



Increasing *Guest Engagement*

201: Close the Back Door

Guest
Engagement
Sticks when
Systems Click.





Goals of *This Teaching*

1. Learn Follow up Stats
2. Guest Engagement Inventory
3. Connection Card Must Haves
4. Create a Reporting System
5. Build Follow up Funnels

It is crucial to capitalize on your welcoming environment with efficient systems for follow up.

“When people give their details on a card or online, it’s more than information; it’s an expression of trust.”

Michael Murphy

Follow up *Statistics.*

Every additional card represents a person taking one more step toward belonging. If you can increase the number of connection cards turned in, you can multiply discipleship pathways and Sunday attendance.

- Many churches collect 1% of their attendance.
- 300 people = 3 cards.
- 156 cards a year.

Follow up *Statistics.*

When churches become intentional with training follow-up team, improving follow-up systems, and casting vision, they can increase that number to 3–5% of weekly attendance.

- When you move from 1% to 5%, that's five times as many guests taking a step toward connection without adding a single extra guest.”
- 156 cards a year to 780!



Imagine the difference
a year could make?

JESUS YOU'RE THE NAME WE'RE LIFTING HIGH
GLORY SHAKING UP THE EARTH AND SKIES

JESUS YOU'RE THE NAME WE'RE LIFTING HIGH
GLORY SHAKING UP THE EARTH AND SKIES

Response Rates Precedes Attendance Rates

Churches that grow their response rates grow their attendance. It's not magic. It's clarity and kindness in action.

The number of people filling out cards is a leading indicator of church health. If you want more disciples, start by collecting more cards.

Taking care of connection cards is the uncelebrated but dutiful work of a shepherd that is committed to caring for people and not just preaching to crowds.



“Be sure you know the condition
of your flocks, give careful
attention to your herds.”

Psalm 27:23 NIV

Measuring Engagement Increases It

You can't improve what you don't track.

If you want to increase engagement, you have to start by measuring it.

Most churches have more guests than they realize, but they don't know where people are falling through the cracks because they're not looking at the numbers.



Measuring Engagement Increases It

Creating an engagement inventory helps you see the story behind the stats.

It tells you how many people are coming, connecting, and committing.

When you start tracking what matters, you can start improving what matters.



Engagement *Inventory*

- How many guests each week?
- How many are scanning the qr code?
- How many guest are turning in connection cards?
- How many are attending the next steps classes?
- How many are joining the team?
- When are they given the option to connect?
- How is this mentioned?



Create a Regular Reporting System

Discuss connection metrics at each team meeting.

- Connect Cards turned in
- Connect Cards follow up
- Next Steps Class Attendance
- Once a month who joined a team

What Every Connection Card Should Have

When it comes to connection cards, simplicity wins.

The more cluttered or complicated your card is, the fewer people will fill it out.

Every option should lead to a clear next step, and every next step should have a follow-up plan.



Connection Cards that *work.*

- Keep it simple. Only ask for actionable information.
- Options should lead to specific follow up funnels.
- Digital cards should go directly to the form.
- Do not ask for commitment. Start with connection.

Connection Cards *example.*

Connection Card

We'd love to connect with you! By sharing a little about yourself, we're better able to know and care for you. Fill out the form below or text CONNECT to 74000 to complete the form digitally.

If you're a first-time guest, let us know below. We'd love to thank you for joining us and share more about everything that is available to you at Highlands.

☐ This is My First Time at Highlands

Please Print

My Name _____

☐ Male ☐ Female Birth Date ____ / ____ / ____

☐ Married ☐ Single ☐ Widowed

Mobile Number () _____

Email _____

Address _____ Apt. # _____

City _____ State _____ Zip _____

My Decision Today

- ☐ I am committing my life to Jesus
☐ I am renewing my commitment to Jesus
☐ I want to be Water Baptized
☐ I would like someone from the Ministry Team to reach out to me via phone

We'd be honored to pray for you. ☐ Confidential

A good funnel ensures that every response leads somewhere meaningful, with no guest left waiting or wondering what to do next.

Follow-up turns moments into movement.

Creating follow-up funnels is how you turn a moment of interest into a pathway of discipleship.

This isn't just about collecting data.

Every guest who fills out a connection card is giving you permission to start a relationship.

What happens next determines whether they feel connected or forgotten.



Follow-up *funnels*

- Salvation Decision - gets resources and letter of congratulations.
- Baptism - gets information on the next baptism opportunity.
- Meet with pastor - get connected to a pastor within 48 hours.
- New to Church - gets information on next step classes or connection event.
- Plan Your Visit - Automated messages for those that attend or not.

This isn't about managing numbers; it's about shepherding people. When we build systems that help guests take their next step, we're not just closing the back door—we're opening the front door wider for real discipleship to happen.

Buildthe.church





Buildthe.church