

NEW GUEST FUNNEL

WEEK 1

Text#1

Sunday

Hey [FirstName]! Thanks for being with us today! We want to make sure everything went smoothly for you. If you want to tell us about your experience just click here: {Link}

Email#1

Monday

Hey [FirstName]!

Thank you so much for spending part of your weekend with us. I sincerely hope you enjoyed your time with us and got something out of it. If you have any questions, please just reply to this email and we'll help out however we can.

I know being new can be strange and even overwhelming. We want you to connect and feel at home here. We also never want to connect you with things that don't fit you. Below you'll find some buttons you can click to start connecting right now.

Still not sure? That's fine too! There's no pressure here. We hope to see you next weekend!

-Campus Pastor-

P.S. Did you get your gift? If not go ahead and stop by the information table and let them know you're new here. Our teams will be happy to meet you and give you your gift!

Email#2

Thursday

It seems like there's never enough time in the weekend. We understand crazy schedules, family time, sports, all of it. That's why we are so grateful that you choose to take a bit of that time and spend it with us. We want to help you with your schedule! Just click the button below to pick the time you want join us this weekend and it'll be added to your calendar.

We can't wait to see you this weekend!
-Faith Promise Team-

Text#2

Saturday – 24 hrs before the service they picked or 10am if they didn't

We're only 24 hours away from our weekend experiences! We can't wait to see you there. If you want to put it on your calendar just click here: {Link}

WEEK 2

Text#1

Sunday Afternoon

It was an incredible weekend at Faith Promise! Were you able to make it to a campus? Just reply "yes" or "no" to this text.

Yes Path –

Text#2

Immediate response

We're so glad you made it! Here's a gift just to say "Thanks for coming!" {Gift card Link}

Email#1

Monday

Hi [FirstName],

I hope you're starting to feel comfortable at Faith Promise. You've probably heard that we are all about Real People, With Real Problems, Finding Real Love. We want you to connect with the real love that Jesus offers and the real love of family at Faith Promise. There are so many ways to help you connect with both.

One of the best ways to connect is by checking out our Next Steps Experience. There are four different weeks and you can jump in at any point. They happen every week (Campus Specific). There you can find out more about who we are and about our groups and using your talents.

You can even attend a service and check your kids into fpKIDS for a second time to attend the experience!

If you already know a place you'd like to find out more about just click the buttons below.

-Campus Pastor-

Text#3
Wednesday

Schedules are difficult to manage. We know it; we live it! We want to help. Put this weekend's service on your calendar by clicking here: {Link}

Email#2
Friday

Giving Content

Text#4
Saturday

It's almost time for our weekend experience at Faith Promise! We're ready for you to get here!

No Path –

Text#2 (Only if replied "No")
Immediate Response

Hey, schedules are crazy. The good news is that the weekend comes around every week! Do you want to put Faith Promise in your calendar? Just click here: {Link}

Email#1(Skip if they planned their visit in text)
Monday

Hey [FirstName]

Sorry we missed you this weekend! We really did miss you. We know that sometimes it's just life happening. We totally understand that. There's another chance for you to connect with us this weekend! Click the link to put the experience you want to attend in your calendar: {Link}

If there's anything we can do to make your experience with us better let us know! Just reply to this email.

-Campus Pastor-

Email#2
Friday

Giving Content

Text#3
Saturday

It's almost time for our weekend experience at Faith Promise! We're ready for you to get here!

WEEK 3

Text#1
Monday

Happy Monday! We hope this week is full of wins for you! Did you get to make it to an experience this weekend? Let us know: {Link}

Email#1
Wednesday

Hey [FirstName],

Now that you've gotten to know us a bit, we wanted to make sure you knew of all the ways you can connect at Faith Promise. There are so many options!

fpGroups

Serving

fpStudents

fpKIDS

fpCELEBRATE

Next Steps

Click the button to find out more about what you're interested in!

-Faith Promise "CAMPUS"-

Text#2

Friday

It's FriYay!! Now comes the best part of the week. Click the link to add your weekend experience to your calendar! {Link}