

From Visitor to

Member



How do we translate Invite, Welcome, Connect into <u>action</u>?

One Church's approach to bringing visitors from the front door to membership.

Christ Church Cathedral Lexington, Kentucky





The Road Map to IWC



It's about the ethos.

It's about people poised and ready.

It's about systems in place.

It's about metrics.

Ethos: The characteristic spirit of a culture, era or community manifested in it's beliefs, actions and aspirations.

Just like you and your church,



How did we affect the ethos toward IWC?

the ethos toward

IWC?

Clergy got on Board

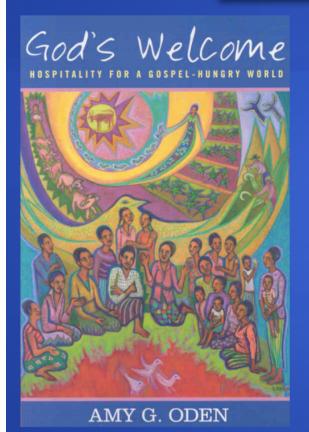
Congregation got on Board

Tweaking the Ethos through:

Teaching, Preaching, and Praying



Teaching the Ethos





Preaching the Ethos: The clergy are intentional to work the principles of IWC into our sermons regularly, and we hold ourselves accountable.



Praying the Ethos: We lift up the ideals of Invite,
Welcome, Connect regularly in our
Prayers of the People.

For a blessing on the ministry of our greeters. Thank you for the many ways that they welcome folks into our cathedral and show your hospitality to all those they meet.



Welcome: It's about people, poised and ready.

Therefore you also must be ready, for the Son of Man is coming at an unexpected hour. (And so are our visitors!!!)

Matthew 24:44

- •Meet & Greet Group: 82 personal invitations. 36 said yes. 8:45, 11 am
- •Breakfasts Hosts for Visitor's Breakfast Table 9:30-10 am
- •Vestry Person of the Day 8:45 & 11 am
- •Reception Hosts after 11 am
- •Reception Team after 6 pm
- •Social Media Curators: tweet my sermon; Facebook, Youtube, Blogger, Soundcloud, Vimeo, Instagram
- •Gallery Hop: Hosts, Clergy & cards about what's coming up at Cathedral



It's about systems in place.

Gather Intel from financials:

- Checks written
- Paypal donations
- Credit/debit card donations



Steve McQueen had a system in the movie "Bullitt."

Ask!!!! "Would you please fill out a visitor card?"

- Ask at welcome right before service
- •Welcome cards & pens in pews
- •Meet & Greet Group— always have visitor cards In hand with pen and ask
- •Clergy always have visitor cards and ask

Website Portal emails

Gather Intel on your visitors. But, oh my, how?



It's about systems in place. A visitor gives you info.

Now what?

- Personal welcome note mailed
- Put into ACS or a tracking system
- •1st thing discussed at staff meeting
- Assigned to clergy or staff person
- •Call and/or email asap the sooner the better
- Set up coffee or personal meeting
- •Find out key interests so we can connect visitor
- Invite visitor to the next thing (always)
- Add visitor to constant contact list
- •And... we need 1 more team to help with follow up!
- •And...we need a part time IWC coordinator!

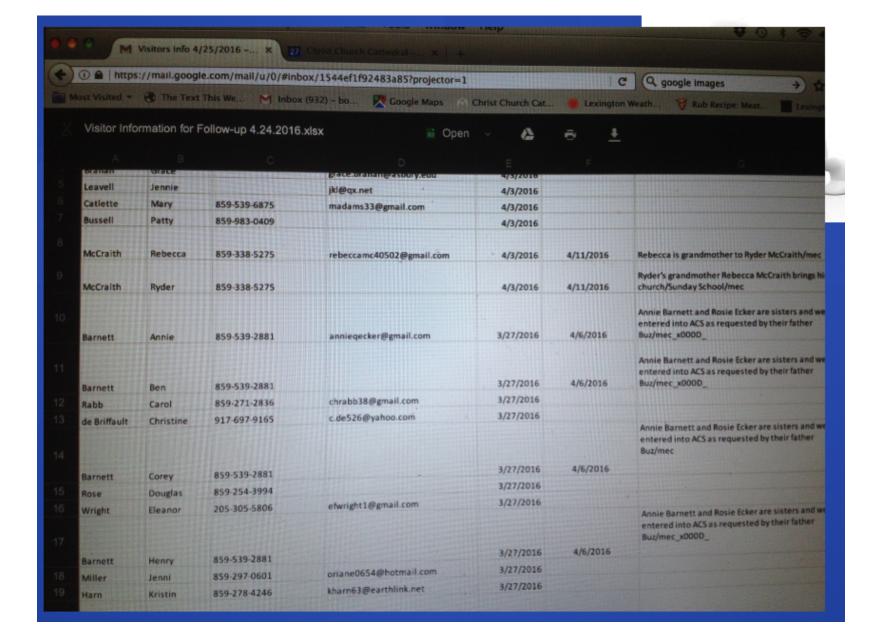


Tracking our visitors

Methods:

- Excel Spreadsheet
- ACS or other church program
- Notebook
- •Or?
- Update info regularly
- Think & Talk about "Next Steps to Membership" for each Newcomer with clergy & staff





Connect



And Plug In



It's about systems in place.





Connect

Cathedral 101 – The Visitor And Newcomer ClassOrientation to:

- Christianity, Episcopal Church & the Cathedral
- Spiritual Gifts Inventory
- •Heads of different ministries show their stuff
- Spiritual Practices
- •Clear Path To Membership Presented





The 7 Marks of Membership

Who can call Christ Church Cathedral their church home? Everyone!

And, what is required to be a member?

- Baptized
- •Confirmed or received into the Episcopal Church
- Transfer letter of membership
- •Regularly attend worship & receive communion
- •Be involved in at least 1 Cathedral ministry or activity
- •Invite someone!
- •Pledge a percentage of income to God's work through the Cathedral.

It's about systems in place.

Connect: Celebrate Visitors and Newcomers









Mike: A case study of IWC in action

Timeline:

- •1st visited August 2015-filled out Visitors Card
- •He received card from Dean
- Entered into tracking system
- •Discussed at staff meeting –his girlfriend and her daughters are members.
- •I called & emailed.
- •Met over coffee Sept. 8 learned a lot which went into tracking.
- •He was amazed how he was warmly welcomed a new experience.
- •Began attending Cathedral 101.
- Came to Newcomer's Gathering Party.
- •Started pledging Fall 2015.
- •Participated in Newcomer Blessing December 6, 2015.
- Attends nearly every Sunday.
- •Baptized at Easter Vigil, March 26, 2016.
- •Will be confirmed at next confirmation.



It's about metrics. Membership #'s



	2015	2010	Percentage Change 5 yrs.
Total Communicants in good standing	1,222	957	28% increase
Others who are active	325	97	234% increase
Total Increases for 2015/2010	102*	48	112% increase

^{*2015} Total Increases: 19 bapt., 22 conf., 18 recept., 23 transfers, & 20 restorations.

All numbers from our Parochial Reports.

It's about metrics. Worship #'s



	2015	2010	Percentage Change 5 yrs.
Average Sunday Attendance	564	337	67% increase
Total # Sun. & Sat. Services*	184	141	30% increase

All numbers from our Parochial Reports.

IWC is relational.



It is about carrying out The Great Commission.

"Go therefore and make disciples of all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Spirit, and teaching them to obey everything that I have commanded you." Matt. 28:19-20

It is one on one ministry, multiplied by the number of people in the congregation.

The Holy Spirit invited each visitor your church. This holy invitation should be honored.

Each data point in your tracking system is a real person.

It is about building relationships with others and with Christ.

IWC is not:



^{*2015: 4} Sunday services three weeks/month & 5 services 1 week/month during school yr.; 2 services summer schedule.

^{* 2010: 3} Sunday services during school year; 2 services summer schedule.