

Recruit and Retain

Strategies for Newcomer
Ministry



How Do We Recruit Newcomers



Recruit & retain newcomers



Become an extended family
that adopts easily!

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Welcome all ...

but target your advertising to the groups of people you want to attract!



Recruit & retain newcomers

Take a Field Trip of
your own property!

- Yellow Pages
- Website
- Phone message
- Signage
- Parking
- Facilities



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Be Ambassadors...
not simply greeters



- Start of service
- Visitor card
- Follow up
- Vestry prayers
- Event inclusion

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Create an Ongoing Record

Such a record allows us
to keep track of our newcomers
in an intentional way.

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What is part of that record?

- ✓ Write the person's contact information
- ✓ Check off a clergy call within 48 hours
- ✓ A formal letter from the Vestry within 72 hours
- ✓ Ask to invitation-only event or Inquirers' Class
- ✓ Request to bring an item to next church event
- ✓ Pledge card is filled out
- ✓ Public recognition in a "membership moment"
- ✓ Person is formally confirmed, received, transferred

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Pray for Newcomers

Send a Monday e-mail to all Vestry members with names only of persons who visited services that weekend, to add to your daily prayers



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Create a "Membership Moment"

Make sure that your new members are formally recognized and blessed in a Sunday service!

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We Episcopalians do liturgy beautifully... we need to have a liturgy to show the transition of a newcomer into a new member.

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Invite newcomers to an
“invitation-only” event,
in which they learn
 how the parish is organized,
 how money is spent, and
 where they fit in the system.

Nurture new leaders



The church office can also supply names of true newcomers, who can be asked to be “brownie buddies” and bring something for a single event

Nurture new leaders

In this way, we empower newcomers and help them become “insiders”

