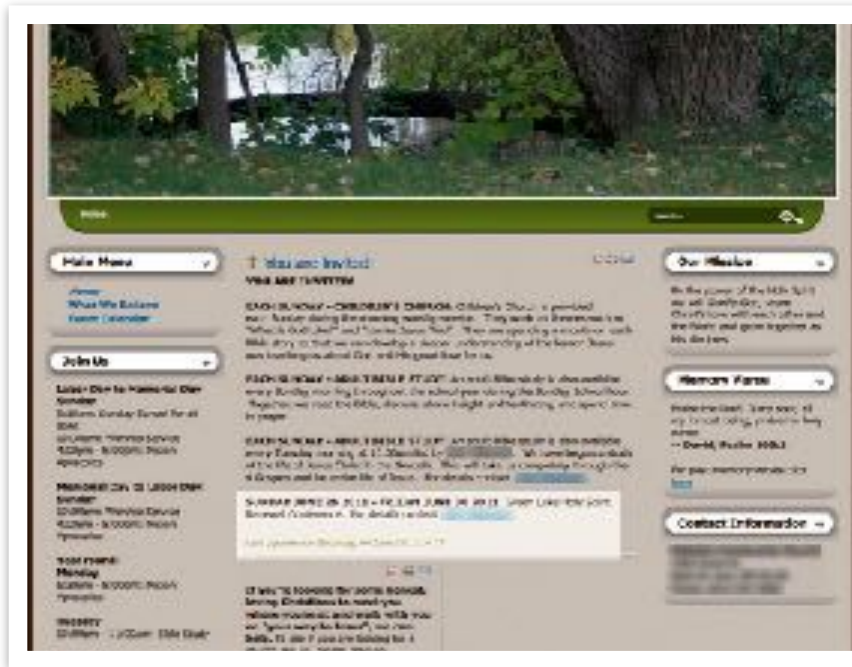




CRACKING THE INVITE AND CONNECT CODES

By Catherine Pryor Miller

Is Your Church “Inviting”?



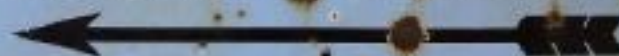
“We’ve learned one of the church’s greatest shortcomings is failure to market itself authentically and effectively.”

www.ministrytodaymag.org

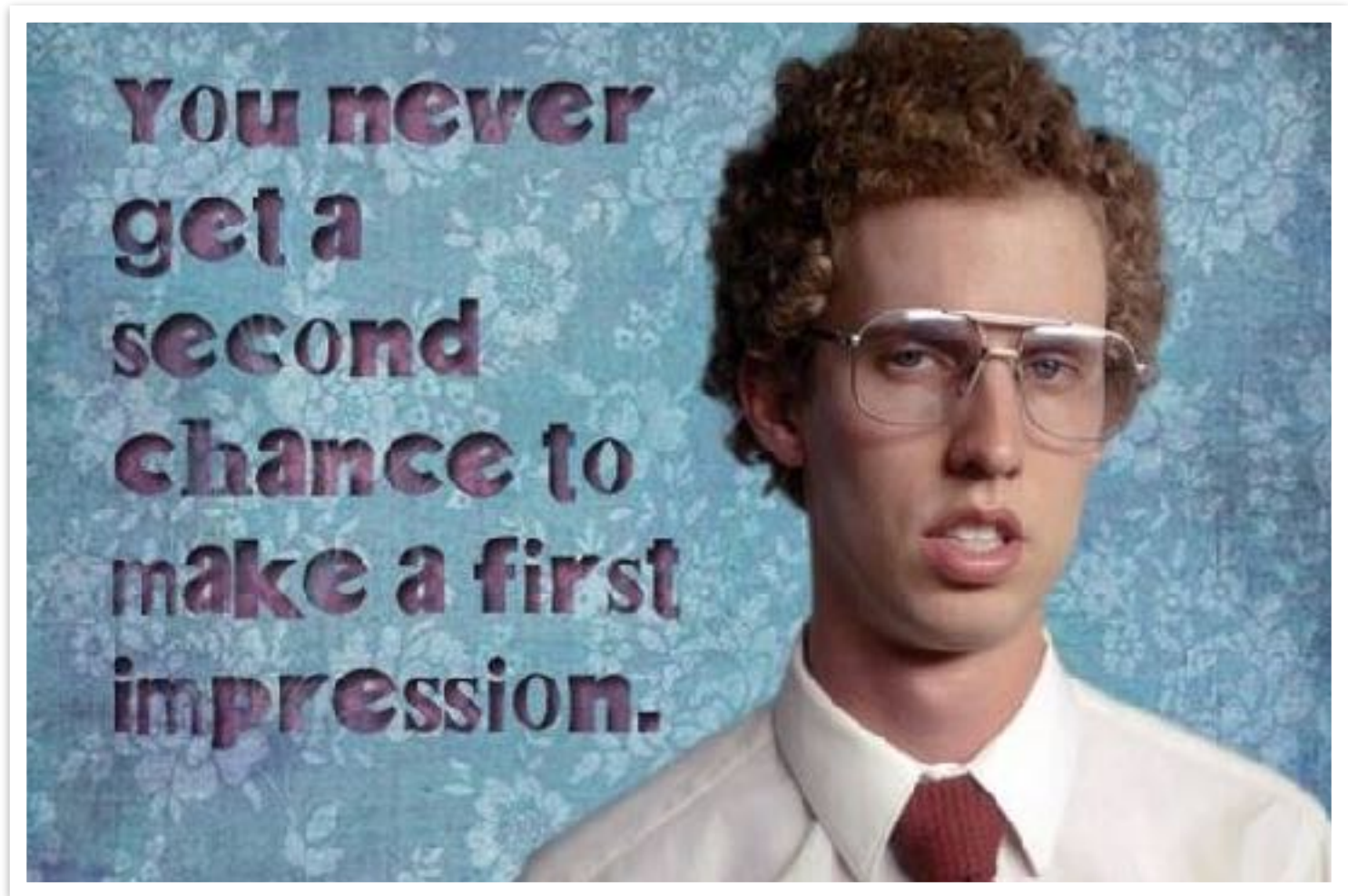
THE
EPISCOPAL CHURCH
WELCOMES YOU



ALL SAINTS' CHURCH
SUNDAY SERVICE 9:30 A.M.



First Impressions Do Matter



Questions People Ask When Visiting a Church

- 1) Why would I want to visit this weekend?
- 2) Why would I want to stay?
- 3) What is the vision and mission of the church?
- 4) What is God saying through your church?



Vision Statement - So important!

“We seek to be an inclusive community of disciples who love God and follow Jesus through reverent worship, compassionate service, formative education, and sacrificial stewardship.”

- Episcopal Church of the Transfiguration
Dallas, TX



INVITE



“All guests who present themselves are to be welcomed as Christ”.

St. Benedict of Nursia

The Benedictine spirit of hospitality should extend to our hearts as well as our homes. Benedict welcomes even the most unlikely person because the stranger often teaches us more than our friend.



Invite

(inv'ait)

A.K.A.
EVANGELISM

www.invitewelcomeconnect.com

Visitor - Definition

A “visitor” is typically somebody who comes and goes without much preparation on our part or much thought afterward.



Guest - Definition

A “guest”, in comparison, is typically a person who is cared for and has been intentionally invited. Most of the time, a guest is somebody who is a participant...a person who looking for a specific experience.



Why Social Media?



- It keeps the Church in front of people.
- It's a free way to communicate information.

Social Media Campaigns

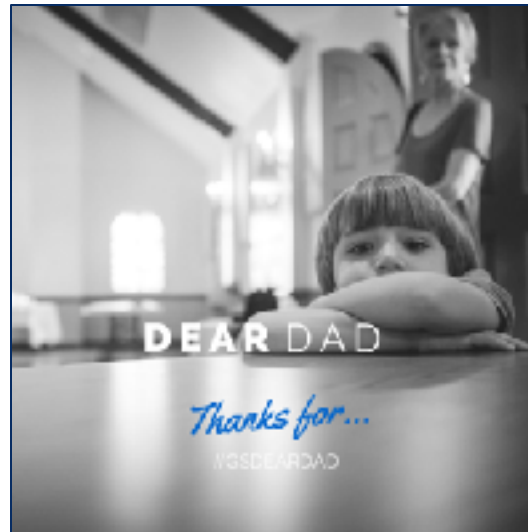


Father's Day Promotion



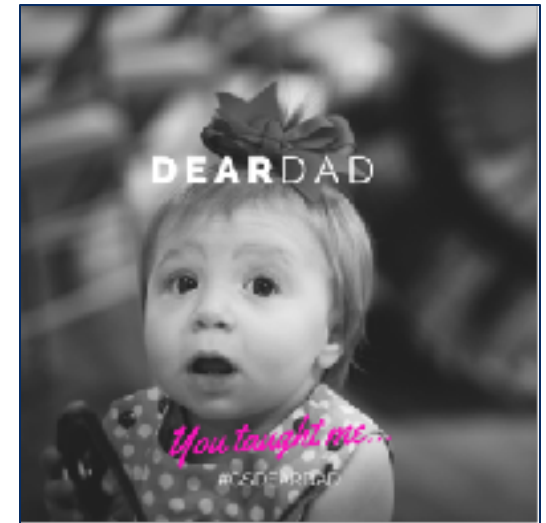
Julie Waller

"I thank my dad for telling me to write my worries in a journal. Then later I can reread what I wrote and see how it all worked out just fine."
#gsdeardad



Anne Moreman Hobbs

"Thanks for always having my back! This pic is a perfect example. He was telling me it wasn't too late, we could leave right then and I didn't have to go through with it! P.S. I did not take him up on his offer!" #gsdeardad



Lisa Mason Stone

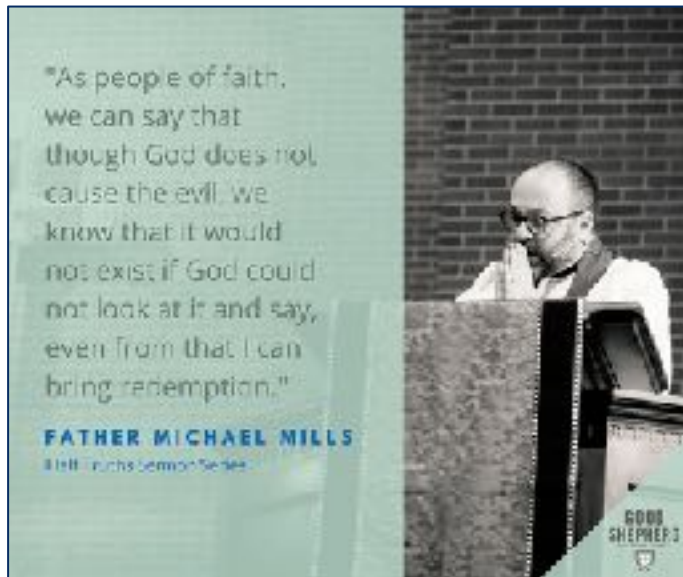
"I would give a body part or two to have my dad with me this weekend...I thank him for never missing anything I was involved in and surprising me in Dallas for many years for my birthday. He taught me how to manage money and he so loved my mom!"
#gsdeardad

Blessing of the Animals





Sermon Series Promotion



“EVERYTHING HAPPENS FOR A REASON.” **“GOD HELPS THOSE WHO HELP THEMSELVES.”**

Lisa Mason Stone

“Perfect Timing! I will be listening. “

Terri Griffith

“Thanks for posting. Happy to have the opportunity to listen since I was out of town.”

Erin McKool

“Loved the sermon Sunday. Definitely a refreshing take on this point!”

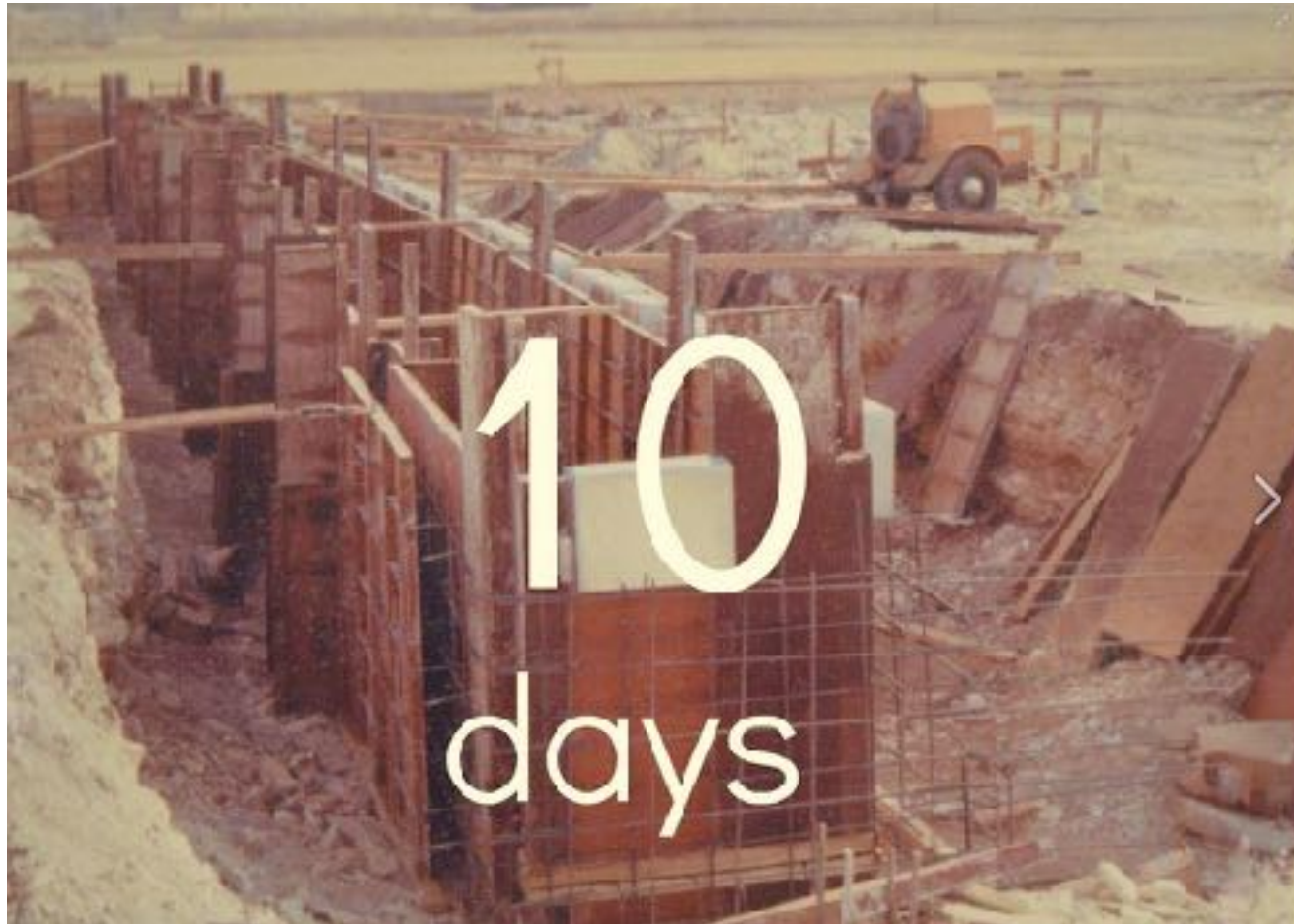
Blair Holbein

“A thought-provoking and moving sermon. Worth a re-listen on the website.”

Sermon Series Promotion



50th Anniversary Celebration



Good Shepherd Episcopal Church Dallas
Published by: Michael Mills (9)
Like This Page | October 15, 2015 | 11

Ten days left until Sunday, October 25th, the day that marks Good Shepherd's 50th Anniversary of the first service in the Nave. We're celebrating and we want you there!

The year was 1965. Post something in the comments below and tell us your favorite song from 1965.

Tag Photo | Add Location | Edit

Like | Comment | Share

You, Susan Hill Cahoon and 2 others · Chronological

Katherine Winsford Like a Rolling Stone
Like | Reply | Message | October 11, 2015 at 8:08pm

Susan Hill Cahoon Hiccup! I wrote, "Wine, little star," or "Jesus Loves Me!"
Like | Reply | Message | October 11, 2015 at 11:00pm

Bonnie Lee Sparks Davis The Wedding March... that was the year we were married!
Like | Reply | Message | October 22, 2015 at 2:00pm

Write a comment...

Pic Monkey

A Free Photo Editing Tool

www.picmonkey.com



The image shows the homepage of the PicMonkey website. At the top, there is a navigation bar with the PicMonkey logo on the left and four icons for 'Edit', 'Touch Up', 'Design', and 'Collage' in the center. On the right side of the navigation bar are 'Upgrade' and 'Login' buttons. The main content area features a large background image of a child crouching in a forest, holding a camera. Overlaid on this image is the text: 'Your all-in-one editor for photos, designs, and collages.' followed by 'Explore the possibilities with our easy-to-use, powerful tools and discover your own creativity.' Below this text are two buttons: 'Edit a photo' and 'Learn more'. In the top right corner of the main content area, there is a red banner that says 'Free trial of Royale! limited time offer Upgrade'. At the bottom of the page, there is a section with a crown icon and the text: 'Sign up for a 30-day free trial of Royale Your favorite photo editor goes ads-free, plus a kingly hoard of exclusive filters, touch up tools, and more.' To the right of this text is a red button that says 'Start your free trial' and a link that says 'Details >'. On the left side of the bottom section is a logo featuring a crown and the letters 'P' and 'M' inside a shield.

PicMonkey

Edit Touch Up Design Collage

Upgrade Login

Free trial of Royale!
limited time offer
Upgrade

Your all-in-one editor for photos, designs, and collages.

Explore the possibilities with our easy-to-use, powerful tools and discover your own creativity.

Edit a photo Learn more

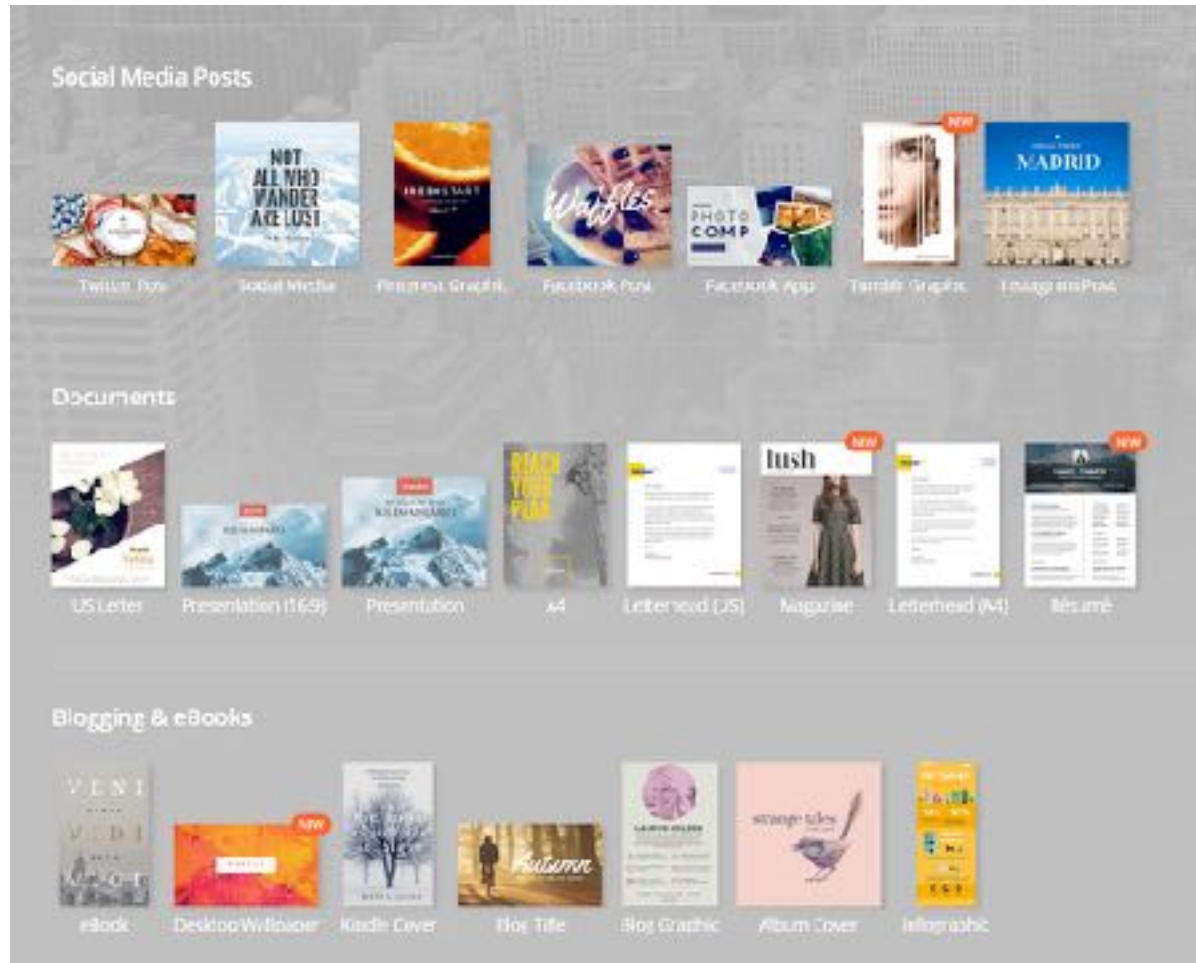
Sign up for a 30-day free trial of Royale
Your favorite photo editor goes ads-free, plus a kingly hoard of exclusive filters, touch up tools, and more.

Start your free trial
Details >

Canva

A Free Template Tool

www.canva.com



Moo Cards

www.moocards.com

FRONT



BACK

You'll get 50 of this design

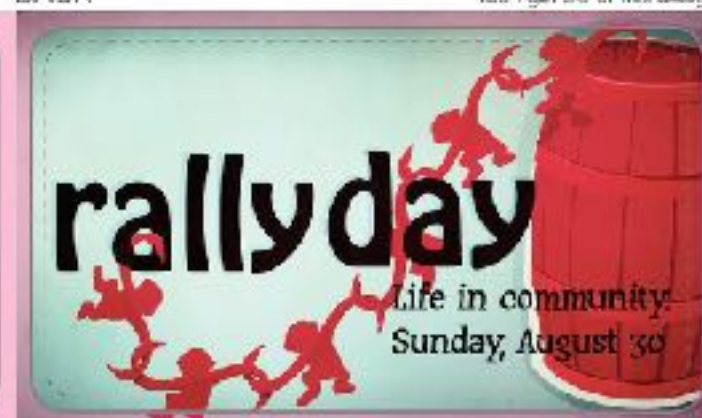


FRONT



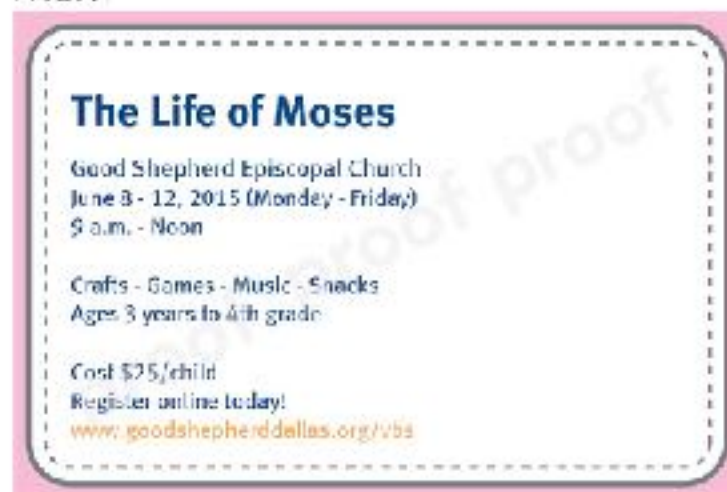
BACK

You'll get 50 of this design

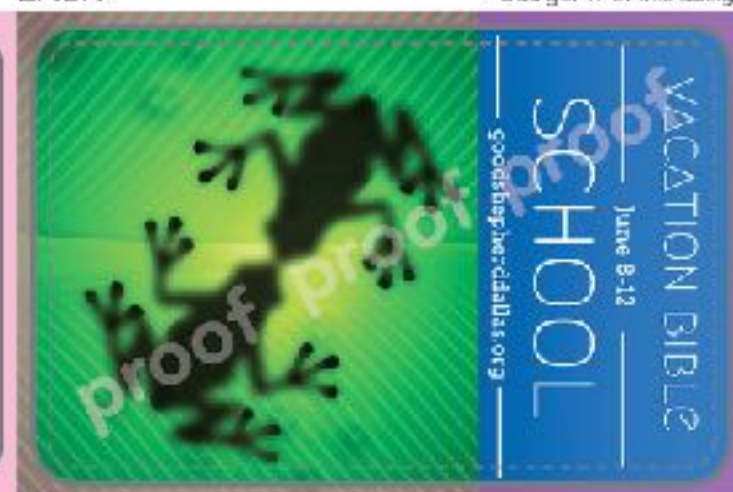


Moo Cards

FRONT



BACK



You'll get 17 of this design

Weekly Emails

Constant Contact
(\$45 a month)

From: Episcopal Church of the Good Shepherd <sarah.jody@gsecd.org>
Subject: GSEC Weekly News
Preheader:
Reply: sarah.jody@gsecd.org

The Episcopal Church of the Good Shepherd

Weekly Newsletter - April 7, 2016

FEATURE STORY

SOCIAL MEDIA SEMINAR

Wed., April 13 | 6:30 p.m. | Parish Hall

Parenting isn't easy. That goes without saying. Many of the challenges parents face are common to every generation - dirty diapers, sleepless nights, the terrible two's (and three's and maybe even four's), broken bones, sassy teenagers...the list goes on. Part of a parent's job is to teach their child about the world, and in some cases, protect them from certain parts of it.

The internet made that a bit more difficult by giving anyone with a computer access to anything that can be typed in the search bar. But instead of taking turns on the family computer, now we all walk around with our own personal computers tucked in our pockets, purses, and backpacks, browsing Facebook and Instagram when we're bored or avoiding having to talk to a room full of strangers (you know you've done it). Our children and teens are no different, and if anything, their attention to all that social media platforms have to offer and entertain them with is something that parents should be concerned about.



Christy Baca
@christybaca28

Follow

Due diligence is our job if we put a mobile device in our child's hands. #parents
educateempowerkids.org/dangerous-apps/
pic.twitter.com/p2r1N7f1eIg
8:35 AM · 15 Oct 2015



If you struggle with monitoring your child's online presence or have no idea where to start, if you worry about who and what they are interacting with online, if you just want a conversation starter to talk to your child about social media, then we

Send a text message or your contact with a personal message.

Email Address(es)

good.god@gmail.org

Enter a email address separated by a comma (,)

Personal Note

Enter a personal note that will appear at the top of your email.

☐ Send text MMS & text message

[Send text](#)

[View Facebook Version](#)

Facebook - Christina Gilbert

From: Mike Mills <mills@good.org>
Subject: In Memoriam Christina Gilbert
Revised:
Reply: mls@good.org

The Episcopal Church of the Good Shepherd
November 5, 2015

"All that the Father gives me will come to me,
and the one who comes to me I will not cast out."



In Memoriam Christina Gilbert

Dear Good Shepherd Family,

I write to tell you that Christina Gilbert died on November 1st. Christina was a faithful member of Good Shepherd and will be dearly missed by those who knew her.

Funeral arrangements have not yet been made, but will be shared as soon as details are available.

We commend Christina, and all the departed, to the mercies of God, and pray that perpetual light shines upon her.

Every blessing upon you all.
Michael+



WELCOME



GOOD SHEPHERD

EPISCOPAL CHURCH



214-351-6468

www.goodshepherddallas.org

AMBASSADOR

NAME

CONTACT INFORMATION

Holy Eucharist 8:00 AM, 10:30 AM, 5:00 PM

Christian Education for all ages 9:15 AM

11122 Midway Road Dallas, TX 75229

CONNECT

“Our goal is to welcome all people to our community, to make room for them and to help them find ways to deepen their faith, make friends and serve in significant ways.”

- Fr. Michael Mills



VISITING?

Welcome to Good Shepherd! We invite you to participate in this service and all of our activities. Please let us know you were here and give us the chance to help you learn more about Good Shepherd. Fill out this card and drop it in the offering plate.

Your Name

Email Address

Street Address

City, State

Zip Code

Phone Number

☐ Add me to the weekly email for news & updates.

Which service did you attend? 8 | 10:30 | 5

Age category: ☐ 0-20 ☐ 21-35
☐ 36-50 ☐ 51 & above

Are you Episcopalian? ☐ Yes ☐ No

I'm interested in knowing more about:

☐ Children's Ministry

Kids Ages: _____

☐ Student Ministry

☐ Adult Ministry

Need more information?

Visit www.goodshepherddallas.org or give us a call at 214-351-6468.

Tell us how to follow up with you and we will handle the rest.

Contact Email Address

Name

Address

City

State

Zip Code

Preferred Phone Number

I prefer:

☐

Email

☐

Phone Call

☐

Text

READY TO JOIN?

☐ I have been a member of an Episcopal Church before.

Previous Church

I want to know more about...

- ☐ Children's Ministry
- ☐ Student Ministry
- ☐ Music and Worship
- ☐ Outreach and Missions
- ☐ Newcomers and Inquirers Class
- ☐ Adult Fellowship Groups

Need more information?

Visit www.goodshepherddallas.org or give us a call at 214-351-6468.

GOOD SHEPHERD

EPISCOPAL CHURCH



Connect Card



Wording in Bulletin

“If you are visiting today, we would love to have a chance to get to know you better. Please fill out a Connect Card with your email address and phone number, and drop it in the offering plate.”

ACS - Database Software

View/Edit Individual

Name Information

Last Name: Title:
First Name: Suffix: ☐ Inactive
Middle: Suffix:

Profile | Family | Additional Fields | Addresses | Contact Information | Comments | Groups | Pictures | Large Names | Communications | Document Library

▼ Family ► Individual

Contact Information

Last Contact: Special Instructions:
Last Contacted:
Review Date:

Contacts

Past Due	Date	Type	Comment	Open	Complete	Class for Responses
No	03/30/2016	Inter-Serve	Invited you to church service meeting on		Yes	Church
No	03/30/2016	Church Education	Confession and prayer time in the late dinner with		Yes	Church
No	03/30/2016	Second Visit	Widal and his wife stayed around after church		Yes	Inter-Serve
No	03/14/2016	Church Service	Invited you to church service in February.		Yes	Church
No	03/03/2016	New Member Process	Michael Mills is meeting with Mr. More and his		Yes	Church
No	03/07/2016	1st Contact Email, Name	Sent email to Widal and thanked him for being		Yes	Church
No	03/07/2016	1st Contact- send survey			Yes	Church
► No	03/07/2016	Family left ACS			Yes	Church

ADD
EDIT
Delete

Print
Print

ACS - Database Software

ACS - Database Software

23

Add / Edit Contacts

Details Responses Complete

Classification

☐ Individual ☐ Inward

☒ Family ☒ Outward

Date: 03/14/2016

Type: Invite-Email

Open:

Comments: Invited Mdad to Odds and Evens in February. Talked to him on the phone

Assigned Callers

Name	Phone
Miler, Mrs. Catherine Provost	214-232-7073

Text Caller
Delete Caller
Select Team

Design Template Ok Cancel

NEWCOMER GUIDELINES



First Contact



- Recorded in ACS
- Email from Rector and Link to Survey
- Phone Call : Tell me about your family
- Staff follow up to Survey - if received

If Survey Response Received

- Welcome
 - Thank you for completing survey.
 - We'll be praying for you.
- ## SPECIFICS
- We'd love to get to know you better.



Second Contact

- Email from Clergy or Staff - Glad to see you again!



Three Touches

Weeks 3, 4 and 5

- Invitation - Education
- Invitation - Outreach
- Invitation - Social



STOP!



Marinate, Wait and Trust