



Unlock Your Church's Growth Potential

How to Get Visitors to Come to Church
and Then Return Again and Again

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How to Get Visitors to Return Again and Again

- I. Understand what are visitors seeking when they visit your church?
 - Fellowship
 - Acceptance
 - A sense of belonging



Why Do Visitors Choose to Visit a Congregation?

- ◆ Someone I know invited me – 32%
- ◆ Easy to get here – 32%
- ◆ Pastor's sermons and activities – 11%



Lessons:

- ◆ Most people visit because they received a personal invitation from someone they know.
- ◆ The fastest growing churches grow because they have large numbers of members inviting their friends to church.



Why Do Visitors Return?

- ◆ Quality of Sermon – 36%
- ◆ Friendliness of People – 32%
- ◆ Overall Worship Experience – 30%
- ◆ Style of Pastor – 18%
- ◆ Sense of God's Presence – 17%



Lesson:

- ◆ Relevant preaching that meets needs and a good worship experience brings visitors back.



Three Ways You Can Help Your Congregation Grow . . .

- ◆ Make and invite friends
- ◆ Enhance worship experience for visitors
- ◆ Establish a visitor follow-up program



Make and Invite Friends

- ◆ Expand your circle of friends. Plan to meet one new person each week.
- ◆ Turn friendships into saving relationships
- ◆ Invite friends to attend Church with you
- ◆ Reach beyond your circle and befriend visitors and new members.



Enhance Worship Experience of Visitors

- ◆ Parking Lot to Pew Ministry
 - Parking Lot Attendants
 - Greeters
 - Welcome Center
 - Ushers
 - Shepherds



Visitor Kit

- ◆ Your most important printed piece!
- ◆ It gives visitors reasons to return
- ◆ It goes home with visitor
- ◆ It advertises your church to your visitor's family and friends



Contents of Visitor Kit

- ◆ Folder
- ◆ Visitor Registration Card and Name Tag
- ◆ Personal letter from pastor
- ◆ Magnetic Business Card
- ◆ Personalized pen
- ◆ Ministry Brochure
- ◆ *Steps to Christ* or tract on how to accept Christ
- ◆ Fliers about upcoming events
- ◆ Map of Church



Everyone is an Ambassador

- ◆ Inviting visitors and making worship a good experience is everyone's responsibility.
- ◆ Ritz-Carlton Motto:
“We are ladies and gentlemen who treat our guests as ladies and gentlemen.”



Visitor Follow-up Program

- ◆ Organize and train Church for Visitor Follow-up
- ◆ Process Guest Registration Cards
 - Enter into Church management software
 - Make computer printout of visitor's
- ◆ Contact Every Visitor by Monday
 - Telephone call to thank for visit and set-appointment for visit
 - Personalized letter from pastor on Monday
 - Visit on Tuesday evening
- ◆ Pray for visitors



How to Get Started

- ◆ Have a “Bring a Visitor” Rally Day
- ◆ What to do at Rally
 - Help members understand why visitors visit and how to help them return
 - Encourage members to make and invite friends
 - Recruit members for Parking Lot to Pew Ministry
 - Teach how to love visitors and new members
 - Recruit and train members for visitor follow-up