OUTREACH / TEAM GUIDE

Visitor follow-up plan

Make the next connection personal.

Build a warm, respectful follow-up process that helps guests move from a first visit toward genuine community.

HOW TO USE THIS GUIDE

Walk through the Sunday experience as a guest. Then use the worksheet to agree on a simple, consent-based follow-up process.

1 Welcome without pressure

Train greeters to notice people, introduce themselves, and answer practical questions. Make children's check-in and service information easy to find. Offer a connect card without requiring someone to share personal details.

2 Thank guests personally

Within two days, a designated person can send a short thank-you through a channel the guest has agreed to use. Mention something specific when appropriate. Offer prayer or help and make it easy to decline further contact.

3 Offer one clear next step

Invite the guest to an appropriate small group, a next-steps conversation, or a future service. Give the time, place, and a person to meet. Avoid sending a list of every ministry in the church.

4 Close the loop with care

Assign responsibility so guests do not receive duplicate messages. Keep contact details restricted to the people who need them. Record requests to stop contact and honor them. Review whether your process helps people form relationships.

CONVERSATION WORKSHEET

Listen. Discuss. Write it down.

Complete together or type into the fields before your next meeting. Save a copy for your team.

01 How can a guest find help before entering the building?

02 Who owns the first personal thank-you?

03 What permission do we ask before making contact?

04 What is the one next step we can clearly offer?

KEEP THE CONVERSATION FOCUSED

- Thank-you: It was good to meet you Sunday. How can we pray for you?
- Invitation: You are welcome at [group] on [day] at [place].
- Close: No pressure to respond. Let us know if we can help.

NEXT STEPS / TAKE IT BACK TO YOUR TEAM

Make the next step clear.

Choose one priority you can act on. Assign responsibility and agree when you will review it.

Our next ministry priority

Responsible leader

Review date

Three practical actions / person responsible / target date

People, supplies, budget, or support needed

BEFORE WE MOVE FORWARD

- [ ] Guest contact details are shared only with the right team.
- [ ] The first follow-up has an assigned owner.
- [ ] A clear invitation includes time, place, and a contact.
- [ ] Opt-out requests are honored and recorded.

Prepared for local church ministry. Adapt this tool to your congregation. Partnership and search decisions remain with the local church; this guide is not a contract or professional advice.