

20 TIPS TO I-N-C-R-E-A-S-E YOUR CHURCH'S VISITOR FLOW:

- 1) **"The satisfied customer is your best advertisement".** The Bible says: **"let another mans lips praise thee"** (Prov. 27:2). Use "positive words" of your "repeat customers" to attract new ones. What do they like best? Let their transformed lives & this "living proof" be your strongest "evidence" in attracting & influencing n-e-w outsiders.
- 2) **"What I like Best about 1^s AG is..": Make an 8x11 3-fold Brochure:** use a "Question of the Week" (small, bulletin insert) asking members for maximum 2 sentences: "what I like best about our church is": Put these into a brochure & also use "sprinkled" throughout your literature, 1st, 2nd & 3rd time Visitor Welcome letters, ads (even Yellow Pages) etc.
- 3) **Use personalized business card invitations, with maps**(& or directions) with basic service time information on back of the cards. Include a line: "Invited by _____" for members to personalize. Print on heavier paper or cardstock.
- 4) **Hold regular "friend day" emphasis Sundays** (alternate weekends, 1st or last Sundays monthly, quarterly, etc.) The weakest part of "Friend Day" (in doubling attendance) is a lack of a relationship-building follow-up weekends or events.
- 5) **Research, chart & graph your "high" visitor weekends:** What topics & events draw the most visitors to your church?
- 6) **Use brief testimonies of your people's changed lives in your bulletin &** from the platform, extracted in your monthly church newsletters, in Visitor Welcome Packs, etc. These can be tape recorded 1-on-1 interview style & actually preserved (& catalogued) for future use (even by topic) to reach those with similar problems. Also makes a tremendous easily produced booklet of "Living Miracles" (or Changed Lives) *Order: *"The God Who Changes Lives"* (\$10, David C. Cook Publishing)
- 7) **Survey your people to what type events (& sermon topics) they feel most comfortable inviting un-churched friends to.** "Block parties", concerts, dramas, "Heaven's Gates", movies, "famous saved speakers", Christmas or Easter pageants, etc.
- 8) **"Famous" "Christian Personality" Speaker - events etc. Holiday-theme events (or meal-events) to hear local or national "celebrity" testimonies may (or may not) create regular, increased visitor-flow at your church.**
- 9) **Work with New Converts to help them reach their "Oikos" (network) of friends & **"F.R.A.N."s:** Newly saved people have the most unsaved connections. Intentionally help them reach & win their Friends, Relatives, Associates & Neighbors.
- 10) **Personally model intentional relational evangelism. Set the tone for your members** by sharing your own inviting, witnessing & week-by-week personal - evangelism efforts (failures & successes) both in the pulpit & church literature.
- 11) **Use neutral territory: (apt. "club house" settings) for short** topic-targeted get-acquainted mini-seminars & events.
- 12) Learn all you can about "seeker " events, 1st time visitor likes & dislikes, "Seeker-sensitivity", "seeker-izing", etc.
- 13) **Gather "focus groups" of visitors to get deeper into their "psychography"** (their hot & cold like/dislike buttons)
- 14) **Use V-1, V-2 & V-3 spaces on visitor registration Care-Cards; also create & use separate V-1, V-2 & V-3 letters.**
- 15) **Train your Greeters & Hospitality Team thru our \$10,000 JGM/PCN Member Resource Lending Library**(Ecles.10:10)
- 16) **Do a "What Visitors See" "fly-on-the-wall" 1st-visit photo survey:** How does a 1st visit look & feel to impartial V-1's?
- 17) **Stay in a "Kaisan" (continual improvement) learning/stance.** Be open to new ideas from the Lord, His people, and even from your church's visitors themselves (both saved & unsaved).
- 18) **Survey your Congregation as to their actual Visitor Inviting participation.** Ask (by hand &/or survey card) who has invited how many churchd (&/or /unchurched) folk in the last week, month ,1/4,or year? How many actually attended?
- 19) **What information aren' you getting? What questions aren't you asking? What would your visitors tell you if they could?** What do they see that you don't?: i.e. "improveables" such as parking, aisle seats, overlong fellowship time, etc.?
- 20) **Hospitality Mentality & Emphasis:** Re-name Visitor-Care Teams to "Hospitality" teams. Add "Hospitality Booth" signage to lobby booths. The word "Hospitality"(often heard & seen) instills the thought: **"Company's coming"** to the entire congregation!

This Pastor's Idea sheet is made available because of free-will offerings, vital JGM missions partners & Pastors' Care Network Churches. Thank you!
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