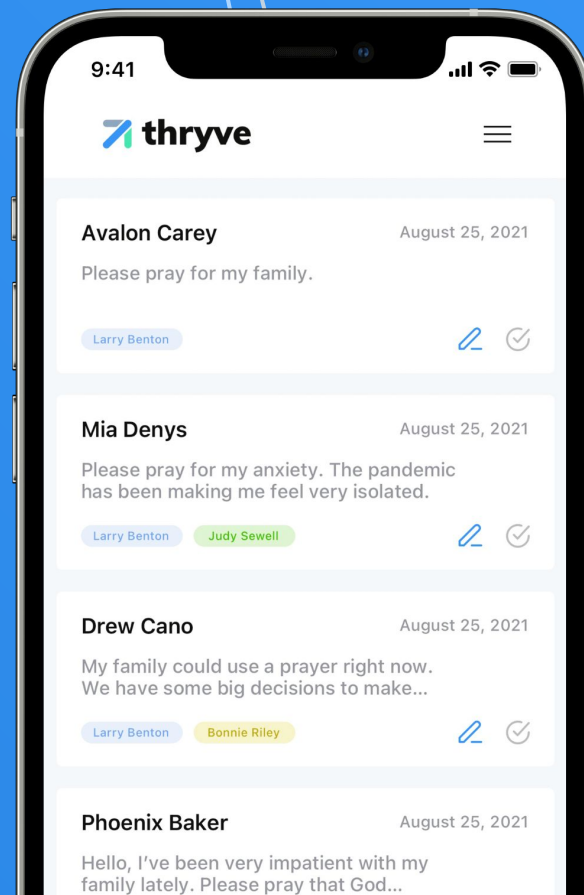




First Time Guest Follow Up Text Message Kit

Sample Texts and a Proven Follow-up Calendar
for Attracting and Engaging First-Time Guests at
Your Church



Introduction

These days, it's difficult to get attention.

Because there is so much information and content in today's digital world, churches are under more pressure than ever to capture and hold the attention of their people—especially new visitors.

And as technology evolves, so do the platforms in which people communicate. This means churches are not only competing for attention with other messages, but with other channels, too!

So, how can churches immediately connect, engage, and follow-up with first-time guests?

Introducing: texting for churches.

With a 98% open rate, texting allows you to reach new visitors right where they are and where they spend most of their time—on their phones.

Our **First Time Guest Follow Up Text Message Kit** is designed to get you thinking about what text message follow-up would look like for your church. Take what makes sense from these templates, and add your own to customize it to your unique church needs.

Here's what's inside:

- 7 sample texts for first time guest follow up. New visitor follow up texting calendar.
- Stats, data, and links to helpful resources to help you get started with texting at your church.

We hope this kit gives you the inspiration to use texting at your church when connecting with firsttime church guests in a way that's simple, human, and immediate.



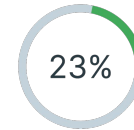
11 Texting Statistics Every Church Leader Needs to See

98% of all text messages get opened.

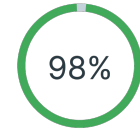
According to Gigaom, 98% of all text messages are opened (compare this with the 22% open rate of email). If you want to have your church's message heard by nearly all of your people immediately, texting is the most logical way to communicate. It's no wonder why text messaging works so well for church communications strategies!



OPEN RATE



OPEN RATE





26 billion

text messages are sent daily.

90%

of text messages get a reply
within 60 seconds.

6x every hour

people check their phone.



5 billion

people globally use text messaging.

45%

of text messages get a response.

85%

of adults own smartphones in 2021.



98%

of text messages get opened.

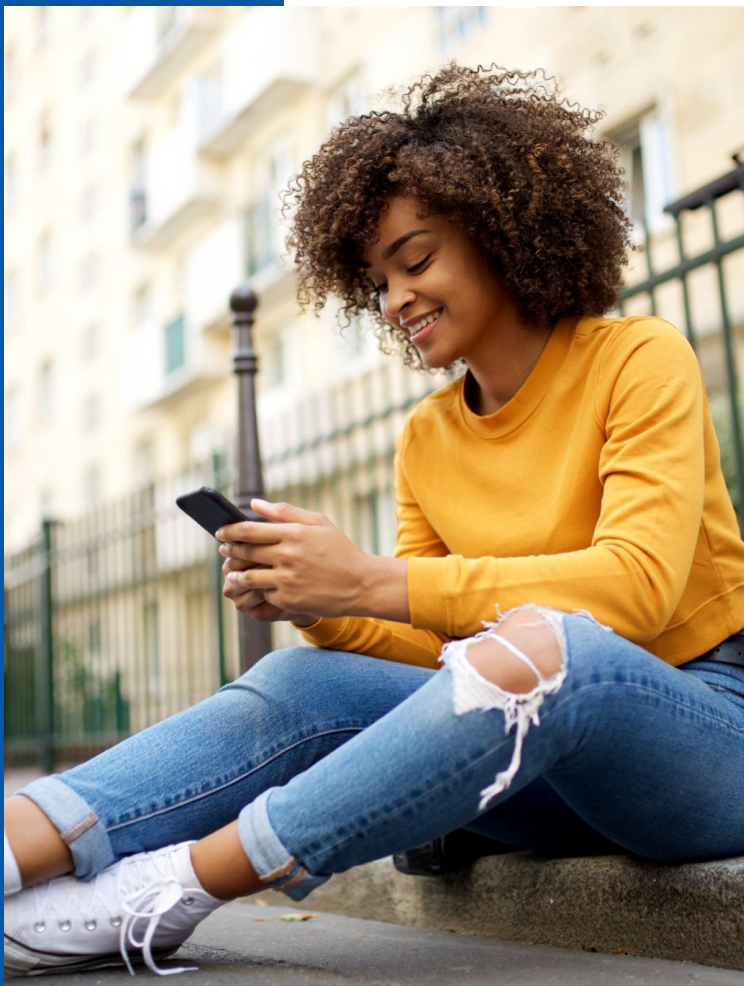
90 seconds

after delivery are when most
get read.

90 minutes

after delivery is when most
emails get read.

Steps for Effective First Time Guest Follow Up



1. **Kickoff the first-time guest text series at your church.**
Use a [church texting service](#) to invite new visitors to connect with you by having them text **GUEST** to your unique church phone number.
2. **Send your digital connect card.**
Text a link to where new visitors can fill out a digital connect card.
3. **Connect new visitors to your church community.**
Send a text to learn what new visitors are interested in: Youth programs? Men's/women's small groups? Bible study?



4. **Gather prayer requests.**
Have first time guests text in the word **PRAYER** with their request and let them know when they've been prayed for.
5. **Send a midweek check-in text.**
Let your new visitors know that you're thinking of them, and end with a question to facilitate 2-way dialogue.
6. **Invite visitors to programs and events happening soon.**
Invite new visitors to attend weekly bible study, youth group, or any other current offering at your church.
7. **Invite first time guests to return to church.**
Encourage attendance at Sunday Services—online, offline, or both!

7 Sample Text Messages for First Time Guest Follow Up

DAY 1

Get a digital connect card into the hands of new visitors.

Send: Immediately

Showing up to church for the first time is a big step. As church leaders, it's your responsibility get your digital connect card into their hands.

Connect cards are important to your first time guest follow up plan. Now that you've done the hard work of actually getting a new family or an individual to your church, you have one shot to capture their information before they walk out after service.



SUGGESTED MESSAGE

Hello {{Stephanie}}!

Thanks for visiting New Community Church! Please fill out our [digital connect card](#) so we can keep you updated on services, programs, and events.

We promise we won't share your information with anyone or SPAM you. This is just so you can keep up to date with the latest happenings around our community.

Thanks again for taking the time to get to know us!

Blessings,
Pastor Brian

DAY 2

Help first time guests feel welcomed and connected to your church community

Send: Day 2

Connect first time visitors to any services or programs that match their real, felt needs and interests. This creates a welcoming new visitor experience (and as church leaders, you know that feeling a sense of belonging is a major reason people return to church).



SUGGESTED MESSAGE

Hello {{Stephanie}}!

Thanks for visiting New Community Church yesterday! I'd love to get you connected to ways that we can serve you better!

- Getting involved in a small group is one of the best ways to get connected with our church community. Check out our small groups and sign up here: [insert link].
- Did you know we provide childcare options? Just check-in here: [insert link].
- Middle schoolers and high schoolers are awesome. We offer (groups/services offered) at (day/time). Find out more here: [insert link].

See You Soon!
-Pastor Brian

DAY 3

Gather Prayer Requests

Send: Day 3

Collect prayer requests and assign them out to your ministry team using a [church texting](#) solution. Texting makes it easy to turn requests into more 2-way conversations by:

1. Responding to let someone know when they have been prayed for.
2. Send a note of encouragement.



SUGGESTED MESSAGE

Hey {{Stephanie}}!

I hope you're weekend is going great! How can we be praying for you this week? Do you have any areas of your life where you need prayer?

Blessings,
Pastor Brian

DAY 4

“Thinking of You” text message.

Send: Day 4

Let your new visitors know that you're thinking of them to show you care and demonstrate excitement about getting them connected to your church community.

End your text with a question to encourage responses and facilitate two-way conversation.



SUGGESTED MESSAGE

Good Morning, {{Stephanie}}!

Just wanted to let you know we were thinking of you today. Hope you are having a great week!

Have you had a chance to check out our selection of small groups or other programs we have going on this month?

Blessings,
Pastor Brian

DAY 5

Invite new visitors to programs and services.

Send: Day 5

Invite new visitors to attend this month's programs, events, or other offerings.



SUGGESTED MESSAGE

Hi {{Stephanie!}}

Did you know New Community Church has monthly bible study dinners in the basement? Come join us from 6-8pm the first Sunday of each month for friendly discussion and yummy potluck!

Text back "RSVP" and we'll save you a spot!

Blessings,
Pastor Brian

DAY 6

Encourage attendance at your Sunday service.

Send: Day 6

Make sure all first time guests feel invited and encouraged to return to your church for services with a friendly reminder text the day before.

Add your social media information they can stay in touch and engage with your online community.



SUGGESTED MESSAGE

Hi {{Stephanie}},

We hope to see you tomorrow at New Community Church! Remember to stop by the welcome center after services for a meet-and-greet.

Blessings,
Pastor Brian

P.S. Make sure to check out our Facebook page [insert link]. You might be surprised to find out that some people you already know attend NCC!

DAY 7

Give new visitors a link your online services.

Send: Day 7

Make sure any first time guests that can't attend in person know how to attend your Sunday service online. Remember to provide service times and a link to your live stream.



SUGGESTED MESSAGE

Hi {{Stephanie}},

Our church service is starting soon. It's easy to stream the service from home using this link: [Insert Link]. If you're joining us online, say hi!

Blessings
Pastor Brian

First-Time Guest Follow-Up Calendar

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
Digital Connect Card	Connect them to Groups & Programs	Collect Prayer Requests	Check in text	Encourage involvement.	Reminder to attend Sunday services.	Link to online services.

Pro-Tip for Churches:

Use this Follow-Up Calendar as a sample. Before crafting a text messaging follow-up strategy for your church, you'll want to map it out. Check out spreadsheet or flowcharts tools such as [Google Sheets](#) or [LucidChart](#).



Ready to try texting at your church?

[Book a demo](#) with a Thryve texting engagement pro today. During a short call, you'll learn about:

- How you can start more two-way relationships.
- Ways to drive personalized and timely engagement with no effort.
- How you'll get more prayer requests and let people know they've been prayed for.

What are you waiting for? [Book a demo](#) to schedule a conversation now!

