

ESSENTIAL
CONNECTIONS

Welcome to the Workshop

- Please write down your questions for the end of the session.
- Think about the 1st three things you can implement as soon as you get home!

Preparation is ESSENTIAL

- Be ready for guests *before* you try to bring more in
- Here's what NOT to do:

What if Starbucks Marketed Like a Church? Video parable.

- Ouch!

A Good 1st Impression is ESSENTIAL

- Facilities (inside and out)
- Signage (inside and out)
- Bulletin board/whiteboard
- Website
- Printed materials
- *Review all* of the above regularly!

A Culture of Hospitality in Your CHURCH ESSENTIAL!

- Hospitality
- Greeters
- Welcome/information center
- Thank volunteers every time
- TRUE HOSPITALITY is ESSENTIAL in EVERY MINISTRY in your church!

A Culture of Hospitality in Your CONGREGATION is ESSENTIAL!

- *Everyone* learns to reach out
- Create opportunities
- TRUE HOSPITALITY is ESSENTIAL if you want the opportunity to CHANGE LIVES
- NO judging
- 1st ten minutes after Worship is vital

Reasons People Don't Go To Church

Video

- What can you say about YOUR church?

Connecting with the Local Culture is ESSENTIAL

- Your community culture is unique
- Meet *their* needs
- Be relevant to *them*

Promotion is ESSENTIAL

...now that you're ready for company!

- People
- Programs
- Outreach

Opening Your Doors is ESSENTIAL

- Offer your facility
- Use the opportunity

Connecting is ESSENTIAL

- Connection Card
- “One size fits all” inside bulletin
- Announcement during Worship
- Do NOT single out your guests by making them stand, etc.

Guest Follow-up is ESSENTIAL

- ASAP
- Email is preferred
- 1st time guest
- 2-5th time guest
- 6th+ time guest
- Review files

Prayer is ESSENTIAL

- And pray some more!
- God may lead you to change things AGAIN

ESSENTIAL Reminders:

- It's ok to fail
- *Don't confuse perfection with excellence!*
- #1 ESSENTIAL thing is to love like Christ did
- Be real and relevant (He was)
- People will realize that Jesus is ESSENTIAL

ESSENTIAL Connections

- Your questions...

Thanks for being here!

YOU

are the

ESSENTIAL

Connection!