

Salvation Funnel

Email #1

What did I just sign up for?

Hey [FirstName]!

I am so excited that you took a step of faith this weekend! We want help you on your journey of faith. It really is a journey. It's a journey filled with real love and not religion. Religion is a set of rules for you to follow and feel guilty about breaking or worse. The real love of Jesus is so much more than that!

First, I want to make sure you understand what it really means to take that first step of faith. Most of us tend to believe that people are basically good. The Bible disagrees with that.

In Romans 3:23 it says *"...for all have sinned and fall short of the glory of God"*. That last part is the important thing to understand. God's standard is perfection and we all know that none of us can live up to that standard. God knew that too. So, He came up with a solution that would be absolutely free for us and cost Him greatly.

In Romans 6:23 it says, *"The wages of sin is death..."* It's not just talking about physical death, but something much worse, complete separation from God. So, what did God do? He paid that price for you, through Jesus' death on the cross. Then, he defeated death through Jesus' resurrection from the grave. The entire verse of Romans 6:23 says this, *"The wages of sin is death, but the free gift of God is eternal life in Christ Jesus our Lord."*

Unlike all of us, Jesus was able to live a perfect life. Then, in a crazy act of REAL love offered His perfect life in our place to take our punishment for sins on a Roman cross. He paid everything we owe for our sins and offered it as a gift to you.

Romans 10:9-10 says, *"...confess with your mouth Jesus as Lord, and believe in your heart that God raised Him from the dead, and you will be saved; for with the heart a person believes, resulting in righteousness, and with the mouth he confesses, resulting in salvation."*

It really is that simple. It doesn't matter what you've done or who you've been, Jesus' act of real love paid for it all. That's why we invited you to pray with us and accept the free gift He offers. At Faith Promise we believe that when you find that real love your life will be forever changed.

So, what's next? As with every journey, there are milestones and next steps to take. Your next step is baptism. What is that? Just click the button below to learn about it and set up a time

that works for you. People often want to invite their friends and family to celebrate with them. Click the button to get started on your next step!

I'm so happy to be on this journey with you, the entire Faith Promise family is. Questions are natural and completely welcome! If you come across something that seems confusing or you just want to know more feel free to respond to this email, call the church office, or stop by the information table any weekend.

We can't wait to see you this weekend!

-Campus Pastor-

Email #2

What is Baptism?

Hi again [FirstName],

I hope you were able to join us this weekend. It was an incredible weekend! If you did miss it, you can still check it out at faithpromise.org.

Last week I sent you a message and asked you to take your next step, which is baptism. I realized that you may not even understand what it means to be baptized. Without knowing what it is it may seem like a very strange concept.

Baptism is very simple. At Faith Promise we believe that baptism is the outward expression of your inward decision to follow Jesus. There's no magic to it or sudden moment where all of life's concerns are washed away with the water. So then, why is it important enough to be your next step?

Simply put, we're following the example of Jesus and what he told us to do. Mark 1:9-1 tells about Jesus getting baptized just before he started his three-year ministry with his disciples. We also find in Matthew 28:19-20 Jesus' final words to his disciples. He said, "...make disciples of all the nations, baptizing them in the name of the Father, and the Son, and the Holy Spirit."

Baptism doesn't isn't what saves you, faith does that. Being baptized is about showing the world that you are a follower of Jesus. It's that simple.

I hope you'll consider scheduling your baptism. Just click the button to schedule it. What are you waiting for?

-Campus Pastor-

Email #3

We Grow Together

Hey [FirstName]

We've loved getting to know you over the past few weeks. I truly hope that you're starting to find your place at Faith Promise. I want our church to feel like home to you.

When I first came to Faith Promise it seemed so big. I wasn't sure how I could connect and form those relationships like I had at previous churches that were smaller. It seemed so much easier in a smaller church. Do you feel like that or is that just me? Good news! There's still hope to create relationships with people like you that you can do life with.

One of our core values is, "We Grow Together". You might have heard that or even seen it on the walls around the building. One of the best ways to grow on your faith journey and to build lasting relationships is in a group.

Getting in a group help me so much. For me, being in a group helped make our huge church not seem all that big anymore. I have built so many relationships that have lasted for years. These people are not only the ones that I grow with spiritually, but they've also been right there with me through some of the best and worst moments of my life. I couldn't imagine my life without my group.

No matter where you are on your journey getting into a group is easy! We have so many different types of groups all over East Tennessee. Just go to faithpromise.org/groupfinder to find the group that fits you. (Hint: Feel free to try multiple groups to find the one that fits you.)

If you're still not sure about getting into a group, try going to week 2 of our Next Steps Experience. We'll have people there specifically to help you get connected to a group. Next Steps happens every week at **(Campus Specific)**.

As always, we truly cannot wait to see you this weekend! In case you need it, here's the link to register for baptism. Let us know if there's anything we can do to help you on your journey.

-Campus Pastor-

Email #4

Let's Do This!

Hey [FirstName]!

This past weekend was absolutely incredible!! I really hope you were able to make it. You wouldn't believe some of the stories of life change that we're hearing!

I wanted to share one of them with you. Watch this video to see an amazing story of the amazing power of God working in people's lives.

BAPTISM VIDEO

This baptism story gets me every time I hear it. You know, it's a story I hear all the time. You never know what God might do through you just by you stepping out in faith and getting baptized.

Don't hold back! This is truly your best next step. Just click the button to register. We can't wait to celebrate with you!

-Campus Pastor-