

The Connection Card Template + 6-Week Follow-Up Sequence

A free copy-paste template from ChurchCreation.com

THE SHORT CARD (GUEST-FACING — AIM FOR 5 FIELDS)

- First & last name
- Mobile number *or* email (require one)
- Status: New here / Returning / Regular
- I'd like to... (plan a visit · join a group · serve · meet a pastor)
- Prayer request (*optional*)

ADD FOR A FULL / MEMBER CARD

- Preferred contact: text / email / call
- Kids info — ages only, not names
- "How did you hear about us?"
- Birthday / anniversary (month & day)
- Consent: "It's okay to text or email me"

Rule: 3 required fields max. Make everything else optional. Never require a home address.

6-WEEK FOLLOW-UP SEQUENCE

- Day 0–1** Thank-you text from a named person — welcome only, no ask
- Day 2–3** Welcome email: what to expect + a short pastor video
- Day 5–7** Invite back with one easy next step
- Week 2–3** Route by what they checked (prayer / kids / serve)
- Week 4–6** A personal call or handwritten note

Respond within 24–48 hrs. First message is welcome, never an ask. Automate the scaffold; keep the words human.

MISTAKES THAT KILL COMPLETION

- Required home address
- Requiring both email AND phone
- More than ~6 fields
- An ask-first follow-up (giving, membership)
- No "okay to text me" consent line