



# TouchPoint

CHURCH MANAGEMENT SOFTWARE

## THE FAITH JOURNEY

### Guiding People to Their Next Step

#### 1. Curious

Who They Are: Spiritually curious but unconnected. May visit a church website, watch a livestream, or be invited to an event.

Strategy: Digital connection points—SEO/Ads, Livestream Link, Mobile App Download, and Event Registration Forms.

How You Engage: Simple, welcoming language; clear next steps like “Plan Your Visit” “Need Prayer?” “Watch a Service” or “Attend an Event.”

#### 2. Guest

Who They Are: First-time or infrequent visitor. They're testing the waters and observing the culture.

Strategy: Capture contact information, automate guest follow-up sequences, offer pathways like “Meet the Pastors” or newcomer lunches.

How You Engage: Focus on hospitality, clarity, and relational connection (not necessarily doctrinal depth).

#### 3. Attender

Who They Are: They come regularly but aren't yet plugged in. They're spiritually open, but not yet relationally invested.

Strategy: Encourage participation, connect through family ministries or group finders, and begin tracking attendance patterns.

How You Engage: Highlight community and value; use phrases like “Find your tribe,” “Use your gifts,” or “Take your next step”. A testimonial storytelling video of someone else's journey can inspire them to engage.



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#### 4. Engaged

Who They Are: They've joined a small group, started attending classes or volunteering, and are starting to identify with the mission of your church.

Strategy: Group attendance tracking, affirmation emails for their service, giving nudges based on engagement.

How You Engage: Use affirming and inviting language—"You're part of what God is doing here." Help them see their growth.

#### 5. Committed

Who They Are: Giving financially and leading (a group or serve team), these are your core people. They're invested in the health of the church.

Strategy: Encourage recurring giving setup, invite to small group leaders training, ministry team communication, donor engagement tools.

How You Engage: Recognize them, celebrate impact, offer growth opportunities. Shift tone to partnership: "Let's shape the future together."

#### 6. Kingdom-Minded

Who They Are: Living out their faith beyond the church walls—multipliers, mentors, missionaries, legacy givers.

Strategy: Equip them with leadership resources, missions trip tracking, donor engagement at a deeper level. Introduce them to other committed people and invite them to share their testimony.

How You Engage: Use language of legacy, multiplication, and empowerment. Invite them to disciple others.