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EMAILS FOR EVERY NEWCOMER

**3 MONTHS OF EMAILS FOR
YOUR FIRST-TIME VISITORS**

CHURCHBUTLER.COM



EMAIL 1

Trigger: Tagged [FIRST TIME VISITOR]

Send: Immediately after tag - or - Day after 1st Visit

From: Pastor's Email Address

Subject: Thank you for worshipping with us yesterday

Hello, [First Name]!

I wanted to take a moment to thank you for visiting our church yesterday.

Suggestion: Record a quick "Thank you for coming video (even on your iPhone), and embed here

I know that there is a lot to remember after a first visit, so I wanted to make sure you had some information that will help you when you come back again (hopefully soon!).

- Here is our website --- [enter your website address](#). It's a great place to learn a little bit more about us, and find our [service times \(link to your service times\)](#).
- If you have children, you can save a little time next week by [pre-registering your child here \(if you don't have this feature, remove this bullet point\)](#).
- If you liked our sermon on Sunday, you can find more of our sermons [here \(link to your podcast, YouTube or media pages\)](#)!

Finally, I wondered if you'd mind [filling out this survey \(link to your first time survey\)](#) to let us know what you thought about your experience yesterday.

We are always trying to improve and find ways to increase our hospitality. Hearing from first time visitors like you really helps.

It's only a few questions, and it should only take a few minutes.

Here is the link to the survey: [enter the link here](#)

I really hope we will see you again soon. If you have any questions for me, hit **REPLY** and let me know.



God Bless You,

Pastor Name

Pastor Full Name

Website Address



Arlo's Tips for Email 1 & This Sequence

- Send from an address like pastor@yourchurch.com. This feels more personal than “info@yourchurch.com,” and can invite a bigger conversation.
- If your pastor doesn't want replies sent to the email box he checks every day, set up a new account and make sure a team member checks it *every day* and responds to every email within 24 hours.
- Auto-Populate [First Name] from your Email Software
- Here are my recommendations for your First-Time Visitor Survey
 - First Name
 - Last Name
 - Email
 - How did you hear about our church?
 - What did you enjoy about your visit?
 - What surprised you?
 - What's one thing we should do differently?
 - Would you invite your friends to our church?
- To build your surveys, check out [Paperform](#), [Typeform](#) or [Google Forms](#)



EMAIL 2

Send: 14 days after Email 1

From: Pastor's Email Address

Subject: A little more about me

How are you, [[First Name]]?

I wanted to check in with you today, and share a little bit more about me.

I grew up in XXX (enter name of town and an interesting fact). I knew I was called into ministry when tell the reader a little bit about when you knew you were called.

I went to name of undergraduate school (where enter an interesting fact, then went onto name of Seminary.

I've been in ministry for the last XX years. Before coming to name of church, I enter in a little historical information about your ministerial journey.

I have a passion for enter your personal ministerial passion; why you became a pastor.

I know God called me here to lead this church.

My hope for our church is that we will talk about the dreams for your church

Let's make a difference together in name of city!

If you have any questions for me - don't hesitate to reach out!

Talk to you soon,

Pastor Name

Pastor Full Name

Website Address





Arlo's Tips for Email 2

- Visitors to your church want to know more about YOU.
- Imagine this email was you sitting over a cup of coffee with the reader.
- If you're married, have children or have a thoughtful story you can share in a sentence or two, here is the place to share.



EMAIL 3

Send: 14 Days After Email 2

From: Pastor's Email Address

Subject: Meet CHILDREN'S PASTOR NAME, one of our heroes

Suggestion: Enter in a Photo of your Children's Ministry in Action Here

Hi there, [First Name]!

I wanted to take a moment today to introduce you to our Children's Team Leaders.

NAME OF CHILDREN'S MINISTRY is a team run by CHILDREN'S PASTOR'S NAME. Every week, he/she makes sure that all the volunteers are at the church *hours* before any kids show up.

Every Sunday, they work hard to make sure our Kid's areas are ready to engage and welcome your children.

They set-up our Kid's Check-In areas so that each of our families are greeted as they arrive.

Our Check-In system makes sure your kids are **safely accounted for throughout the service**, and protects them from being picked up by someone who isn't an approved family member.

Your child's safety and security is very important to us. **We go the extra mile** to make sure you feel good about dropping them off for Kids Church.

At Kids Church, CHILDREN'S PASTOR and her/his team create an environment where children are exposed to the real love of Jesus - through worship, videos, skits, small groups, games *and so much more*.

We want your kids to be *begging* to come back (if they aren't already).

There's an old song that says *"I believe children are our future. Teach them well and let them lead the way."*



It sounds cheesy, but that's just what we are doing here at **NAME OF CHURCH**. We are teaching them about Jesus so they can lead the way for others now and in their future.

Have you visited our Kids Area? Tell me what you thought by hitting **REPLY**.

Have a great day!

God Bless,
Pastor Name

Pastor Full Name
Website Address



Arlo's Tips for Email 3

- Newcomers can be nervous to leave their kids on Sundays. Make them feel comfortable by emphasizing the priority you place on safety and security.
- If you have a YouTube channel or Facebook page dedicated to your Children's Ministry, add a P.S. to your signature with an invitation for your readers to check it out!



EMAIL 4

Send: 14 Days After Email 3

From: Pastor's Email Address

Subject: More than cups of coffee

Hello, [First Name]!

Quick -- what your favorite coffee drink?

I like ENTER THE NAME OF YOUR DRINK.

My favorite local coffee place to visit is NAME OF COFFEE JOINT in CITY over by LANDMARK.

Coffee can really bring people together. Whether it's meeting up over a cup at a coffeehouse, or in your own home, coffee sets the stage for good conversation.

That's why we make sure we have **free coffee for you every Sunday!**

It's our way of saying "Welcome. Please Stay Awhile."

Coffee is just one of the things our hospitality team does for us every Sunday.

They also...

- Man the parking lot
- Help you navigate our building
- Make sure there are stocked info tables in our lobby
- Greet you at the door of our sanctuary
- Pass out Bibles during the service
- Help during Offering Times
- ... and so much more!

Basically, this team **helps make our church feel warm, inviting** and a place at which you're comfortable.

Our hospitality ministry is run by ENTER NAME OF TEAM MEMBER.

Every week HE / SHE helps coordinate a team of ENTER IN NUMBER OF TEAM MEMBERS.



It takes a village!

If you want to get involved in our [hospitality team \(HYPERLINK TO YOUR URL FOR NEW VOLUNTEERS\)](#), or you [just want to say thanks \(ENTER YOUR CONTACT FORM URL\)](#), we want to hear from you.

I hope you have a great day [FIRST NAME!](#)

See you Sunday!

[Pastor Name](#)

[Pastor Full Name](#)

[Website Address](#)



Arlo's Tips for Email 4

- This email is a good opportunity to sing the praises of your Hospitality Heroes. Feel free to highlight your Team Leader a little more by adding in some more thoughtful details about them.
- Delete any Hospitality tasks that aren't relevant to your church.
- Add any that you want to make sure get highlighted -- like special help for seniors or moms or umbrellas when it's raining.
- This email should really communicate how passionate you are about making people feel comfortable, and all the little things *your* church does to make that happen.



EMAIL 5

Send: 14 Days After Email 4

From: Pastor's Email Address

Subject: God lives it, Jesus did it and we believe in it

Hello, Friend!

I called you "friend" because, in a sense, that's what I want to talk to you about today.

Here at **ENTER NAME OF CHURCH**, we place a high value on Small Groups.

If you're new to church - or even if you're burned out on church - that phrase might not mean anything to you.

Here's what it means to us: **ENTER IN MISSION STATEMENT FOR YOUR SMALL GROUP MINISTRY**.

God created us to be in community. It's one of the first things we learn in Genesis.

"It is not good for man to be alone," Genesis 2:8. **And he says this before "the Fall of Man."** That's pretty important.

God Himself is in perfect community as God, The Son and The Holy Spirit.

And Jesus had his own crew of twelve disciples -- that was *His* small group.

Small groups are the best place to grow in community, foster new relationships and **learn more about God**.

Here is the link for our Small Groups: **ENTER IN SMALL GROUP URL**.

I really want you to check it out today. Meeting new people can be awkward or scary, but **it is so worth it**.

We are better together!



If you have any questions about our small groups, reach out to **SMALL GROUP PASTOR** on his email **ENTER SMALL GROUP PASTOR'S EMAIL**. HE / SHE can help you get plugged in.

I'll leave you today with the words of Dr. Bilezikian who wrote the book *Community 101*

"It is in small groups that people can get close enough to know each other, to care and share, to challenge and support, to confide and confess, to forgive and be forgiven, to laugh and weep together, to be accountable to each other, to watch over each other and to grow together."

Sounds pretty great, doesn't it?

Talk to you soon,
Pastor Name

Pastor Full Name
Website Address



Arlo's Tips for Email 5

- In this email, we need encourage our readers to join a small group while letting them know we understand how difficult it can be to find the time or meet new people.
- Pepper in your Small Group Mission Statement as often as you can in this email. We placed it in here twice, but you might find more!
- If you don't have a Small Group page on your Website, or a Small Group Mission Statement -- *these things are mission critical*. Our churches grow both in numbers - and spiritually - through relationships!



EMAIL 6

Send: 14 Days After Email 5

From: Pastor's Email Address

Subject: One way we give back every XXXX

Hello, [First Name]!

I mentioned a few weeks ago how passionate I am about our city of ENTER CITY NAME.

I place a priority on making sure we pour into the local community here.

It's important to showcase the love of Christ authentically, through action.

That's why we serve DAILY / WEEKLY / MONTHLY QUARTERLY at NAME OF LOCAL MINISTRY.

If you've been wanting to get involved in our city, this is a great place to start.

You can read more about MINISTRY NAME HERE: ENTER IN URL

I sure hope you'll join us!

God Bless You,
Pastor Name

Pastor Full Name
Website Address



Arlo's Tips for Email 6

- Talk is cheap, as they say. Newcomers want to see your words in action! If you don't already have a webpage set up to talk about your local ministry efforts and opportunities, perhaps now is the time!
- If you don't have any active local ministry efforts going, there's no need to reinvent the wheel. Call some local charity organizations to see if they'd be interested in having your church members volunteer.
- Here are some examples of organizations that would probably love to hear from your church:
 - Soup Kitchens
 - Warming Centers
 - Food Pantries
 - Nursing Homes
 - Schools / Tutoring Orgs
 - Big Brother / Little Sister
 - Boys & Girls Clubs
 - YMCA's
 - Youth Centers



EMAIL 7

Send: 14 Days After Email 6

From: Pastor's Email Address

Subject: Here all week!

Hey - real quick -

Are we connected on Social Media?

We update our **SOCIAL MEDIA ONE** and **SOCIAL MEDIA TWO** every day!

It's a great way to stay connected all week.

Here are our Church's pages and even some of our team members!

Include all the relevant links below:

- Facebook: **CHURCH FACEBOOK PAGE**
- Instagram: **CHURCH INSTAGRAM FEED**
- Twitter: **CHURCH TWITTER**
- SnapChat: **CHURCH SNAPCHAT**
- YouTube: **CHURCH YOUTUBE**

- **CHILDREN'S PASTOR INFO**
- **YOUTH PASTOR INFO**
- **LEAD PASTOR INFO**
- **ETC**

Hope to See You Over There!

Pastor Name

Pastor Full Name

Website Address



Arlo's Tips for Email 7

- Don't include the "personal" pages of your team members or pastors. Include only the professional pages.
- Remember -- posting 2x a day on Facebook, Instagram and Twitter helps reach your congregation and keeps them in the know!
- When posting content, we suggest an 80/20 rule. 80% of your content should just be purely for edification, inspiration and engagement. The remaining 20% should be for promotions, reminders and "business."
- [Sign Up Here](#) for our course on Social Media for Your Church if you'd like to see how you can build relationships online with your congregation!



EMAIL 8

Send: 14 Days After Email 7

From: Pastor's Email Address

Subject: Top 5 Sermons of All Time

Hello, [First Name]!

By now, you've probably heard a few of my sermons. Some of them you probably liked better than others. :)

I thought I'd share links to our most **popular sermons of all time**. You can watch them all right online!

Some of these sermons were popular because they were interesting and some because they *made people think*.

Anyway, here they are...

1. Sermon 1 (URL) One Sentence Summary
2. Sermon 2 (URL) One Sentence Summary
3. Sermon 3 (URL) One Sentence Summary
4. Sermon 4 (URL) One Sentence Summary
5. Sermon 5 (URL) One Sentence Summary

Is your favorite on the list? If not, shoot me a note and tell me which sermon you've enjoyed the most.

God Bless You,

Pastor Name

Pastor Full Name

Website Address



Arlo's Tips for Email 8

- Sharing your popular sermons is one way to remind people that you aren't a short-term ministry. You've been here awhile, and you plan to stay around for awhile. Knowing your history can help people feel comfortable about getting more involved - plus - they'll hear more about your church's philosophy and theology.
- If you don't already put your sermons online, consider doing so with a YouTube or Vimeo channel, or a podcast in iTunes or Stitcher!



WHAT'S NEXT?

- Once you've completed your docs, it's time to program them into your email client!
 - Program the first email to go out the day after their first visit.
 - Then, each email is to be programmed every two weeks after that.
 - We've written your subject lines, so copy & paste those to get started
 - Then, copy and paste their entire email into your program.
 - Make sure you change the [First Name] tag in our documents to the "merge field" in your program.

HAPPY EMAILING!