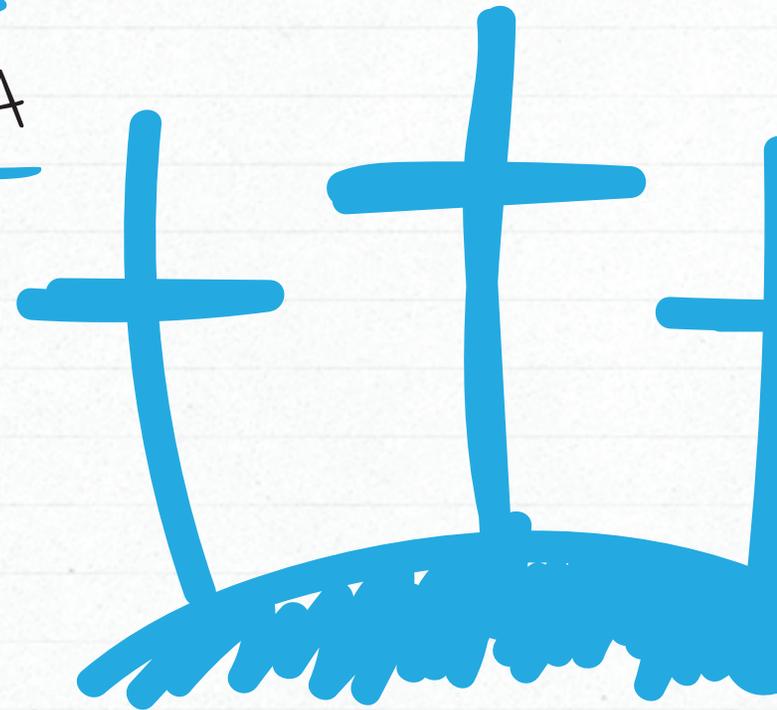


FOUR WAYS TO  
WELCOME  
AND CONNECT WITH GUESTS AFTER A  
BIG EVENT



Greg Atkinson



## 1. Begin With The End In Mind.

- Get the word out and invite them using your social media channels.
- Make sure you are intentional about sharing helpful info for guests on your church's website.
- Make sure your space is inviting. Plenty of room, light and maybe some coffee.
- Make sure you have proper and strategic signage to help them know where things are.
- Have friendly, warm and hospitable smiling faces greeting them at the door.
- Plan an efficient way to register kids of first-time guests and get them to their classes as quickly as possible.
- Make sure your children's environments are clean, safe, and secure.
- Take the time to make sure your guest services are solid. This will inspire guest to return.

## 2. Get Their Info.

- You can't invite them back if you don't have a way to get in touch with them.
- Use a well thought-out communication/connection card.
- Get all the info you need, but only get as much as you absolutely need.
- Use the sample communication card in the First Impressions Bundle as a template to get you started.
- Have a deliberate and effective way to collect their card.\*
- Incentivize them to fill it out. Offer a free gift\* for turning in their connection card.



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### 3. Promote The Next Thing.



- Create a compelling sermon series that people might want to come to after your big event.
- Make sure to mention the sermon series at some point during your big event.
- Create a series promo video or teaser to play at your event to entice people to come back. You can outsource this or do it in-house, but it's important and needs to be done well.
- Create invite cards that you hand out as people are leaving. Encourage them to invite their friends, family, neighbors, co-workers, and classmates to join you.



### 4. Invite Them Back.

- Make sure your senior pastor, campus pastor, or the person doing the announcements doesn't miss the essential opportunity to invite people back.
- You'd be surprised what a friendly smile and a, "I'd love for you to join us as we kick off our new series..." will do.
- Use an automated email drip sequence to give them info about the church and invite them back.
- Follow up with a phone call or text message.\*

# \*Other "Pro Tips"

## On Collecting Communication Cards...

There are several good ways of collect communication/connection cards. One might be having guests put them in a basket at some point during the event. Another is asking guests to bring them to a Guest Services table, booth, or kiosk.

## On Incentivizing People...

There are lots of ways to incentivize people to give you their information. One church I know of, for example, offers dinner and a movie "as a thank you for joining us at this event" in exchange for the communication card. They partner with a local pizza place for a gift certificate and throw in a Netflix gift card.

Get creative and you can make collecting people's information a fun process instead of a scary proposition.

## On Following Up By Phone...

Don't be too aggressive or you'll come across as creepy. Instead, approach it with a mindset of being helpful to them.