

## 10 Tips for a Great Back to Church Sunday

The ultimate goal of Back to Church Sunday should always be to introduce people to an intimate relationship with Christ. Helping people get acquainted with your church is the first step. It can be easy—here's some tips:

### **Before Back to Church Sunday**

1. Prepare your church grounds. Never underestimate the importance of simple cleanliness and the outward appearance of your facility. See the Campaign Planning Guide for a checklist of areas to inspect before the visitors arrive.
2. Prepare various core groups, including the leadership team, greeter team, assimilation team, small group leaders, and church members. See the Campaign Planning Guide to find out how to prepare these vital groups.
3. Prepare an interesting and educational guest packet. The packet should contain the church's mission statement, information about the church and denomination, a brief description of your programs, and church contact information. You also might include a pen or pencil with your church name and phone number, or perhaps add a Bible or book that relates to the current sermon series.
4. Update your website. For the formerly churchd, the Internet represents a very non-threatening opportunity for them to "check you out."

### **The Greeting**

5. Smile, say hello, and give them a bulletin. Welcome them to your church and direct them to the next logical place—the worship center, hospitality area, children's ministry, etc.
6. *Say nothing more.* Allow the visitor to remain comfortably anonymous, if they choose. See the Campaign Planning Guide for more information on how to greet a visitor.

### **The Back to Church Service**

7. Ask a staff member to present a general welcome message at the beginning of the service. This allows new people to feel welcome without feeling uncomfortable.
8. Include a way to collect contact information for effective follow-up. The method you use to obtain this information will be critical to the overall experience of a visitor in your church. One of the most common collection methods is the use of a "Connection Card." If you choose this method, make sure *everybody* fills it out (not just visitors) to avoid drawing attention to those who are new.
9. Resist the temptation to make the Back to Church service highly program-driven or otherwise atypical of your church's identity. If a person attends on Back to Church Sunday and then returns the following Sunday (which is what you want!), they will need to experience roughly the same church personality as their first visit.

### **During/After the Service**

10. Offer coffee and refreshments during or after the service. This illustrates that you value your attendees and their comfort.