

Fill In the Blank Templates.
Just Copy & Paste

Repeat Visitor Machine™

One Year Email Sequence
for First Time Visitors



CHURCHBUTLER.COM



Church Growth Tool



Trigger: Tagged [FIRST TIME VISITOR]

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

EMAIL 1

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](#)



Send: 14 days after Email 1

EMAIL 2

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!

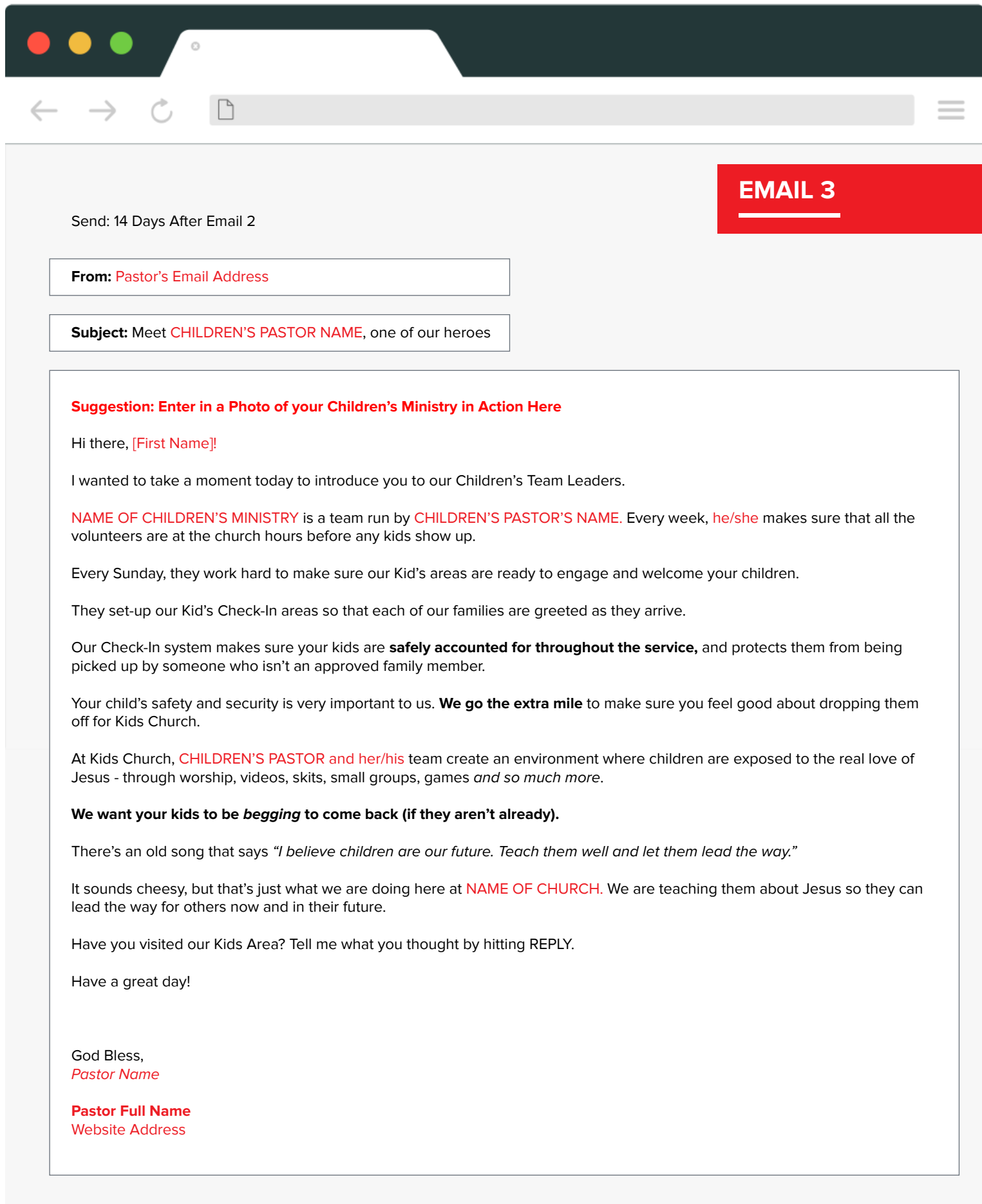
Talk to you soon,
Pastor Name

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.



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's 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 to 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!



EMAIL 9

Send: 14 Days After Email 8

From: Pastor's Email Address

Subject: Have you ever wondered why...

Hello, [First Name]!

Have you ever wondered *why* we tithe? Or why we raise our hands in worship?

If you have, *that's ok*. Whether you're new to church or new to our church, these are questions many of us tackle throughout our lifetimes and throughout our experiences as a Christ Follower.

At [enter name of church], we have a place on our website where you can read about what we believe and how we live out some of these practices.

You can find it here [insert url with place on your website].

If you have a question about faith or our church, please don't hesitate to reach out to me. I'd love to help you understand!

God Bless You,
Pastor Name

Pastor Full Name
Website Address



Arlo's Tips for Email 9

- If you don't have an FAQ section on your website, now is a good time to create one! Many visitors from your church not only want to understand your statement of beliefs, they also want to know *why* you worship as you do. For new believers, this is especially important.

EMAIL 10

Send: 14 Days After Email 9

From: Pastor's Email Address

Subject: The Hidden Heroes of [enter name of church]

Hello, [First Name]!

How are you today?

I wanted to reach out to you today and talk to you about some of the most amazing people we have at [enter name of church].

The Volunteers.

Our volunteers are the first ones in the door on Sundays, and the last ones out.

Like [enter name of person].

Many Sundays, he/she is one of the first ones to arrive at [enter name of church]. He/She helps [enter her job]. Without him/her, [ministry] literally could not happen.

Volunteers like [person] help make Sundays happen. Sundays are the days where we intentionally set aside time to worship, to pray and to fellowship. Sundays are where life transformation happens.

Volunteers like [name] help usher in life transformation.

If you want to get involved, please check out all of our volunteer opportunities here [enter url]

And make sure you say "Thank you" next time you see a volunteer!

God Bless You,
Pastor Name

Pastor Full Name
Website Address



Arlo's Tips for Email 10

- The whole purpose of this email is to tell a story. Show, not tell. Spotlight a volunteer who is friendly, amazing, doing something to serve the church community.



EMAIL 11

Send: 14 Days After Email 10

From: Pastor's Email Address

Subject: Can you fill this out for me?

Hello, [First Name]!

Real quick - I know you're busy. :)

I've put together a survey to better understand our visitors' experiences on a Sunday.

Could you fill one out for me? It only takes two minutes I promise!

Just click here -- [enter url]

God Bless You,
Pastor Name

Pastor Full Name
Website Address



Arlo's Tips for Email 11

- Set up a survey using Google Forms, Typeform, Paperform, Survey monkey, etc. Ask these questions:
 - Name
 - Email
 - Favorite Thing About Our Church...
 - I'm passionate about...
 - What would you add to our ministry profile?
 - What topics are you interested in hearing about on Sunday mornings?
- Make sure you check the survey results often and share them with your team



EMAIL 12

Send: 14 Days After Email 11

From: Pastor's Email Address

Subject: I love this city!

Hello, [First Name]!

Living and working in this city means I've gotten to know a lot about it.

Since we are still getting to know each other, I thought I'd take a minute to share some of my favorite things:

- ☐ Best Food Truck or Restaurant
- ☐ Best place to walk your dog
- ☐ Best place to take the kids on a rainy day
- ☐ Hidden gem

What are some of YOUR favorite places? Hit REPLY and let me know!

God Bless You,
Pastor Name

Pastor Full Name
Website Address



Arlo's Tips for Email 12

- Make this email really personal. If the things we've selected to share don't work here, then personalize it to things that make sense for you and your community!

Some other ideas

- Favorite coffee shop
- Favorite slice of pie
- Best taco in town
- Best movie theatre
- Best beach

See? The possibilities are endless! :)



EMAIL 13

Send: Send on a Thursday, 7-14 Days After Email 12

From: Pastor's Email Address

Subject: Throwback Thursday

Hello, [First Name]!

Throwback Thursday is so much fun on Facebook and Instagram, and I thought it would be fun to share one with you today.

Check out the gem below.

It's a video from [enter time] when we [enter description]. It's an oldie but goodie, and it brings me joy every time I watch it. :)

[embed video]

God Bless You,
Pastor Name

Pastor Full Name
Website Address



Arlo's Tips for Email 13

- Showing a sense of humor really humanizes email. Dig up a great old photo or video to share on this email. If it's really old, write a sentence or two poking fun of the fashion or hairstyles at the time.
- If you don't have anything in the church vault (perhaps your church is brand new), then share a funny personal photo. Old promo photos are always a hit!

EMAIL 14

Send: 14 Days After Email 13

From: Pastor's Email Address

Subject: Are you ready to help?

Hello, [First Name]!

Worship is one of the most important things we do as believers.

Worship isn't just singing songs. It's about recognizing God's power, His holiness, His majesty.

And then giving Him your time, your songs, your talents, your thoughts, your deeds.

On Sundays, we do that together with our worship team and our Worship Pastor [enter name here] through song.

It's such an important part of our Sunday gatherings, and it wouldn't happen without our worship team.

I thought I'd take a moment to introduce you to our Worship Leaders.

- ☐ Person One / Photo
- ☐ Person Two / Photo
- ☐ Person Three / Photo
- ☐ Person Four / Photo

These leaders are the ones working behind the scenes to create a memorable worship experience, learning new songs and practicing with the other band members during their "free" time.

On Sundays, they are vessels used to usher in the Holy Spirit during worship. **Because of their humility and willingness to serve, our Sundays are more powerful.**

We are so grateful that they serve here at [name of church]. Next time you see them in the halls, take a moment to say you're grateful for them too!

Talk to you soon,
Pastor Name

Pastor Full Name
Website Address

P.S. What's your favorite worship song? Mine is [fill in the blank].



Arlo's Tips for Email 14

- This email is a little longer than most, so it's a good idea to keep paragraphs very short like we do here. This helps the reader "scan" the email for important information.
- Including pictures and names with your worship leaders is a personal touch that humanizes the people on stage. It's a nice touch, and we highly recommend including them!

EMAIL 15

Send: 14 Days After Email 14

From: Pastor's Email Address

Subject: That time when...

Hello, [First Name]!

Have you ever heard of Bobby Pearce?

Bobby Pearce was an Olympic rower for the Australian team in the 1920's and 30's. Everyone loved Bobby - he was friendly and he was a *champion*.

In the 1928 Olympics, Bobby came upon his one of his greatest competitors -- Vincent Saurin, a rower for the French Team.



In the 1928 Olympics, Bobby came upon his one of his greatest competitors -- Vincent Saurin, a rower for the French Team.



In the 2000 meter race, Bobby left Vincent in the dust. He was easily 30 seconds ahead of Vincent when he heard an odd sort of commotion coming from the crowd.

Bobby turned and looked behind him.

There, between him and the finish line was a family of ducks, slowly making their way across the canal.

Bobby leaned on his oars and waited for the ducks to pass.

Now this wasn't some simple Sunday row across the lake - this was the Olympics! Still, Bobby leaned forward patiently on his oars and waited for the ducks to pass.

Vincent didn't. He took advantage of Bobby's willingness to wait and plowed forward to gain the lead.

By the time Bobby picked up his oars, Vincent was at least five lengths ahead of him. Story Email - Bobby Pearce & the Ducks

In a remarkable feat, Bobby passed Vincent *again*. **And he crossed the finish line a full thirty seconds before Vincent.**

Bobby won a Gold Medal for the event and set a world record for the fastest time in that event in over 44 years.



Isn't that an incredible story? **It's so much more than a great sports story.**

It's a story about a man willing to sacrifice something he treasured to make sure someone else (or, in this case, ducks) were safe and cared for.

Scripture tells us in Matthew 25 that **"whatever you did for one of the least of these brothers and sisters of mine, you did for me."** It's a powerful Scripture that reminds us that taking care of each other is an act of worship.

When we look out for one another, especially those who might be otherwise overlooked, it can lead to some incredible things.

I pray that you'll be on the lookout for these kinds of opportunities - to slow down, to show kindness, to extend patience. **With all of us working together to take care of God's people, only amazing things will happen.**

Go in love!

God bless you,
Pastor Name

Pastor Full Name
Website Address



Arlo's Tips for Email 15

- This is a different kind of email, but it's important! This is a storytelling email -- some might even call it a "mini sermon." It's an opportunity to use an engaging story to encourage and bring focus back to a central point. This email is a little generic and uses the theme of "love God, love others," yet it's very effective.
- The pictures break up the story and keep the reader's interest. When you write storytelling emails like this, including pictures can be very effective.
- Try writing a mini-sermon email on your own! Borrow a great sports story or underdog story or even write a modern parable. These types of emails go a long way in building relationships with your readers. Why? Because, although they're long, they're interesting and *valuable*. Your readers won't mind a long email as long as the content is valuable!



EMAIL 16

Send: 14 Days After Email 15

From: Pastor's Email Address

Subject: A little Trivia

Hello, [First Name]!

Let's have a little fun today.

Did you know that XXX was invented right here in XXXX?

Go ahead - impress your friends or family tonight with this little tidbit. You don't even have to give me credit! :)

Have fun!

Pastor Name

Pastor Full Name

Website Address



Arlo's Tips for Email 16

- Emails like this are short, to-the-point and *memorable*. It's the kind of content that will get shared, and the kind of content that sparks conversations. And that's good content!
- Remember - not every email needs to be long - **it just needs to be valuable.**
- Find what YOUR state is famous for and fill in the blanks using this article from Thrillist:
<https://www.thrillist.com/culture/best-inventions-from-all-50-states-helicopter-television-air-conditioning>



EMAIL 17

Send: 14 Days After Email 16

From: Pastor's Email Address

Subject: Ready to be a HERO?

Hello, [First Name]!

Around here, we have a special word for volunteers.

HEROES.

Yep, heroes. Our church just can't do ministry without them.

There are lots of opportunities to serve on Sundays - from taking care of kiddos to setting up for worship to greeting people and collecting offering.

We have local ministry opportunities, too - like XXXXX and XXXX.

Perhaps you'd be interested in serving with us? **Come join the team!**

Opportunities to make a meaningful impact can be satisfying.

If you are interested in volunteering just a little bit of your time, let us know, and we will match you with the right opportunity!

God Bless You,
Pastor Name

Pastor Full Name
Website Address



Arlo's Tips for Email 17

- “The Big Ask” doesn’t have to be a comprehensive email. It can be just like the one here - short, simple and straightforward. By now, your reader knows how much you value volunteers and team members so you don’t have to provide a lot of exposition on asking newcomers to participate!

EMAIL 18

Send: 14 Days After Email 17

From: Pastor's Email Address

Subject: A nugget of hope

Hello, [First Name]!

Do you have a life verse?

Scripture is such a foundation for hope, discipline and perseverance.

My "life verse" has changed over time, growing with me through the stages of life.

Right now it's... XXXXX

This Scripture is meaningful to me because XXXX

I hope this blesses you today!

God Bless You,
Pastor Name

Pastor Full Name
Website Address



Arlo's Tips for Email 18

- Sharing Scripture is hopeful! Once you've decided which Scripture to use, check the Church Butler archives to see if it's been placed onto a Scripture card. If it has, grab it and share it with your email!



EMAIL 19

Send: 14 Days After Email 18

From: Pastor's Email Address

Subject: Have you read this?

Hello, [First Name]!

It seems everyone is sharing their favorite books and podcasts lately, so I thought I'd get in on the trend!

My favorite leadership book is XXXX

It is my favorite because XXXXX and I like the way it XXXX.

Here's a quote you might enjoy from the book
XXXXXXXXXX

Intrigued? If you read it, let me know what you think!

I'll share my favorite podcast in my next email! :)

God Bless You,
Pastor Name

Pastor Full Name
Website Address



Arlo's Tips for Email 19

- Leaders are readers, right? These kinds of emails go a long way in humanizing the pastor and building a relationship with the reader. Be sure to pick a book you really love and about which you can speak with ease!

EMAIL 20

Send: 14 Days After Email 19

From: Pastor's Email Address

Subject: Have you heard this?

Hello, [First Name]!

I promised I'd share my favorite podcast with you, and I'm here to make good on that promise. :)

Podcasts are like Radio-On-Demand. You can literally listen to whatever you can imagine, whenever you want.

One of my favorite podcasts is XXXX

I love it because XXXX

Check it out here [enter url]

Did you know WE have a podcast? We update it every week! You can subscribe to ours here: [enter url for church podcast]

God Bless You,
Pastor Name

Pastor Full Name
Website Address



Arlo's Tips for Email 20

- If you don't have a church podcast, delete the last two sentences. Podcasts are a great way to make sure your sermons can be heard again and again! And they're so easy to do! Reach out to the team at Church Butler on our Facebook page if you need help getting started.
- Share a podcasts you really love - don't go with one you think you *should* love. Be sure to pick a favorite that will lead to edifying and great conversation between you and your visitors!



EMAIL 21

Send: 14 Days After Email 20

From: Pastor's Email Address

Subject: One invitation changed their whole lives

Hello, [First Name]!

Do you know what the first invitation of Christ was?

It was John 1:39a - "Come," said Jesus. "And you will see."

The second invitation came only one night later "Come follow me," Jesus said. "And I will send you out to fish for people."
(Mark 1:17)

After that second invitation, **the disciples never went home again.** One night with Jesus was transformative.

Jesus set an example of invitation, and we use these examples as our reasons to **extend the invitation to others to join us on Sundays.**

We invite because he first invited us.

Perhaps you know someone looking to "plug-in" somewhere, or perhaps you know someone **who needs to understand the transformative love of a Savior.**

Will you invite them to join us on Sunday? I want our church to be a beacon of hope and fellowship to all who need it.

Let's work together to ensure everyone we know knows they are welcome at the feet of Jesus.

God Bless You,
Pastor Name

Pastor Full Name
Website Address



Arlo's Tips for Email 21

- A culture of invitation can be one of the hardest to foster. Our congregants (and us) can get caught up in the busyness of life that we forget to invite our friends to join us in the journey of faith. An email like this is a good reminder that an invitation can be transformative.
- It can also be hard to broach the subject with friends who might not yet be believers. Have some resources handy for your congregants like little invitation cards or pre-written emails or shareable facebook invitations that they can share with people who need it!

EMAIL 22

Send: 14 Days After Email 21

From: Pastor's Email Address

Subject: Find time for quiet



Hello, [First Name]!

Have you ever looked at a tree and marveled at the sheer size of it?

The roots grow far and long and deep to find the nourishment they need to feed the leaves even at the top of the tree.

The roots draw in water from the ground and feed it to the entire tree. This can be done in trees as tall as you can imagine and in temperatures as cold as -20F.

If the roots of a tree are damaged or die, the entire tree dies.

I think this is an incredible metaphor for the life of a believer.

Just as a tree must be rooted in good soil to feed their leaves, so must we be rooted in good “soil” so that we can feed ourselves and pour into the the lives of others.

Our “good soil” starts with the Bible. We must spend time rooting ourselves into the foundations of Scripture.

Scripture guides us...

Provides us with hope...

Restores our faith...

Encourages us...

If we are not rooted in God’s Word, it is hard pour out hope and encouragement to those around us.

I Timothy 3:16-17 tells us this:

“All Scripture is God-breathed and is useful for teaching, rebuking, correcting and training in righteousness, so that the servant of God may be thoroughly equipped for every good work.”

Read that last sentence again ... **so that the servant of God may be thoroughly equipped for every good work.**

I want to encourage you to carve out time *every day* to spend in Scripture.

It will change your life!

God bless you,

Pastor Name

Pastor Full Name

Website Address



Arlo's Tips for Email 22

- This is another example of a mini-sermon! This kind of email provides valuable, encouraging content to your reader while allowing them to connect with you as a pastor. This is the kind of email where you might want to change the wording so it sounds more like you -- and that's okay with us! We want these emails to serve you, so dig in to this one and personalize away!



EMAIL 23

Send: 14 Days After Email 22

From: Pastor's Email Address

Subject: Ready to impress your friends?

Hello, [First Name]!

As you know, I like to have fun..

Ready to impress your friends again?

I recently found out we hold the world record for XXXX.

What a weird and wonderful time to be alive!

Talk to you soon

Pastor Name

Pastor Full Name

Website Address



Arlo's Tips for Email 23

- Don't know what world record your state holds? That's OK - we've got your back. Check out this article to find your state and enter in your fact!

<http://www.estate.com/blog/2014/10/what-world-records-does-each-u-s-state-hold/>

EMAIL 24

Send: 14 Days After Email 23

From: Pastor's Email Address

Subject: Soar like an eagle



Hello, [First Name]!

Have you ever had the privilege of watching an eagle soar through the air?

They are mighty, powerful, beautiful and steadfast. They are a beautiful sight to behold.

The Bible promises that those who have their hope in the Lord will soar like the mighty eagle. **When we believe in HIM, we can have the expectant attitude of faith.**

Isaiah 40:31

*but those who hope in the Lord
will renew their strength.
They will soar on wings like eagles;
they will run and not grow weary,
they will walk and not be faint.*



EMAIL 24

We all get weary sometimes, but God promises to renew the strength of believers.

God promises we can soar like the eagle.

Isn't that amazing?

Where is your hope today? I pray it rests in HIM.

God Bless You,

Pastor Name

Pastor Full Name

Website Address



Arlo's Tips for Email 24

- Little nuggets of encouragement like this are so important! What other scriptures do you like that you can share like this? Keep these emails short and straightforward -- like a refreshing break at the water cooler.



EMAIL 25

Send: 14 Days After Email 24

From: Pastor's Email Address

Subject: Can I help?

Hello, [First Name]!

From time to time, I like to check in to see if you have any questions about our church.

Or perhaps you're struggling with part of your faith?

Or want to better understand something in the Bible?

We want to listen.

Can you fill out this form so we can get in touch? [\[enter google form link\]](#)

God Bless You,

Pastor Name

Pastor Full Name

Website Address



Arlo's Tips for Email 25

- Let people know your team is ready and willing to listen! Go to Google Forms (or Typeform or Paperform) and create a survey with these questions:
 - Google Doc Link
 - Name
 - Phone
 - Email
 - Preferred method of contact
 - I want to talk about...
- Then, make sure to check the results *every day* to make sure you don't miss any incoming requests for connection.
- Once you've determined the content, assign it to the pastor or leader best equipped to meet with the person. **Don't fail to follow up! This can be interpreted as a big breach of trust.**

EMAIL 26 (Final Email)

Send: 14 Days After Email 25

From: Pastor's Email Address

Subject: Is it time to go small?

Hello, [First Name]!

No church is perfect -- ours isn't either!

But joining **together as imperfect humans to build authentic friendships and serve the community** is one of the things that makes us great.

I want to encourage you to join a weekly small group. Being a part of a small group is life-changing.

Friendships that start with the thread of Biblical principles is something that **produces the dynamic of relationships that most people like you and me would find satisfying.**

I want to challenge you to take the risk.

I know it can be hard to set aside time and introduce yourself to a roomful of people you don't know that well, **but it is transformative.**

Go for it! Click here to find a small group [enter url].

God Bless You,
Pastor Name

Pastor Full Name
Website Address

P.S. If you have more questions about our small groups, no problem! Just reach out to XXXX at XXXX. They are ready to listen and help!



Arlo's Tips for Email 26 (Final Email)

- This is one of the most important emails you'll send - and that's why we saved it for the last. By this time, you've spent a year cultivating an ongoing email relationship with that first time visitor. An invitation like this from you at this time should be well received!
- Make sure you have someone in your congregation willing to answer any questions and assuage doubts about the small group experience. If that's you, change the P.S. with your info. Otherwise, be sure to make sure it's a person and email address that will be helpful and responsive!

WHAT'S NEXT?

- If you've purchased the Top-Level program, send your completed Documents to kristin@bigclicksyndicate.com. She will work with our team to get your emails scheduled.

Here's what we need:

1. Login Credentials for

- ➔ Mail Chimp
- ➔ Active Campaign
- ➔ InfusionSoft
- ➔ (we do not currently support any other email clients)

2. Your completed documents with no green highlights

3. Pastor Name

4. Pastor Nickname (if applicable)

5. Pastor Email Address

- If you have not purchased the Top-Level program, 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!

Church Butler is passionate about helping pastors build engagement and prepare for growth using social media, email and other digital technology. With our done-for-you resources, you can get more done in a day while engaging online with your congregation.

Find more resources and our monthly Social Media Subscription on our website

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