

## Five Principles of Follow-Up

Follow up is most effective when visitors receive.....

### 1. A friendly contact

Offer your friendship. Take care not to offend new people

### 2. A personal contact

Focus on the visitors interests and needs. Nothing takes the place of personal touch in our lonely world.

### 3. A prompt contact

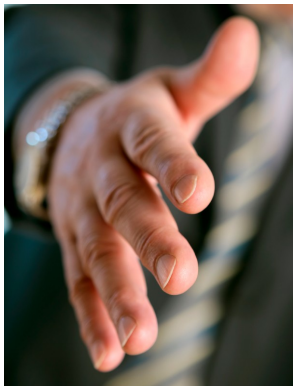
Contact visitors within twenty-four hours. The longer the time between their visit and a contact, the less effective the results.

### 4. A nonthreatening contact

Put the visitor at ease. Visitors have a natural uneasiness about new places and people.

### 5. A continual contact

Follow-up is a process, not an event. A one time contact is not enough to be effective in our present environment



## SECOND IMPRESSIONS



### Worshipping and Greeting Ministry

Richland Road Church of Christ  
Marion, Ohio

## **Help us make a good impression**

At Richland Road we are blessed every week with 40-60 visitors! Of that number there can be 5 – 10 first time visitors. The purpose of the “Second Impressions Ministry” is to acknowledge the presence of our visitors, to make them feel welcomed and wanted, and to seek to answer any question they may have.

### **First Hand of Contact – Phone Calls**

After a visitor visits our congregation for the first time, a call should be made thanking him or her for attending our services for the first time. The person who volunteers to be a part of this ministry should have a friendly voice. We ask that the person who is responsible for calling make their call by Monday evening. Calling all visitors within twenty-four to forty-eight hours shows you care about them and begins to cement your relationship with them. In many cases, a phone call to those who visit has as much impact as a personal visit.

The conversation with a first-time visitor does not need to be long. Just be sure to do two things. First, thank the person for visiting Richland Road of Christ. Second, invite him or her back! If the person is open to talking, ask, “How can we help you?” Find out why the person visited Richland Road. Ask open-ended questions to further understand his or her needs. Then do all you can to meet the

needs. Open ended questions call for information. They contain words like, who, what, where, why, and how. Most important, not only will open-ended questions help you understand people, but also they demonstrate your concern and care for people’s needs.



### **Second hand of Contact – Notes of Care**

We have a few who each week write personal letters and notes to make our visitors feel welcome. We would like to increase the number of individuals who write notes of encouragement to not only our first time visitors, but also our second time, and third time visitors. When a phone call is followed up with a personal letter, or note, about 50 percent of those contacted will return for a second visit.

The notes need not to be long but warmly written. A good note thanks the visitor for attending, and invites them to attend again, with the desire of meeting them next time.



### **Appreciation for Attending – Personal Visit**

The week following a visitor’s second visit to our congregation, we want to express to them our appreciation for visiting us again. We are looking for a couple of people to make an initial visit to our second time visitors

within forty-eight hours after visiting, preferably by Monday evening. The purpose is not to visit in the home, but to leave a gift of candy, or cookies, or baked bread. If you are invited in, you are encouraged to stay no longer than 10-15 minutes. This special thank-you creates a good feeling about our congregation, and lets them know they are appreciated.



### **Invitation to Dessert – Warm Hospitality**

The week following the visitor’s third visit to our congregation, we are looking for members who will be willing to open their homes to invite them and an elder and preacher for dessert to spend face to face time with our new visitors. Keep the refreshments light and the dress casual. The purpose of this time of fellowship is to develop a stronger friendship between members and visitors.

**When we extend our hand of welcome to visitors, we are extending God’s hand of grace.**

