

GUEST EXPERIENCE

Identifying and following-up with First-Time Guests and how to build effective teams that serve them.

Strategy



GUEST EXPERIENCE

Identifying and following-up with
First Time Guests and how to build
effective teams that serve them.

Strategy

TY SPINELLA & KIM WARREN

- **What are ways we identify First Time Guests?**
- **What is our follow-up process?**



FAQs

1

PROCESSES

How We Identify First Time Guests & Our Follow-up Process

- Plan Your Visit
- Connection Cards
- Guest Team & Kids Check-In Team
- Welcome Bags
- Follow-Up

2

BUILDING EFFECTIVE GUEST EXPERIENCE TEAMS

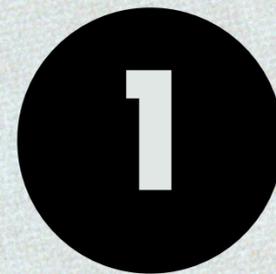
How we build effective teams that serve First Time Guests well

- Recruiting & Onboarding Volunteers
 - 5 Steps: Identify, Recruit, Place, First Serve, Onboarding
- Recruiting & Empowering Team Leads
 - 3 Steps: Observe, Cast Vision, Empower
 - **Empower**
 - Care
 - Celebrate
 - Communicate
 - Clarify
 - Coach

*"Navy Seals"
Best Connectors.*

GUEST EXPERIENCE

Strategy



Processes



Teams

The
QUESTIONS

I always get:

- **What are ways we identify First-Time Guests?**
- **What is our follow-up process?**

Identifying
FIRST-TIME GUESTS

Plan Your Visit

Connect Card

Kids Check-In

Identifying **FIRST-TIME GUESTS**

PLAN YOUR *Visit* **Process**

Visit Information

Campus * Planned Visit Date * Planned Visit Time *

Adult Information

First Adult

First Name Last Name Gender *

Birth Date * / / Marital Status Mobile Phone *

Email *

Second Adult

First Name Last Name Gender

Birth Date / / Marital Status Mobile Phone

Email

Address *

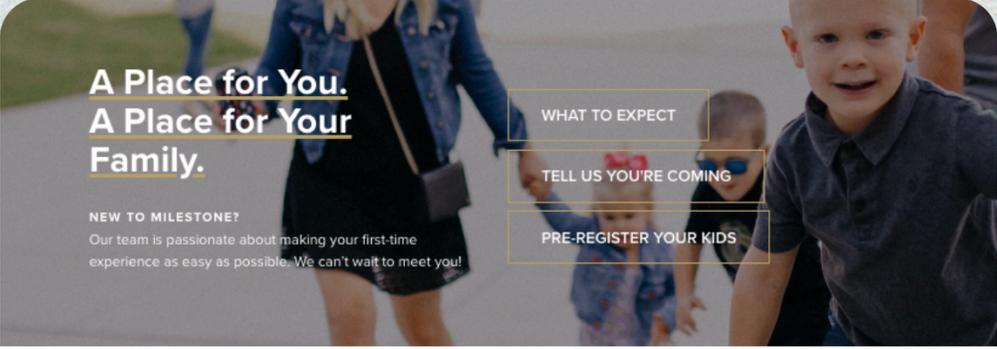
Address Line 1

Address Line 2

City TX Zip

Children

“We think people are letting us know they are coming, but a lot of times they are looking for more information to answer questions to ease anxiety prior to arrival.”



**A Place for You.
A Place for Your
Family.**

NEW TO MILESTONE?
Our team is passionate about making your first-time experience as easy as possible. We can't wait to meet you!

[WHAT TO EXPECT](#)

[TELL US YOU'RE COMING](#)

[PRE-REGISTER YOUR KIDS](#)



Weekend Service

Each of our services consists of an authentic and down-to-earth feel. They run just over an hour, including a time of worship and a biblical message from our Lead Pastor, Jeff Little, that is easily applicable to everyday life. We encourage you to arrive 15 minutes before service to allow time to check your kids in, catch up with friends, and grab a cup of coffee. We look forward to seeing you there!



Priority Parking

If you are joining us for the first time, we have priority parking for you and your family. When you pull onto campus, we will have signs that ask you to turn on your hazards, and from there, our Parking Team will guide you to First-Time Guest Parking, marked by red flags. If you wish not to utilize First-Time Guest Parking, our parking lots are conveniently marked with lot signage, and our team will be around on golf carts to assist you.



Milestone Kids

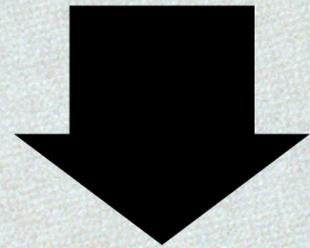
In Milestone Kids, we partner with your family to help your kids to know God and grow in His word, follow Jesus, honor others, and to find good friends. These environments are for birth-fifth grade and feature age appropriate activities. Your kids don't have to wait to be great—they can be great kids!



Youth Ministry

At Milestone, we believe in raising up the next generation to become all God has created them to be. Our youth ministry provides age-appropriate environments for 6th-12th grade where students can encounter God and connect with others. Our heart is to see our youth ministry meet Jesus, grow in their faith, and influence the culture and community around them.

What happens when someone plans their visit?

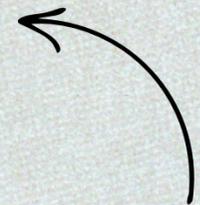


They get a text!

Hey {{firstName}}! This is Kim from Milestone Church. Thanks for planning your visit with us this weekend!

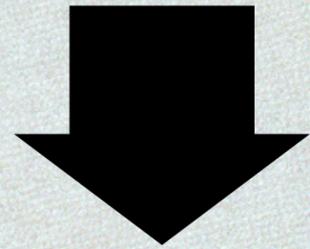
I wanted to reach out and let you know a couple of things before you arrive. First, give yourself plenty of time. If you could arrive 15-20 minutes before service, that would be best! Second, as you pull up on campus please turn on your flashers. This will allow our parking team to show you the way to a guaranteed front row parking spot. 🎉

If you have any questions prior to visiting, feel free to reach out. We look forward to meeting you!



***Simple
Welcome &
Action Item***

Flash Your Lights



Directed to Special Parking



GUEST TEAM

Volunteers are on the patio/out front looking for people parking in these spots to engage with them as they walk up.



GUEST TEAM *Handoffs*

Kids Check-In

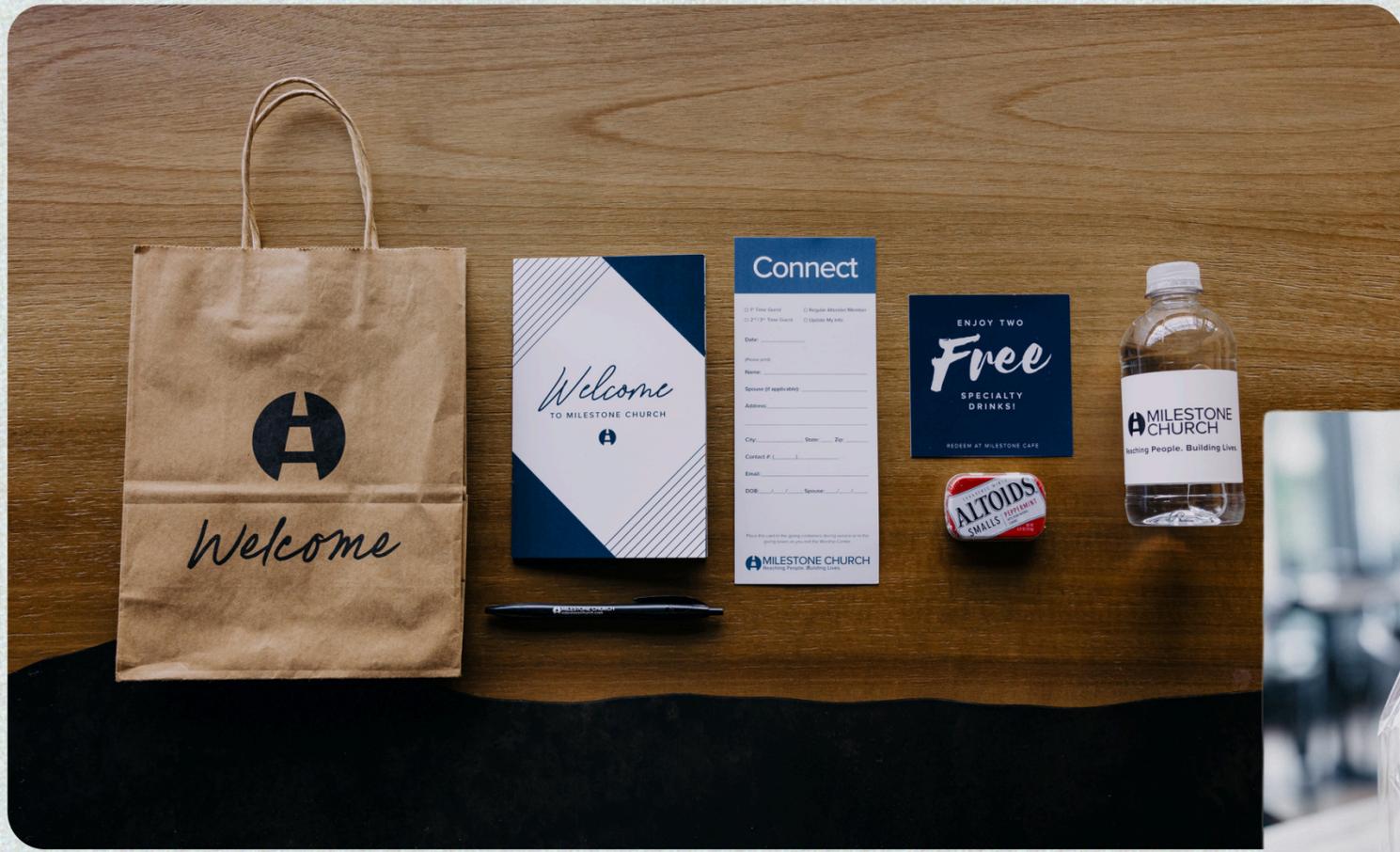
- **Fast and easy check-in / Pre-check**
- **Special designated area**
- **Welcome bag and check-in tags**



Guest Suite

- **Special designated area**
- **High-level volunteers**
- **Welcome bag**





WELCOME BAG @ Kids Check-In Stickers



Samuel
Long
MK Preschool
Sun 12/17 8:45 AM
Blue D: 2's and 3's



***"Opportunity to super serve the people who have let us
know they are coming!"***

Identifying **FIRST-TIME GUESTS**

CONNECT *Card*

“It’s the currency of connection.”

“See these as gold.”

Connect

1st Time Guest Regular Attender/Member
 2nd/3rd Time Guest Update My Info

Date: _____

(Please print)
Name: _____

Spouse (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Contact #: (_____) _____

Email: _____

DOB: ____/____/____ Spouse: ____/____/____

Place this card in the giving containers during service or in the giving boxes as you exit the Worship Center.

MILESTONE CH
Reaching People. Building Lives.

Next Steps

- Sign me up for Discovery 101!
- I want to start serving.
- Help me find a Small Group.

My Decision

- I prayed today to receive Jesus.
- I prayed to renew my commitment to Jesus.
- I want to be water baptized.

Prayer

- Prayer Request Praise Report

Place this card in the giving containers during service or in the giving boxes as you exit the Worship Center.

MILESTONE CHURCH
Reaching People. Building Lives.

First-Time Guest
FOLLOW UP
Process

Who gets a follow-up?

- A) People who filled out connect card**
- B) Plan Your Visit**
- C) First time Kids Check-in Families**

NEXT Day

1

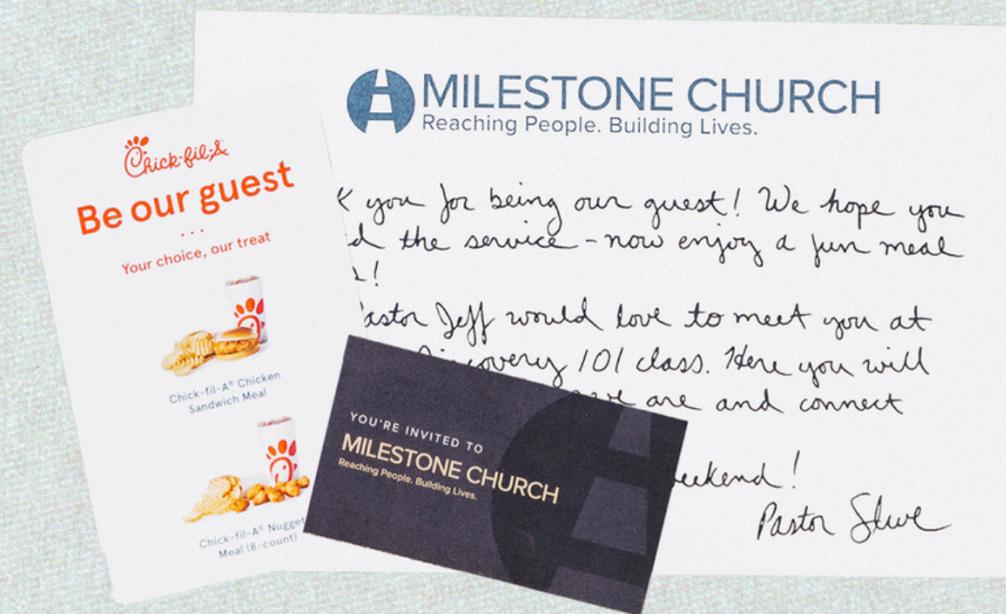
Email from Campus Pastor

- Relational, thanks for coming, invite back, come say hello, invitation to first step Discovery 101.

2

Mailer: Hand-Written Note from Campus Pastor

- Goes out next day, hits their mailbox mid/late week



DAY 2

- 3 First time guest text**
 - 40-50% Response Rate
 - Creates Valuable Engagement
 - Opportunity to Super Serve
 - Ministry Moments

BUILDING

Effective

Guest Experience
Teams

1

Recruiting &
Onboarding Volunteers

2

Recruiting & Coaching
Team Leads

RECRUITING & ONBOARDING *Volunteers*

- 1** Identify
- 2** Recruit
- 3** Place
- 4** First Serve
- 5** Onboarding Process

Who is the **GUEST TEAM?**

“Navy Seals”

**“Best of the Best Connector
Volunteers”**

“High EQ”

“See the One”

“Authentic and Engaging”

“Veteran Milestone Family”



RECRUITING EMPOWERING

Team Leads



Observe



Cast Vision



Empower

CONTACT US

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