Where the Rubber Meets the Road: From Visitor to Member

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

Christ Church Cathedral
Lexington, Kentucky

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

Mission from God
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-Sized 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

Keep Calm And Be Ready!

It’s about systems in place.

Gather Intel from financials:
• Checks written
• Paypal donations
• Credit/debit card donations

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?

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
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

Some of our newest Newcomers
Mike: A case study of IWC in action

Timeline:
1. Visited August 2015—filled out Visitors Card
2. He received card from Dean
3. Entered into tracking system
4. Discussed at staff meeting—his girlfriend and her daughters are members.
5. Called & emailed.
6. Met over coffee Sept. 8—learned a lot which went into tracking.
7. He was amazed how he was warmly welcomed—a new experience.
9. Came to Newcomer’s Gathering Party.
10. Started pledging Fall 2015.
12. Attends nearly every Sunday.
14. Will be confirmed at next confirmation.

It’s about metrics. Membership #’s

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

<table>
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<th>2015</th>
<th>2010</th>
<th>Percentage Change 5 yrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Sunday Attendance</td>
<td>564</td>
<td>337</td>
<td>67% increase</td>
</tr>
<tr>
<td>Total # Sun. &amp; Sat. Services*</td>
<td>184</td>
<td>141</td>
<td>30% increase</td>
</tr>
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*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:**

[McDonald's](https://www.mcdonalds.com)