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Q and A

To ask the presenter a question, you will type that in the Q and A box.

CHAT

If you'd like to interact with chat, click the chat box and select **"everyone"** from the dropdown menu.

RECORDING

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TOO MUCH?

If the chat and/or Q and A interactions are too distracting, please feel free to close them now or at any time during the webinar.



We had guests !!

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Practical Resources for Churches



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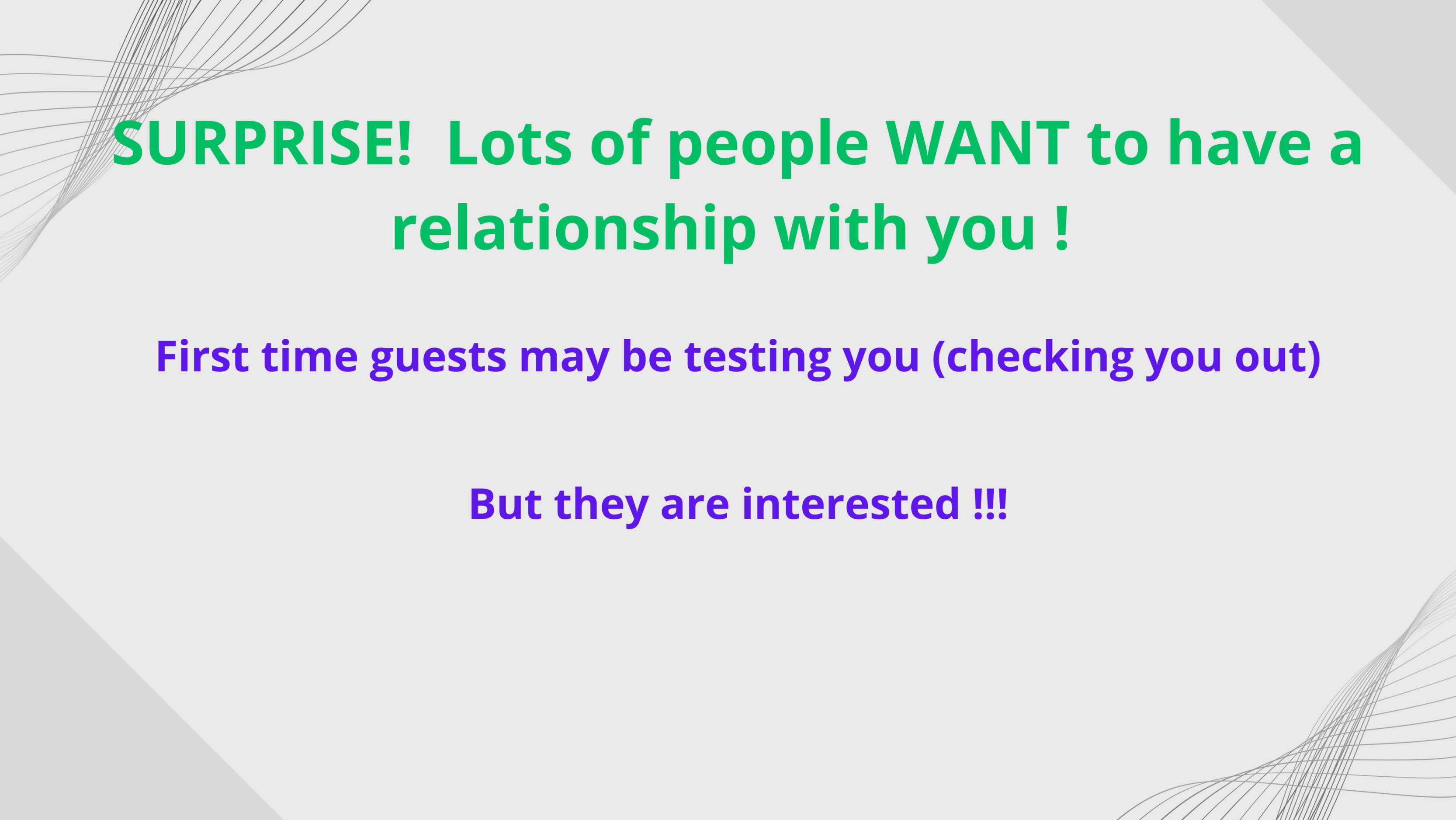
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We had guests !!

 **But we will never see them again** 





SURPRISE! Lots of people WANT to have a relationship with you !

First time guests may be testing you (checking you out)

But they are interested !!!

WORDS ARE IMPORTANT

- **We never have visitors !**
- **We always have GUESTS !**
- **We never greet visitors!**
- **We HOST guests !**

WHY TRY TO RELATE TO GUESTS ?

- **NOT to build attendance or budget**
- **instead, to help people know God better**
- **when done lovingly, respectfully, repeatedly some people will join you to serve & worship**



WORDS ARE IMPORTANT

- **They care very little about the institution - the church, the denomination.**
- **They might appreciate aspects of the building but they care very little about it.**
- **What matters is people !**

WORDS ARE IMPORTANT

- **Therefore, try to avoid the word 'church'. Use 'congregation' instead.**
- **Very seldom show photos of building without people.**
- **Do not ignore your denomination, teach its principles. Just remember people are more interested in Christianity than *Your_ism*.**

PLEASE !!

- **You will not do everything !**
- **Keep a list as we hurry through.**
- **TODAY cut that list in half**
- **Tomorrow pick two or three things from remaining list to focus on.**
- **When those are done, pick a couple more.**
- **DELEGATE!!**

FOUNDATIONAL THOUGHTS

- **You will not do everything !**
- **But - if you must choose spending time between promotion (inviting) VS. relationship building, choose relationship building.**
- **If you don't relate, you have wasted your time inviting.**
- **Understand --- multiple encounters needed.**
- **Therefore results take time.**

A GUEST HAS COME !

- You worked hard! Guests showed up!
- Past experience says we will never see them again. 😞
- Most churches 'ghost' their guests.
- MAYBE they sent a quick note.
- MAYBE they added the guest to the newsletter list.

A GUEST WAS HERE SUNDAY !

- **We don't communicate with guests.**
 - **send a note, newsletter, texts, etc.**
- **We don't invite them to join an activity or committee.**
- **And think we have done enough!**

BUILD A RELATIONSHIP

- **We want to build a relationship !**
- **We use those tools to build a relationship but too often see using a tool as the end goal.**
- **Repeated communications are essential.**

SMALL CHURCH VS. BIG CHURCH

- **The goal to build a relationship is the same, but specific activities can vary.**
- **Since most Protestant churches are small, one clergy person or less, I am focusing on that group.**
- **Core philosophies easily translate.**
- **Most YouTube training is focused on large churches so take the basics I share and search for large church applications.**

WHAT KIND OF GUEST MIGHT COME ?

1. **People with an active church history but now changing congregations.**
 2. **People who attended somewhere long ago, seldom attend, or never attended = unchurched persons.**
- **We will focus on unchurched persons. If we effectively communicate with them we will have communicated with people changing congregations.**

CHALLENGES

- **At some level the guest is evaluating us.**
- **Since churches have bad reputations, especially as boring & irrelevant, guests can be picky in the evaluation.**
- **Don't sweat about it – just recognize checking us out is normal and ask *“how can I communicate we are relevant to their lives?”***

A GUEST HAS COME !

- **But they made no real effort to build a relationship. So it is up to you.**
- **Understand --- multiple encounters needed --- even after their first visit.**
- **And like when inviting, personal encounters are best.**

BUILD A RELATIONSHIP

NONE of this is possible unless we have their contact information.



MOST **IMPORTANT THING YOU WILL DO**

- **Without contact information you can not communicate.**
- **Without communication you cannot influence their decision to return or not.**
- **Without that influence the potential to see them again drops dramatically.**
- **Therefore you have largely wasted your time & effort.**

GUESTS – FAMILY & FRIENDS

- Too many churches treat new people who come with a church member differently than other new people.
- The most common reason a person comes the first time is that someone invited them --- treat them as guests!!
- Give them the same gift, etc.
- I change my words slightly (with a smile) *“In case they don’t keep you informed ,we would love to tell you about ...”*

WHAT IS DISCOURAGING

- **Main stream Protestant churches typically see 5-10% of first time guests return. 😞 Depressing.**
- **That's people who return once or twice. Fewer get involved in congregation's life long term.**
- **No research - but I suspect most of those who do get involved are people changing congregations - not unchurched.**
- **Is any of this worth the effort?**

YES !!

- **We need to swallow our pride and admit the evangelicals may have some good ideas.**
- **Copy their best.**
- **Maybe not their worship style or theology. 😊**
- **But how to build relationships with people.**

FIRST TIME GUESTS - RELATIONSHIP BEGINS IN PARKING LOT

- Yes you want to be hospitable so our guest feels welcome.
- But I prefer the word comfortable.
- That includes feeling welcome but also includes not feeling confused.
- It starts in the parking lot - which door to go in? Then, where is worship space? Restrooms? Will I understand the service? *(Not saying you must have parking lot greeters.)*

FIRST TIME GUESTS

- **An important impression is made within 3 minutes after parking!**

CONFUSED FIRST TIME GUESTS

➤ **A confused guest is not comfortable. Signage is critical.**

➤ **Most important:**

where to park

which outside door to go in

where is worship (I prefer that over 'sanctuary')

restrooms

nursery & children's area

CONFUSED FIRST TIME GUESTS

➤ good webinar from PRC about signs :

<https://tinyurl.com/m3wp7mh5>



➤ I disagree on one thing – most people say wall signs should be 4-6 feet above ground = eye height.

➤ BUT, if there are lots of people, or one person standing in front of it --- no one knows the sign exists!

➤ I recommend 6-7 feet above ground.

FIRST TIME GUESTS - RESOURCES

- To save time I refer you to two other resources:
- This is a 16 minute training video for hosts, and everyone, in small churches: <https://youtu.be/oLQpJTVtd3w>



- This PRC webinar goes into more depth: <https://www.prcli.org/project/welcoming-guests-to-your-church/>



CONTACT INFORMATION

- **Evangelicals are good at getting contact information although their training focuses on large churches.**
- **We typically depend on a guest book in the narthex (lobby).**
- *Avoid jargon = words you don't use outside the church.*
- **A guest book as they enter is expected by people changing congregations - so keep it.**
- **But a guest book as they walk in can feel/be pushy to unchurched – offer but never insist.**

CONTACT INFORMATION - KEYS

- **assertive (ask) but never aggressive**
- **provide multiple opportunities.**
- **Ask for what you need NOW. The more information you request, the fewer people will respond.**
- **Generally first name & cell phone is enough.**
- **Typically I add email address & zip code.**

CONTACT INFORMATION - DON'TS

- **Asking for children's ages & names can feel creepy. Get those only if they express interest in specific programs.**
- **The home address can feel intrusive.**
- **Asking for their former church can be insulting if they don't have an answer. *(Why do you need that?)***

CONTACT INFORMATION - HOW

- **narthex (lobby) guest book good for some people.
(video about hosting talks about it)**
- **I like a QR code in the bulletin**
- **link QR DIRECTLY to 'connect with us' page on website.**
- **Remember on 'connect with us' page to ask for the minimum amount.**
- **A tear off sheet in the is bulletin OK.**

CONTACT INFORMATION - HOW

➤ **assertive** – typically before the offertory there is a moment when the worship leader can ask people to provide the information.

➤ 30 second example: <https://tinyurl.com/2kyn6k83>



➤ Always begin with the 'why' - *"We would love to share with you what is happening here. Please leave your information ____."* You are giving a gift to them.

CONTACT INFORMATION - HOW

- **Don't say "first time with us" or "visitor". Many people will not give you their information until they have come 2 or 3 times. They want to think before joining another mailing list. (Makes our task harder!)**
- **Say "new with us".**

CONTACT INFORMATION - HOW

- Every Sunday behave as if there is a new person present.
- Worship leader should ask for information every week.
- Include asking those watching online to leave information. A QR code on the screen works well.
- <https://obsproject.com/> is a good, free way to add QR codes to your streaming.



CONNECT INFORMATION - WEB

We would love to know you better & for you to know us!

336-299-0235

3304 Groometown Rd
Greensboro, NC 27407

Name

First Name (required)

Last Name (required)

Email (required)

Phone (required)

Question, message or prayer request

Make sure someone gets an email when anyone submits this & that someone responds immediately.

CONTACT INFORMATION - HOW

- if you give them some form of *'thank you for worshipping with us'* gift - include a card for contact information & one for your ministries

CONTACT INFORMATION - HOW



CONTACT INFORMATION - HOW

Thanks for being at Our Father !!

We would love the opportunity to keep you informed about Our Father with occasional texts. If you haven't already left your information, simply text your name & email address to 336-404-0750.

(We do not share your information or spam you!!)

A generous donor contributes \$10.00 to the food pantry for every contact received.



A few of our ministries!

Simply ask to know more or connect!

Music – Myrtle Norman

Outreach – Donna Anthony

Blood Drive

Support Schools

Clothing collection

First Aid/CPR training

Angel Tree

Sunday Morning discussions

Pastor Scott

Home communion –

Pastor Scott

Youth Group – Tammie Craig

Food Pantry –

Joyce & Ron Joyner

Connecting with new people -

Ken Kroohs+

Back to School blessing

Animal Blessing

Texting

Zoom Bible study –

Shirley Kroohs

Fellowship -

Louise Palmero

FIRST TIME GUESTS

- **Brochures would be another webinar! Key – lots of white (empty) space so easy to read.**
- **Details mentioned in brochure go on the website. Brochure should have lots of links to website pages.**

GUESTS COMFORT - BULLETIN

We believe that Holy Communion is the real presence of Jesus Christ.

Taking Communion— We offer wine (red) or grape juice (white). Alternatively, you can drink from the common cup (wine).

Those who do not commune may come forward with their arms crossed and receive a blessing.

All are invited and welcome at Christ's table.

We sit.

Lord's Prayer

C: Our Father, who art in Heaven, hallowed be thy name, thy kingdom come, thy will be done, on earth as it is in Heaven. Give us this day our daily bread; and forgive us our trespasses, as we forgive those who trespass against us; and lead us not into temptation, but deliver us from evil. For thine is the kingdom, and the power, and the glory, forever and ever. Amen.

Holy Communion

Lamb of God



Communion Hymn



complete copy:

<https://tinyurl.com/5n6btvsn>



GUESTS CAME! - BULLETIN

- We had guests !! .. What do they know when they leave they did not know when they arrived?
- What do they now know that might bring them back?

This is the most important slide !

GUESTS CAME! - BULLETIN

- **Announcements and bulletin are your primary tools.
(Place I disagree with evangelical, large church teaching.)**
- **In bulletin announcements, lots of links to more information.**
- **Include link for comments or questions about readings and sermon.**
- **my Christmas Eve disaster.**

FIRST TIME GUESTS - ONLINE

- Too much to cover today.
- Include links for people to connect with you, comment on readings or sermon, and to donate.
- You will not get many, if any responses. It takes time! You are announcing your willingness to connect.
- <https://obsproject.com/> is a good, free way to add QR codes to your streaming.



- tutorial: <https://tinyurl.com/3kfdatnr>

FIRST TIME GUESTS

- Whether they write down their information or not, hopefully you heard their name(s).
- **Remember them !!**
- Write them down with some polite hints to remember them.
- Hosts should have a 'cheat sheet' about earlier guests.
- Guest may be interested but not come back for weeks.

FIRST TIME GUESTS

- **Host, and others if possible, greet them by name after the service.**
- **NOT *"Hope you enjoyed it."* We are not in the entertainment business.**
- ***"Hope to see you again."* – not bad but can feel pushy.**
- ***"%%firstname%% thanks for being with us!"* is enough.**
- **A conversation begun before could be continued.**

FIRST TIME GUESTS

- **Invite them and walk them to the coffee hour.**
- **BUT, if they are in a hurry to leave --- let them!**
- **2nd, 3rd, 4th time, invite them and walk them to the coffee hour.**

STOP !!!! RELAX !!!

- **All of what I suggest are best practice hints.**
- **NONE of it is life or death rules.**
- **Even some PRC workshops have slightly different ideas! 😊 Use what feels right for you.**
- **Most important, be glad they came and show that.**

PLEASE !!

- **Do not feel so overwhelmed you do nothing!**
- **I am always anxious to help you.**
KenKroohs700@gmail.com
www.pre-Evangelism.com
- **Make a list of good ideas, cut it in half today!**
Tomorrow pick 2-3 ideas to begin with.
- **Want help choosing? Contact me. (free)**

ONGOING COMMUNICATION

- I recommend texting using a paid service. (~\$30./month)
Small churches may be able to start for free. Ask me.
- In a small church you can do most of this for free – but lots more work.
- Phone calls are seldom answered. Even messages not always listened to.
- Emails are opened, not necessarily read, 30% of the time.
- Texts looked at ~90% of time.
- US mail is slow and how many can you send out?

FIRST TIME GUESTS - FIRST TEXT

- Immediately thank them for coming.
- I disagree with evangelicals who say they should receive a text on the way home.
- I aim for Sunday night or at worst the next day. A texting or email service makes that easier.
- Texting service makes it easy to include their name.
- Keep it simple!

FIRST TIME GUESTS - FIRST TEXT

- *Thank you %%firstname%% for being with us today! We hope it was a meaningful time for you. We pray your week goes smoothly. Anything from today you'd like to ask about or talk through?*
- **Add other names or anything else personal you know. (training video for hosts goes into this.)**
- **Include the welcome video from the pastor.**



ONGOING COMMUNICATION - WEB

- Your website would be another webinar.
- Remember the importance of designing it for non-members.
- Many people check it out before visiting & after.
- Good resource: <https://www.prcli.org/project/church-websites-101/>



ONGOING COMMUNICATION

- **Keys: regular, ongoing, friendly, informative, interesting.**
- **I like sending it weekly on Saturday about 10:30am.**
- **Evangelicals say to send an invite to the Sunday service every Saturday – I think that is pushy.**
- **Good – invites to special services (i.e. All Saints Day) with reason: *We want to offer prayers for your loved one.***

ONGOING COMMUNICATION

- **Don't just announce – invite!**
- **Example – most churches announce their Christmas services: *Our services are at 5pm & 7pm = announcement.***
- **Very different feel - *We would love to have you join us Christmas Eve at 5pm or 7pm = invitation.***
- **Same thinking for texts: *Saturday 6-8 is game night! A D&D table and other games. What's your favorite? Can you bring it?***

ONGOING COMMUNICATION

- **Good – occasional mention of sermon topic using a question: *What really happens at baptism? Can't wait for Pastor's answer!***
- **Don't make most texts announcements about church activities. That's a commercial.**
- **Use questions as often as possible.**

ONGOING COMMUNICATION

- I like to send an explanation of and invitation to communion the 2nd week - then add them to ongoing list.
- Ongoing - you focus on ministries - *Our angel tree provided gifts for 43 children!*
- OK to invite to ministries - occasionally - *Our food pantry helped 77 families last month! We are open 4-6 every Wednesday. We always welcome new volunteers and donations! Reply with any questions.*

ONGOING COMMUNICATION

- **Informational texts get good response. Is your building historic? Do you have a written church history? Send a link!**
- **We have a stain glass window series and a page on the website explaining them. Great to link to.**
- **OK to repeat things throughout the year. Stain glass window link might be sent 3 times.**
- **With your church calendar in hand, plan topics for next six months. That's a good way to discover what you have NOT talked about.**

ONGOING COMMUNICATION

- You will get very few responses! Don't be discouraged. Again, your primary goal is to make it clear you are open to a relationship.
- Make sure the system you choose allows responses.
- Ask for a response fairly often. Best - *We would be honored to pray with you. How can we pray?* (This is good several times a year.) RESPOND!
- *What is your favorite Christmas carol?*
- Questions like that are great as a social media post.

THEY CAME BACK 3 TIMES !!

- **By then a few people should know their names. Don't count on that happening naturally! Share names with governing board and other groups.**
- **Share sneaky photos? Maybe cut from service video?**
- **PERSONALLY invite them to be involved in something easy, a one time thing. Signup sheets don't work.**
- **Have "getting to know each other events" (Ask for outline)**

THEY CAME BACK 3 TIMES !!

- **Nametags are hard to get people to use in service but sometimes easier for other activities.**
- **When someone new comes to help out, or to any event make sure when they leave 3 people know their name.**
- **Pastor invite them to lunch - church pay.**

SUMMARY

- **Building a relationship is the MOST IMPORTANT thing you can do.**
- **What do they now know that might bring them back?**
- **Contact guests immediately.**

SUMMARY

- **The more personal you make it, the better.**
 - **Share names and maybe photos with other members.**
 - **Greet them by name, at least acknowledge their return.**
 - **Include names in texts.**
 - **Personally invite to activities - not just once.**
 - **Pastor invite them to coffee or lunch - church pay.**



THANK YOU

STAY AROUND FOR Q & A

