



'Tis The Season

By Glenn A. Lucas

It is the Christmas season. In just a few days your church will most likely have a large number of guests in worship who come only on major holidays or may have never been to your church before. Will your church be ready for these guests? What steps have you taken to prepare for the guests aimed at getting them to return? Most churches have not stopped to think about the impression they make on guests and assume it is good because just enough guests come back to affirm their belief.

You only get one chance to make a first impression.

Think about what impressions you want your guests to have at various stages: when they first arrive, when they enter the church, when the worship service begins, when the Word is proclaimed, when the service ends, and when they leave. In the end, what will they know about our Savior Jesus?

Rome wasn't built in a day.

Your church may not be able to tackle all of the questions above at one time. Indeed, trying to do so may be discouraging. Rather than try to "fix" everything at once select one or two areas to grow into what you would like them to be. When those areas are well established select another area to grow forward in your ministry. Eventually, all will have grown to the point that you are able to make a lasting good impression through your worship experience.

Once is not enough.

Once is not enough when it comes to evaluating the impression your church is making. It is important that your church regularly monitor the impression it is making on guests.

Getting guests through the door once is not enough. A church cannot grow without guests who return. Getting guests to return once is not enough. It is important that your church have a strategy to keep guests returning until they make a real connection with your church. In short your church should have an assimilation strategy in place. This strategy should intentionally help people return, connect, and ultimately mature in the faith leading to service in the Church.

It is the season for guests in the church. Churches that are ready for them will see more of them return and connect with their ministries. Through their intentional ministry many will hear and believe that Jesus truly is the reason for the season and their lives.

Links

[Visitor Follow-up Strategy](#) [web page] - Quick bullet points to help your church think through a follow-up strategy.

[Plan to improve your church's follow-up with guests!](#) By Chris Forbes [web page] - Chris points out that "marketing" (outreach) strategies fall short if a congregation does not also have an intentional follow-up strategy.

[Church Visitor Follow-up](#) [web page] - Visitors are not left behind at VFCC. Their follow up phone call program sees to that. They carry out their program like a well oiled machine. This is a humorous video from GodTube that reminds us to be conscious of our follow-up strategy and whom we are reaching.

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