



Where the Rubber Meets the Road: From Visitor to Member



How do we translate Invite, Welcome, Connect into action?

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

Christ Church Cathedral
Lexington, Kentucky



Ethos:



St. Louis Urban Missions

July 10-15 ~ Rising 7th - 12th Grades
\$400 (scholarships available)

[Click here to sign up!](#)

GREAT MUSIC
at Christ Church Cathedral
2015 - 2016

GOD'S CREATIONS
Featuring the work of Central Kentucky artists
Bob Sanford, Cozy Hamilton, Mary Seymore Neely & Dan Mc



on Tap
6:30-8:30pm
1st, 3rd & 5th Mondays



GALLERY H
Friday, Marc
Exhibit runs Mar
Christ Church Cathedral • 144



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 its beliefs, actions and aspirations.

Just like you and your church,



How did we affect
the ethos toward
IWC?

IWC's

the ethos toward

HOW DID WE AFFECT

Clergy got on Board

Congregation got on Board

Tweaking the Ethos
through:

Teaching, Preaching, and Praying



Teaching the Ethos

God's Welcome
HOSPITALITY FOR A GOSPEL-HUNGRY WORLD



AMY G. ODEN

Mary
Parmer



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

It's about systems in place.

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!



It's about systems in place.

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



The screenshot shows a Google Mail interface with an open Excel spreadsheet titled "Visitor Information for Follow-up 4.24.2016.xlsx". The spreadsheet contains the following data:

	A	B	C	D	E	F	G
5	Leavell	Jennie		jkl@qx.net	4/3/2016		
6	Catlette	Mary	859-539-6875	madams33@gmail.com	4/3/2016		
7	Bussell	Patty	859-983-0409		4/3/2016		
8	McCraith	Rebecca	859-338-5275	rebeccamc40502@gmail.com	4/3/2016	4/11/2016	Rebecca is grandmother to Ryder McCraith/mec
9	McCraith	Ryder	859-338-5275		4/3/2016	4/11/2016	Ryder's grandmother Rebecca McCraith brings hi church/Sunday School/mec
10	Barnett	Annie	859-539-2881	annieecker@gmail.com	3/27/2016	4/6/2016	Annie Barnett and Rosie Ecker are sisters and we entered into ACS as requested by their father Buz/mec_x000D_
11	Barnett	Ben	859-539-2881		3/27/2016	4/6/2016	Annie Barnett and Rosie Ecker are sisters and we entered into ACS as requested by their father Buz/mec_x000D_
12	Rabb	Carol	859-271-2836	chrabb38@gmail.com	3/27/2016		
13	de Briffault	Christine	917-697-9165	c.de526@yahoo.com	3/27/2016		Annie Barnett and Rosie Ecker are sisters and we entered into ACS as requested by their father Buz/mec
14	Barnett	Corey	859-539-2881		3/27/2016	4/6/2016	
15	Rose	Douglas	859-254-3994		3/27/2016		
16	Wright	Eleanor	205-305-5806	efwright1@gmail.com	3/27/2016		Annie Barnett and Rosie Ecker are sisters and we entered into ACS as requested by their father Buz/mec_x000D_
17	Barnett	Henry	859-539-2881		3/27/2016	4/6/2016	
18	Miller	Jenni	859-297-0601	oriane0654@hotmail.com	3/27/2016		
19	Harn	Kristin	859-278-4246	kharn63@earthlink.net	3/27/2016		

It's about systems in place.

Connect



And Plug In



It's about systems in place.



Connect

Cathedral 101 – The Visitor And Newcomer Class

Orientation to:

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

It's about systems in place.



Connect: Clear Path To Membership

We are always asking, "What's the next step?"

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

We are always asking, "What's the next step?"

Some of our newest 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

*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.
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:

