

The First Ten Minutes Count!

A visitor acquisition and retention evaluation service of IMMC

When visitors are considering joining a church they tend to follow a set visit pattern. Most visitors make visits in quick succession during the decision process; so first impressions are Crucial. Visitors establish their most lasting impression of the church within the first **10-minutes**. Surveys suggest that less than 10% of first time visitors return a second time. Obviously, the more visitors you have the higher your retention rate. With each subsequent visit the chance of retention increases. Your goal should be to retain visitors as members during a four visits cycle. Remember the more a visitor returns the more likely they are to become members.

IMMC offers a four-visit consultation package that can help your church evaluate its present visitor rates, and offer recommendations to improve the church's ability to generate more first-time visits and a higher number of return visits. This consultation usually takes place over a 12-to-18 month period.

This consultation has one objective: increase the number of visitors becoming members. This is accomplished through two goals: (a) to increase the number of first time visitors, and (b) to increase the number of return visitors.

Prior to the first on-site visit, the pastor and church leaders will engage a group of 5 -10 church members team (depending on congregation size) to serve on a *visitor development team* that will be responsible for overseeing the visitor acquisition and retention. During the initial consultation, the program will be outlined and parameters established, including identifying specific objectives and goals, and setting "benchmark numbers" for the church. At the end of the initial consultation, an implementation strategy will be devised and delivered that meets your church's specific circumstances.

During the four visit consultancy, a series of training sessions will take place covering topics including leadership, church culture, and change management.

Consultancy One

Training topics:

- Leadership in a growing church environment
- Why is growing important?
- Why evaluate the church's present visitor return and retention rates?
- Why do people visit different churches?
- Why do people return to a particular church?

Also, team assignments of specific activities to completed prior to the next consultation visit

Consultancy Two

The second on-site visit consists of meeting with the visitor team to review activities since the previous visit, and define activities for the coming six months. The consultation visit also focuses on the following topics with the task force:

- What does our church culture tell visitors about us?
- Successful Media relations
- The role of TV and radio
- Making members inviters
- Visitor first impressions



Consultancy Three

The third consultancy visit will include meeting with the visitor team to review activities and define next-steps.

The training session will focus on:

- Making room; accommodating change within the church
- Increasing return visits
- Relationship building
- Establishing membership entry points and pathways

During the third consultancy, an evening presentation to the church membership on *Becoming a welcoming church* will take place. The goal of this presentation will be to engage members in the welcoming process and the importance of relationship building during the initial visits by newcomers.

Consultancy Four

The final on-site visit continues the skill-set transfers and team mentoring. This will include a summary review of the activities and results to-date. The consultant and team will collaborate on developing a follow-on action plan that will outline next-steps and actions for the coming 12 month period.

This consultancy is an effective method of attracting and retaining visitors. It offers opportunities for developing your church through higher retention of first time visitors.

InDev Ministry Management Consultants

The cost for this four-visit consultancy is \$3,995 plus direct expenses including travel and lodging.

Remember "The first Ten Minutes Count!"