

# YOUR ASSIMILATION SYSTEM

## A. Every church has:

- An Outreach System
- An Evangelism System
- An Assimilation System
- A Discipleship System
- A Ministry-Placement System
- A Financial System
- A Facilities System
- A Care System
- A Worship Planning System
- An Evaluation System

Assimilation is keeping \_\_\_\_\_ of those who come through your door.

## B. The goal of your assimilation system is:

1. To inspire \_\_\_\_\_ time guests to become second time guests.
2. To stimulate \_\_\_\_\_ time guests to become third time guests.
3. To motivate \_\_\_\_\_ time guests to become regular attendees.
4. To move \_\_\_\_\_ attendees to become members of the church.

## C. According to Win Arn, a member of a church has six characteristics:

1. They \_\_\_\_\_ regularly.
2. They call it “\_\_\_\_\_” church.
3. They have at least \_\_\_\_\_ friends in the church.
4. They have a \_\_\_\_\_ in the church.
5. They \_\_\_\_\_ regularly to the church.
6. They \_\_\_\_\_ friends to the church.

# YOUR ASSIMILATION SYSTEM

## D. First Steps

- 1. The first step in outreach is to \_\_\_\_\_ first time guests.
- 2. The first step in assimilation is to attract \_\_\_\_\_ first time guests.

## E. Why People Visit a Church

- Their wife dragged them.
- Their children begged them.
- Someone they knew was playing a part in the service.
- On high holidays they consider it a religious duty.
- God’s Spirit is tugging at them.
- They have become desperate because of a challenging circumstance in life. (Lost job, lost marriage, lost loved one, lost health, loneliness, penniless, hopelessness, need help with parenting, etc.)
- They are new to the area and looking for a church.
- They’ve become disgruntled, bored, or disillusioned with their current church.
- They want a better life for their children.
- They want to meet new, wholesome friends.
- They have a business and are looking to network.
- They are church-people visiting on vacation.

## F. What Brings People Back

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. Quality of \_\_\_\_\_
- 4. Quality of \_\_\_\_\_
- 5. Finding someone \_\_\_\_\_ them
- 6. Personable and impressive \_\_\_\_\_-service contact



# 7 ASSIMILATION FACTORS

**Every guest is a gift from God. Treat them like treasures.**

## **A. Friendliness Factors**

**1. Guests want to be:**

- Greeted
- Directed
- Seated
- Treated

**2. Greeting Script**

“Good morning! Welcome to New Song! I hope by now you’re finding that we’re one of the friendliest churches in the world. I want to ask everyone to take out their Connection Card and hold it up for me so I can see that you all have one. This Connection Card is the way we turn a crowd into a community. Please fill it out and put it in the offering basket when it comes around at the end of the service. If this is your first time with us, I want you to know that you’re a VIP to us, and we have a special gift for you. Hold on to your Connection Card and if you’ll take it to our VIP area in the lobby after the service, they’ll give you a free copy of this book.”

**3. LINE-UP**

**L**\_\_\_\_\_ for someone you don’t know.

**I**\_\_\_\_\_ yourself.

**N**\_\_\_\_\_ sit alone.

**E**\_\_\_\_\_ in conversation after the service.

**U**\_\_\_\_\_ the VIP Meet and Greet.

**P**\_\_\_\_\_ the 3/10 Rule.



# 7 ASSIMILATION FACTORS

## B. Cleanliness Factors

1. The \_\_\_\_\_
2. Un\_\_\_\_\_

## C. Quality of Service Factors

1. What does your lead worshiper say?
2. How does the recorded music segue into the live music?
3. How does your music start? Is it upbeat, or meditative?
4. How does one song flow into the next?
5. Is there a time for people to greet each other?
6. Does the service host inspire confidence?
7. Are the announcements clear?
8. Are the announcements about *you*, or about *me*?
9. If there is video, or other creative elements, are they as good as you'd see television?
10. Does the pastor have his "first burst" memorized, or is he winging it, or relying on notes?
11. Does the sermon raise a need and meet it?
12. Is there a clear forecast of what the sermon will cover?
13. Does the sermon have order, progress and clarity?
14. Do I know what I should do as a result of the sermon?
15. How does the service end?
16. Are people given a compelling reason to return?
17. Do people leave feeling helped or encouraged?
18. Are people greeted on the way out?

# 7 ASSIMILATION FACTORS

## Closing Script

It's been a great morning, hasn't it? Who are you going to invite to join us next week?

(If you have a compelling topic or title for next week's message, or something special that will happen then, give those details.)

## Exiting Greeters' Script

See you next week!

## D. Quality of Childcare Factors

Parents want to know three things about their children:

1. Were they safe?
2. Did they have fun?
3. Is there evidence they learned something?

## E. People Like Me Factors

Every newcomer is asking,

1. "Are there people here \_\_\_\_\_ me?"
2. "Am I \_\_\_\_\_ appropriately."

Ways to meet this need:

1. \_\_\_\_\_ on your website.
2. Put \_\_\_\_\_ kind of people at your doors and on your stage.

# 7 ASSIMILATION FACTORS

## F. Personable and Impressive Post-Service Contacts

### 1. Rules on First-time Guests

- a. I can't contact anyone unless I have their \_\_\_\_\_ information.
- b. A call from a volunteer is \_\_\_\_\_ from a call from a pastor. Both are good.
- c. If first contact takes place more than \_\_\_\_\_ days after the service, it doesn't count.
- d. A phone conversation that lasts more than \_\_\_\_\_ minutes drastically increases the likelihood that the guest won't return.
- e. No one is impressed with a \_\_\_\_\_ letter.
- f. We open \_\_\_\_\_ -addressed notes first.
- g. We don't get many \_\_\_\_\_ -written notes anymore.
- h. Our email inboxes are usually \_\_\_\_\_ on Monday morning. They're usually empty by 10 a.m.

Notes:

# 7 ASSIMILATION FACTORS

## 2. Personable Post-Service Contacts

- a. Every guest gets a gift \_\_\_\_\_ they leave the church.
- b. Every newcomer should receive a welcome call by \_\_\_\_\_ night.
- c. Every newcomer receives an email from the pastor between 10a.m. and 2 p.m. on \_\_\_\_\_.
- d. Everyone who checks a need-based box on their Connection Card gets a call from someone in that ministry by \_\_\_\_\_ night.
- e. Every newcomer gets a hand-written note in the mail by \_\_\_\_\_, from the person who spoke that weekend, inviting them back this weekend.
- f. Every newcomer gets entered into the church's \_\_\_\_\_.
- g. Everyone on the database gets an email on \_\_\_\_\_ about the weekend service.
- h. Every \_\_\_\_\_ time guest gets a hand-written note from a volunteer.
- i. Every newcomer gets a call the week of our R.U. New Café, \_\_\_\_\_ them to attend.
- j. Every newcomer gets a check-up phone call \_\_\_\_\_ days after they visit.

Notes:

# 7 ASSIMILATION FACTORS

## 3. Impressive Post-Service Contacts

1. First time guests get a gift before they leave.
2. \_\_\_\_\_ and donuts are available after the service.
3. A \_\_\_\_\_ with your church's information on it makes note-taking easier, and is a good long-term marketing piece.
4. Every guest is asked to take an online \_\_\_\_\_ of their experience.
5. Second time guests get a \_\_\_\_\_ card in the mail.
6. A \_\_\_\_\_ bottle or other gift-in the mail can put a smile on your face.

Notes: