*Opening “Illustration”* – Help, I’m the victim of an awkward guest phone call!

**Big Idea** – following up with guests and prospects, especially first-time guests, is an essential part of the ministry of your Bible Fellowship.

*“Almost 90% of guests will return to visit a second time if someone follows up with them on the same day of that first visit”* [[1]](#footnote-1)

*“The likelihood of a first time guest becoming a member increases to 50% when they are invited to a small group”* [[2]](#footnote-2)

**Prospect Coordinator Panel** – what have you learned?

(Before a visit)

* Have a one or two sentence description of your class memorized or written down
* Be familiar with other church ministries (Next Step, Children’s/Preschool, Special Needs, Women’s and Men’s ministries, Worship service times, how to find your classroom with simple directions)
* Offer to meet people before class, walk with them to class, introduce them to people when you get to class and connect with them outside of class

(After their visit)

* Ask open-ended questions that require more than a one-word answer
* Reach out more than one time and in different ways (phone, email, text, social media, face to face)
* Invite people in your class to join you in reaching out to guests

**Work “Best Practices”**

* Use the Bible Fellowship Guest registration form!!!
* Leverage the reports your minister provides (quarterly, class roster)
* Communicate with your Director and your Minister
* Don’t give up on people!

***Notes***

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1. Steve Caton, March 11, 2013, citing Lifeway Research study,   
    https://www.churchcommunitybuilder.com/communications/blog/2-critical-stats-about-first-time-visitors/ [↑](#footnote-ref-1)
2. Tony Morgan, September 6, 2011, http://tonymorganlive.com/2011/09/06/getting-people-from-point-a-to-point-b-  
    inactive-to-engaged/ [↑](#footnote-ref-2)