



# CALVARY CHURCH

FOLLOW UP SYSTEM

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# INTRODUCTION

## **PEOPLE Are The Cause Of Our Church**

The goal of this system is cultivate a culture in which people feel welcomed and included by taking away as many hurdles that are antithetical to Calvary's commitment process. This ultimately allows community to form around them as soon as possible. Enabling deep transformational discipleship and a fruition of clarity in purpose as they commit themselves to the service of God and people.

# WHAT WE DO [SYSTEM]

We use a church software system called Church Community Builder (CCB) to help us keep the process and data organized but the system you will see, we believe, is doable on planning center, google sheets, or whatever foundation you plan to use.

## PROCESS OUTLINE:

### WEEK 1

- Upload contact information into our mass texting software (Textedly) & email (Mailchimp)
- Send personalized Video Message to contact encouraging next steps. Along with link to sign up for Growth Track
  - **Note:** We utilize a church owned smart phone to send these video messages out

### WEEK 2

- Midweek Phone call from a Connect Team Member
  - **Note:** We utilize a church owned smart phone to make these calls

### WEEK 3

- No Contact

### WEEK 4

- Send Follow Up Email

### WEEK 5

- Update Profile on CCB (Church Database)

### WEEK 6

- Final Call or Email
- Set profile to inactive on CCB [If they do not take a next step or are unresponsive.]

# HOW WE DO IT [PROCESS]

## WEEK 1

- It all starts on Sunday at our services. We have a Connect Team who are designated with the task of getting everyone who raises their hand to accept salvation to provide them their basic info (name, number, email) and give them a *New Believer Gift*.
- We strategically place a “*Connect Tent*” close to our front doors so when service ends and everyone leaves service; those who raised their hands can see the tent (which has the *Connect Card* and *New Believers Gift*) and take an action step.
- The goal is to get, 50% or higher of everyone who raised their hand, their info and to give them a gift.
- Once we have the information, one person from our connect team will start the follow up system and for 6 weeks complete every step we created in our plan.
- We provide the person who will start the follow up plan with a “burner phone” so they do not have to use their personal information to make calls and emails. The email we utilize is [welcome@calvaryconnect.com](mailto:welcome@calvaryconnect.com).
- For the video message we have the team member send the pastors the list of names from Sunday. The pastors will then film a personal video congratulating the person on the decision to accept Jesus and then provide them brief information on taking their next steps.
- The pastor(s) will send each video to the burner phone and now the connect team member will forward the video and a link to our next steps website so the new believer can easily take a “next step”.
  - **Note:** To view our website here is the link [calvaryconnect.com/nextsteps](http://calvaryconnect.com/nextsteps). It has all of our next steps information with a brief video from a pastor explaining what the next step is and importance of them. Also included on the website is a link to sign up for each next step.

## **WEEK 2**

- Connect team members will use the “burner phone” to make a call.

## **WEEK 3**

- Take a break from contact so we’re not overwhelming.

## **WEEK 4**

- Connect team members will use “burner phone” and email we created to send email & message.

## **WEEK 5**

- Connect team members will reach out to the oversights of Connect Groups, Dream Team, and Growth Track, and Baptism to see if the list of people that raised their hand took a next step. They will communicate with the oversights to see if they had anyone from their list that match the people who raised their hand.
  - Note: This process allows us to see how many new believers have taken a next step. If they have, we go on their CCB profile and update it to show they have taken a Next Step.

## **WEEK 6**

- If a new believer did not take a Next Step, then the connect team member will go to their CCB profile and set it as inactive so we can have a better view of who is actually active in-our church.

# WHAT WE'VE SEEN [RESULTS]

We started this system in September of 2022. We have been improving upon and developing it to be more effective. Specifically changing some things within our team structure in Spring of 2023 to be more effective in our approach. (Below is our monthly Tracker Report for May and June of 2023)

## CALVARY HANDS-TO-GIFTS TRACKER | MAY 2023

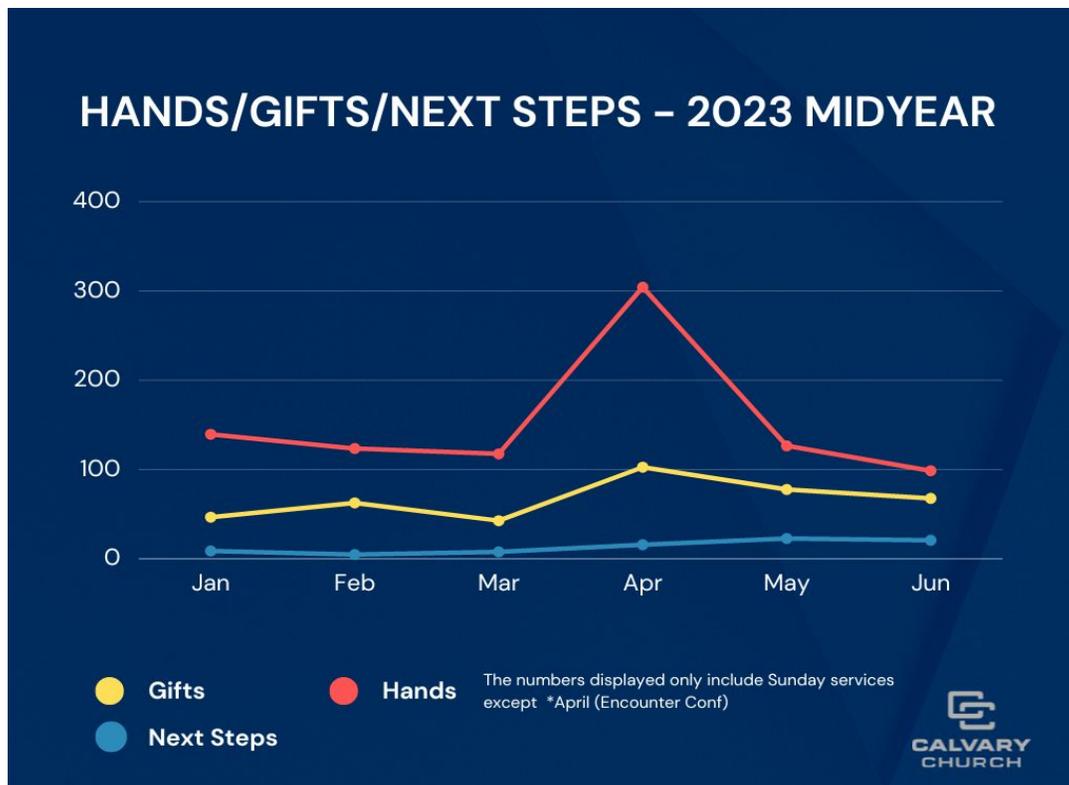
05/07/23			
SUNDAY SERVICES	HANDS	GIFTS	% HANDS TO GIFTS
10AM	10	4	40%
12PM	14	5	36%
1PM	9	5	56%
<b>TOTAL</b>	<b>33</b>	<b>14</b>	<b>42%</b>
DIFFERENCE FROM PREVIOUS WEEK	38%	0%	-27%
05/14/23			
SUNDAY SERVICES	HANDS	GIFTS	% HANDS TO GIFTS
9AM	3	3	100%
11AM	17	3	18%
1PM	10	1	10%
<b>TOTAL</b>	<b>30</b>	<b>7</b>	<b>23%</b>
DIFFERENCE FROM PREVIOUS WEEK	-9%	-50%	-45%
05/21/23			
SUNDAY SERVICES	HANDS	GIFTS	% HANDS TO GIFTS
9AM	7	3	43%
11AM	23	18	78%
1PM	12	7	58%
<b>TOTAL</b>	<b>42</b>	<b>28</b>	<b>67%</b>
DIFFERENCE FROM PREVIOUS WEEK	40%	300%	186%
05/28/23			
SUNDAY SERVICES	HANDS	GIFTS	% HANDS TO GIFTS
9AM	6	4	67%
11AM	11	14	127%
1PM	4	10	250%
<b>TOTAL</b>	<b>21</b>	<b>28</b>	<b>133%</b>
DIFFERENCE FROM PREVIOUS WEEK	-50%	0%	100%

TOTALS THIS MONTH	9AM	11AM	1PM	TOTAL
HANDS	26	65	35	126
GIFTS	14	40	23	77
% HANDS TO GIFTS	54%	62%	66%	61%
# OF PEOPLE TAKING NEXT STEPS				22
NEXT STEPS TO HANDS				29%
SPECIAL NOTES FOR THE MONTH				
* Mothers day on 05/14 - tent off to side				
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## CALVARY HANDS-TO-GIFTS TRACKER | JUNE 2023

06/04/23				TOTALS THIS MONTH				9AM	11AM	1PM	TOTAL
<b>SUNDAY SERVICES</b>				<b>HANDS</b>	<b>GIFTS</b>	<b>% HANDS TO GIFTS</b>					
10AM	5	5	100%	HANDS	28	37	33				98
12PM	4	4	100%	GIFTS	16	21	30				67
1PM	8	12	150%	% HANDS TO GIFTS	57%	57%	91%				68%
<b>TOTAL</b>				<b>17</b>	<b>21</b>	<b>124%</b>					<b>20</b>
DIFFERENCE FROM PREVIOUS WEEK				-19%	-25%	-7%					<b>30%</b>
				<b>SPECIAL NOTES FOR THE MONTH</b> *06/04 - Chris Mendez Preached - * 06/11 CG day - tent off to side - *06/18 CG day - tent off to side - rain							
06/11/23											
<b>SUNDAY SERVICES</b>				<b>HANDS</b>	<b>GIFTS</b>	<b>% HANDS TO GIFTS</b>					
9AM	9	7	78%								
11AM	13	7	54%								
1PM	7	8	114%								
<b>TOTAL</b>				<b>29</b>	<b>22</b>	<b>76%</b>					
DIFFERENCE FROM PREVIOUS WEEK				71%	5%	-39%					
06/18/23											
<b>SUNDAY SERVICES</b>				<b>HANDS</b>	<b>GIFTS</b>	<b>% HANDS TO GIFTS</b>					
9AM	11	4	36%								
11AM	15	7	47%								
1PM	6	4	67%								
<b>TOTAL</b>				<b>32</b>	<b>15</b>	<b>47%</b>					
DIFFERENCE FROM PREVIOUS WEEK				10%	-32%	-38%					
06/25/23											
<b>SUNDAY SERVICES</b>				<b>HANDS</b>	<b>GIFTS</b>	<b>% HANDS TO GIFTS</b>					
9AM	3	0	0%								
11AM	5	3	60%								
1PM	12	6	50%								
<b>TOTAL</b>				<b>20</b>	<b>9</b>	<b>45%</b>					
DIFFERENCE FROM PREVIOUS WEEK				-38%	-40%	-4%					

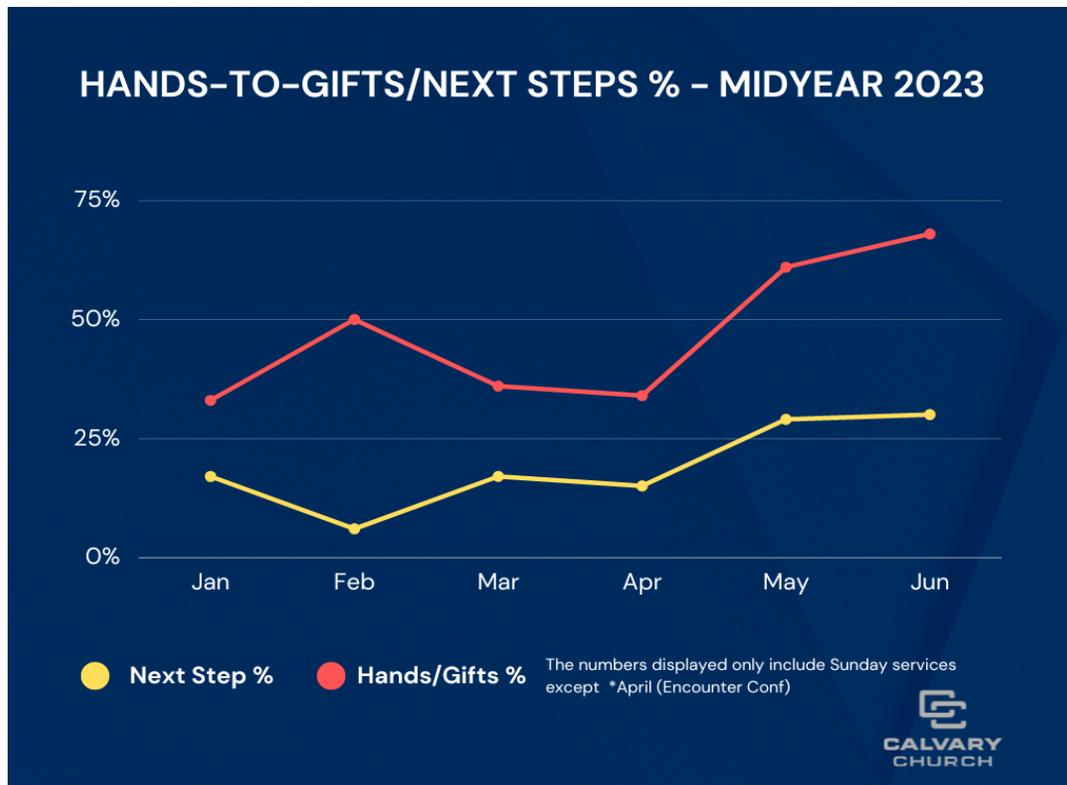
## 2023 | MID-YEAR TRACKING REPORT



### NOTES:

- This Graph displays our current numbers from Jan to Jun of 2023. “The Win” here would be to have these lines run as close as possible with one another, ultimately displaying how effective we are in reaching and cultivating commitment in our church. Since the end of April into May and June we have been experiencing this growth and have been able to reach our attainable goals.
  - Easter took place in April 2023. Which will explain a spike in hands
  - Numbers are calculated within a 2-week time span after each month is finished.

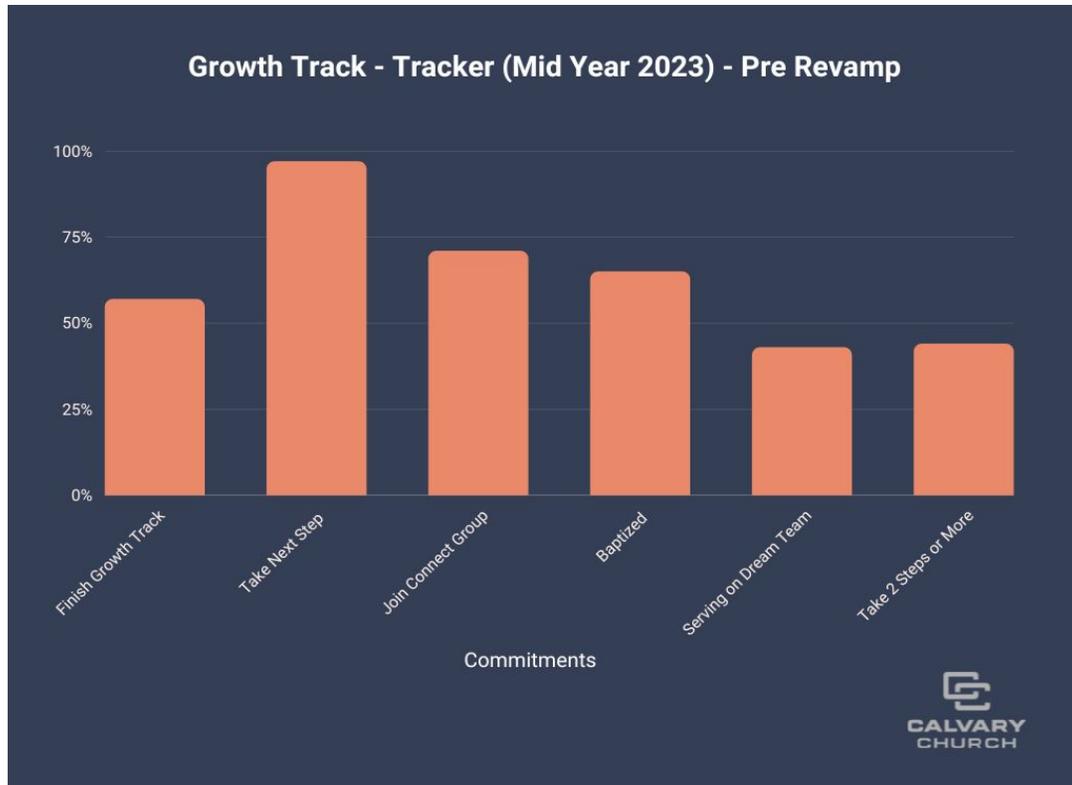
## 2023 | MID-YEAR TRACKING REPORT



### NOTES:

- This Graph displays our percentages from Jan to Jun of 2023.
- “The Win” here would be to keep and maintain these numbers above our desired thresholds.
  - Next Steps 25%
    - 1 out of every 4 people that receive a gift and get connected take a next step within the 1st month of dedicating their lives to Christ
  - Hands to Gifts 50%
    - 1 out of every 2 people that raise their hands in service to receive Christ are getting plugged in and receiving a gift at our connect tent.

# 2023 | MID-YEAR TRACKING REPORT



## NOTES:

- 97% of people that finish Growth Track are taking a Next Step
- 71% are joining Connect Groups
- 65% are deciding to get Baptized (During the class)
- 43% are serving on Dream Team
- 44% are taking 2 or more *Next Steps* within the 1<sup>st</sup> month that they finish GT
- Welcome videos have increased attendance by 34%

# NEW BELIEVER GIFTS

Below you will see what gift bags look like and what is inside of them. These pictures are displayed in service on screen when the host goes up after altar call. We want to give people clear visuals on what they will get and where to get it.



# WELCOME / FOLLOW UP EMAIL TEMPLATE

Subject line: Welcome to Calvary Church!

Hi,

Thank you for joining us on Sunday for church. Our prayer is that you felt at home attending Calvary and that you would continue to worship with us every Sunday. We wanted to welcome you by letting you know if you would like to find more information on our church you can head to [calvaryconnect.com](http://calvaryconnect.com) and check us out!

Last thing, we believe everyone has a next step in their Christianity and we would love to help you find yours! Whether it is being water baptized, joining a connect group, attending growth track, and being apart of dream team.

All your questions can be answered at [calvaryconnect.com/nextsteps](http://calvaryconnect.com/nextsteps).

For more updates

Follow us on Instagram - @calvarymiami

Follow us on Facebook - @Calvary Kendall

Subscribe on YouTube - <http://www.YouTube.com/c/calvaryconnect>

Blessings,  
The Calvary Team

Subject line: Checking in from Calvary!

Hi again,

We hope that you are having a great week! We wanted to do a quick follow up to remind you about next steps. We believe all of us have a next step in Christianity and that taking your next step can help you get closer to God and His plans for you.

If you haven't yet taken a next step, we highly recommend you go check out our website that has all the information you will need.

Sign up to take a next step today!

You can visit [calvaryconnect.com/nextsteps](http://calvaryconnect.com/nextsteps).

Blessings,  
The Calvary Team