

The Importance of Follow-Up

You are making a pro-active decision to keep in touch with your new visitors, potential members and existing members. As you consistently follow-up you are keeping yourself, the church and your services in front of them at all times. Follow-up is vital. We need to run our churches just as we would our businesses. Businesses constantly follow-up with their first time and existing clientele to do whatever they can to adopt them as their own.

As a church we provide a service to the community which we are located in. When a visitor comes into our church they will not be able to see everything the church has for them and their families in only one visit. Their first visit may be their last. This is the reason follow-up is so vitally important. It is our responsibility to do everything in our power to show them our church has everything they need for themselves, their families and their friends. It is so much more than just praying and believing they'll come back. **James 2:17 (New International Version)** *17 In the same way, faith by itself, if it is not accompanied by action, is dead.* If we do not put any corresponding actions to our believing that they'll come back than our believing is powerless. If we really believe they will come back than let's follow up with them through contacting them by email, letter, phone and in person.

Through these follow-up processes we will be providing to our visitors, potential members and existing members our service times, staff member information, contacts, ministry opportunities, outreaches, testimonials, uplifting & encouraging messages, feedback questionnaires, updates on events and community involvement and importance of membership to our local church.

Referring back into the business world, I have sat in meetings where we would look at ways to recapture clients who have not been in the store for over a year. A business will not think it to be strange to spend thousands of dollars a month to go back after these clients. They see the value of every person to their company and will invest whatever it takes to win them over again. How much more should we be focusing our efforts towards God's kingdom and His people. **Proverbs 27:23 (New International Version)** *23 Be sure you know the condition of your flocks, give careful attention to your herds...* We are in the "Family Business!" Church is the Father's Business that we are apart of and have been called into. What about us? What are we doing to recapture a church member who has been "Missing In Action" for over a year? Is there a plan to go after them, or are we comfortable with the numbers and people we have? Do we really care about these people as God does? Are we doing everything in our power and resources to influence their lives for Jesus? If we do not have any plan than how can we expect any results? God is a God of order and expects us to have a plan and count the cost before we do something.

I've asked a number of Pastors' and church leaders how their church growth is going, and most of them say, "ok". I then asked them, "what are you doing to follow up with your new visitors to adopt them as new members?" and most of them say, "nothing really? We usually just hope they like the message enough to keep coming back." I also heard someone tell me, "I think the reason we haven't really grown much in numbers is because there are five churches in this town." After hearing some of the answers I've heard I knew we needed help. In the business world they will exhaust every opportunity to adopt a client for life. They want you to become their client, buy their products and

utilize their services for a lifetime and not only one time. How much more should the church be doing to bring the message of help, hope and healing to this world. There are so many people who need to receive the Salvation of God through our Lord Jesus Christ! We need not be complacent any longer. God wants us to take this calling seriously and use the resources we have to reach His people for Christ.