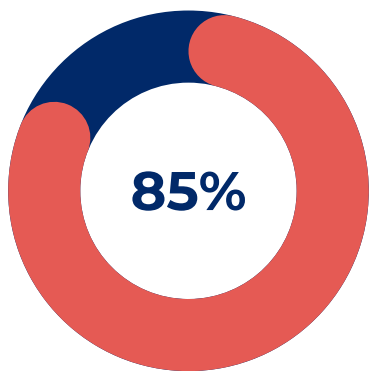


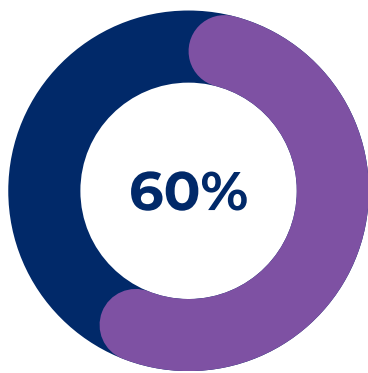
HOW TECHNOLOGY IMPROVES CHURCH VISITOR FOLLOW-UP

Transform Interested Visitors Into Engaged Members

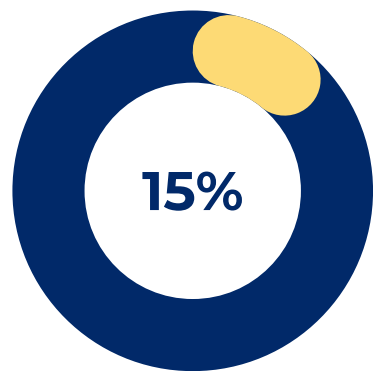
Overcome The Time Challenge of Visitor Follow-Up



If you follow up with your visitors within **24** hours of their visit, your guests are **85%** more likely to return ¹



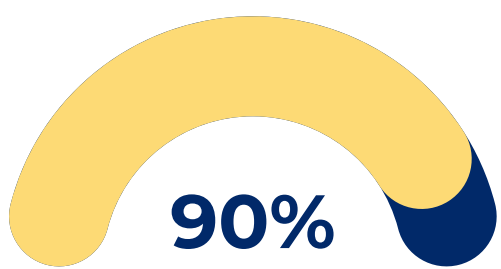
If you follow up with your visitors between **24 to 72** hours of their visit, guests are **60%** more likely to return ¹



If you follow up with your visitors after **72** hours of their visit, your guests are **15%** more likely to return ¹

3 Tips to Elevate Visitor Experiences with Growth Method

Accelerate visitor follow-up and help your guests feel valued and connected with ACST's Growth Method, a ministry engagement solution for creating and building intentional relationships.



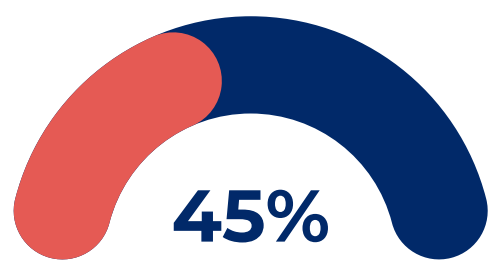
90% visit for the preaching, only 38% stay because of the preaching ²

Capture Visitor Info On-Site Directly Into Your ChMS

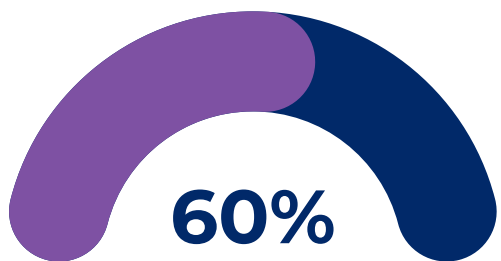
- Scan handwritten connect cards in minutes
- Guests can text-to-join their contact info during worship service
- Growth Method integrates with Ministry Platform to avoid double work of adding new contacts

Send Automated Texts Hours After Visit

- Reach visitors with the right message at the right time when they are most engaged and **85%** more likely to return
- Reply to visitor texts, questions, prayers requests via Growth app



The average response rate for text messages is 45%, ³ compared to 6% for emails



Growing churches see nearly 60% of visitors become ⁴ members after their 3rd visit

Foster Spiritual Growth

- Create and track personalized plans to engage visitors in ministry and church events
- Create touchpoints to nurture visitors through each step of the plan
- Celebrate milestones with Growth Method distributed postcards



Growth Method

To learn more, visit growthmethod.org

¹ Easum, Bill. "How To Grow A Small Church" EvangelismCoach.org, 2007

² Rainer, Thom, "Surprising Insights from the Unchurched and Proven Ways to Reach Them." 2008

³ Forer, Laura. "Email vs. SMS: Battle of the Heavyweights [Infographic]" MarketingProfs.com, 2017

⁴ McIntosh, Gary and Arn, Charles "What Every Pastor Should Know: 101 Indispensable Rules of Thumb for Leading Your Church." 2013