

BACK
to
SCHOOL



Helping Visitors
Connect with Your
Church's Vision!



PRESENTERS



Gunnar Johnson, Executive VP, MortarStone and Founder of Financial Freedom International
gunnar@mortarstone.com



Jay Stearley, Lead Impact Strategist, MortarStone
jay@mortarstone.com



Meagan Brown, VP of Sales & Impact Strategist, MortarStone
meagan@mortarstone.com

Stewardship is Outreach

- 1. Stewardship and generosity as an outreach opportunity.***



MortarStone



@mortarstone #backtogiving

Never Apologize

- ***Never apologize for generosity, instead speak to biblical truth and the benefit of being generous.***



MortarStone



@mortarstone #backtogiving

Challenge Visitors

- ***Challenge visitors to get engaged with their full life – to do something in the kingdom for Christ through your church.***
- ***Ask them to investigate fully if the Lord wants them in your congregation.***
- ***Help them see how they can be involved in changing their society.***



Create Systems to Reach Visitors

- ***Target(s) must be defined:***
 - Simplicity & Clarity are Essential
 - Strategic Shifts are Often Needed
 - Relationship is the Secret Sauce



Think Virtual to Personal

- ***People come to you or your organization from many different places***
(They have different wants, needs, history's, and expectations)
What is your core purpose? (Why do you exist?)
- ***People's experience with you begins long before they come in-person***
- ***Connection Points***



Amuse-Bouche

Amuse-bouche NOT Buffet

- Acute intentionality
- Follow-up
- Tracking



Lead with 3

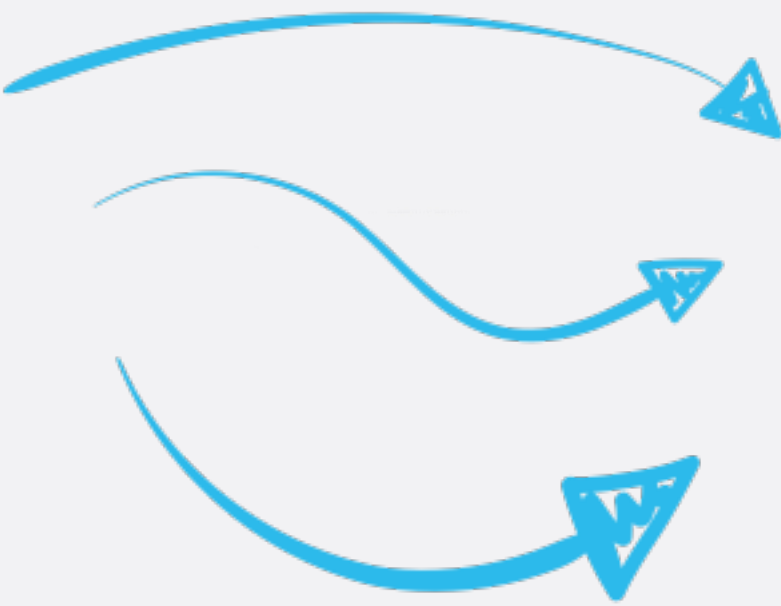
Lead with three –

- Make it easy
- Make it clear
- Trust the process

***Example: Meal, Begin or Rooted,
Community***



Guests to Your Church



A. Christ Followers

- Sunday Gathering
- Outreach
- Etc.

B. Not Followers

#1
2 hours

Family Style Meal

A
A/B

#2
4-10 weeks
Relationship Ministry
DNA & Culture

Rooted

Begin

#3
Small Group
Celebrate Recovery

Long-term Community

Guest Connection Essentials

- ***Vocabulary Matters***
- ***Experience Trumps Information***
- ***Think Virtual to Personal***
- ***Build the Right Team***
- ***Pursue***
- ***Follow-through***
- ***Track***



Mortar**Stone**



@mortarstone #backtogiving

Resources

Resources:

1. Blog: Amuse-Bouche (posted on MortarStone.com)
2. Begin, By Jay Stearley – Free book offer
3. Connection Pathways PDF – will be emailed at conclusion of webinar



Communication to Visitors

- ***3 things you need to think through as a staff for connecting with Visitor:***
 1. Examine
 2. Identify
 3. Execute

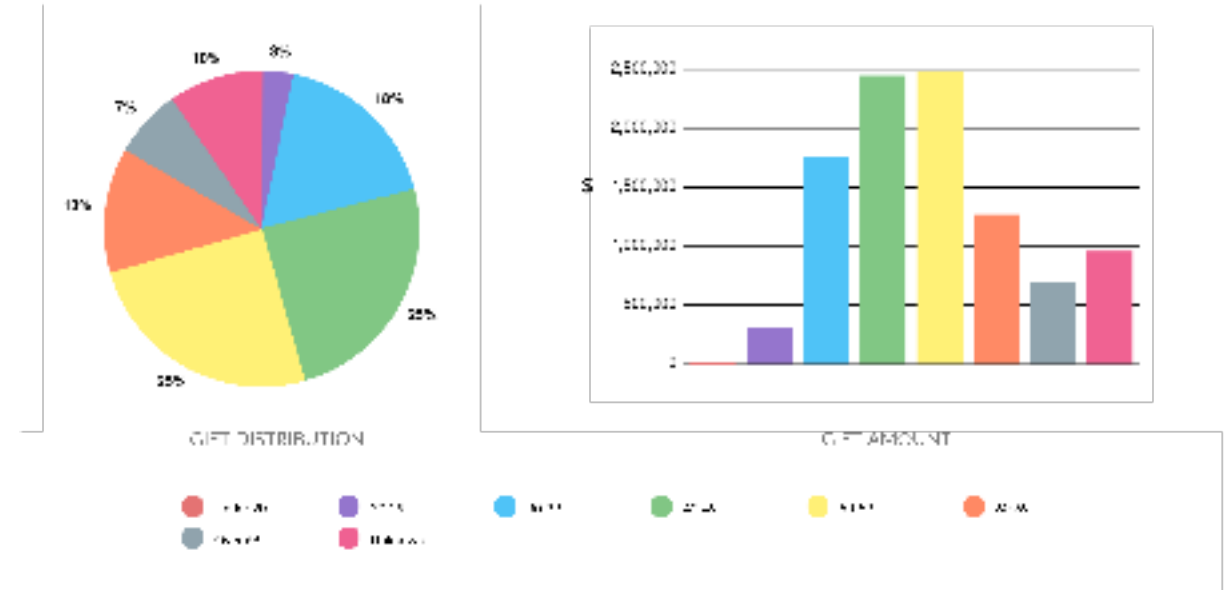
Examine

- ***Examine***
 1. Outside the church
 2. Inside the church



Data Enrichment Report

- What is our Vision/Mission statement for our church?
- Who are we trying to attract?
- Are we attracting what we are projecting?
- Have we been strategic in reaching the right demographic?
- Is there a way we can be strategic?



DETAILS

Segment	Supporters	Gift Amount	% of Gifts	Average Gift
Under 20	7	\$2,000	0.0%	\$300
20-29	150	\$310,044	3.2%	\$2,072
30-39	451	\$1,764,258	17.7%	\$3,917
40-49	556	\$2,458,007	24.6%	\$4,421
50-59	521	\$2,713,996	27.3%	\$5,209
60-69	299	\$1,776,294	17.8%	\$5,940
Over 69	147	\$701,598	7.0%	\$4,773
Unknown	381	\$961,841	9.6%	\$2,525
Total	2,525	\$9,974,238	100.0%	\$3,950

QUESTIONS & ANSWERS

WEBINAR SPECIAL

Schedule a demo by 8/15 and receive a FREE Church Health Audit and a FREE copy of Jay Stearley's book, Begin.

Contact Meagan@mortarstone.com today!



MortarStone



@mortarstone #summerslump