

FIRST-TIME VISITOR PROCESS

Customize for your ministry



**YOUTH
MINISTRY**
Episcopal Diocese of the
Central Gulf Coast

GOAL

This process will help us to welcome, connect, and follow up with families with teens who visit [CHURCH NAME] for the first time.

VOLUNTEERS

- All Sunday school teachers, student group volunteers, and small group leaders are up to speed with the workings of the first-time visitor process.

CALENDAR SPACE NEEDED

- 15 minutes at one student leader meeting each year to orient the weekly volunteers to the first-time visitor process.
- Monthly update meeting among the student staff.

DATABASE NEEDED

- A database of visitors should be updated weekly by the Administrative Assistant to the Student Ministry.

CREATING A WELCOMING ENVIRONMENT

- Clearly marked signs are properly placed in the building to reduce confusion for visiting families who may be looking for the student ministry.
- A volunteer is placed at major intersections of the church to help visitors find their way.

STUDENT DIRECTOR RESPONSIBILITIES

- Ensure that all weekly student ministry volunteers are prepared to give special attention to and provide an intentional welcoming climate for all visitors, particularly first-timers.
- Work with volunteers and student leaders on an ongoing basis to create an increasingly welcoming environment for each program of the student ministry.
- Create a **first-timer card** that will effectively collect information about students who are first-time visitors.
- Ensure that all first-time visitors complete a first-timer card.

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- Ensure that first-timer cards are available for all Sunday school teachers, student group volunteers, and any other weekly student leaders.
- Ensure that, in each weekly student ministry program and at every special event, at least one volunteer is responsible for distributing and collecting first-timer cards.
- Ensure that a volunteer has placed all completed first-timer cards on the desk of the Administrative Assistant to the Student Ministry within 24 hours of collection.
- Within two days of a student event/Sunday school/student group, generate a letter to be sent to all first-time visitors and mail before the end of the week.
- In the summer of each year, give the Administrative Assistant to the Student Ministry any student names and contact information that need to be added to student database.
- Work with the Administrative Assistant to the Student Ministry monthly to re-categorize all names on the visitor directory based on attendance information.
- Make a call or send an email to all occasional and regular visitors each month.

ADMINISTRATIVE ASSISTANT TO THE STUDENT MINISTRY RESPONSIBILITIES

- Input the names and contact information of all first-time visitors into the visitor database.
- Update the database monthly, placing each person on the database in one of the following categories:
 - Visited only once
 - Occasional visitor (attended seven or fewer times in the previous three months)
 - Regular visitor (attended at least eight times in the previous three months)
- Each month, give the student staff a list of all occasional and regular visitors for follow-up contact.
- Maintain attendance records for all weekly student ministry events.
- Add regular visitors to the student ministry mailing list, to receive the same mailings that all students in the student directory receive.
- Keep a hard copy backup of all completed first-timer cards.
- Ensure that the entire visitor database receives invitations to any “bring a friend” events.

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- Personalize and mail a letter for first-time visitors within one week of their first visit.
- Work closely with the membership coordinator of [REGIONAL/NATIONAL CHURCH ORGANIZATION] to ensure a seamless process between the student ministry and the larger church system.

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IMPLEMENTATION PROCESS

- Create a first-timer card
- Determine what software the student ministry will use for its visitor database
- Draft a welcome letter
- Schedule volunteer leader training in which volunteers will be trained in their responsibilities in the first-time visitor process.

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