

Lunch and Learn on Connection Cards, little cards, BIG results!



### Welcome to our Lunch & Learn on Connection Cards!

Hi, I'm Yvon Prehn, founder of Effective Church Communications and author of the book:



*Church Connection Cards, connect with visitors, grow your church, pastor your people—little cards, big results*

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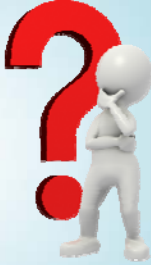
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### Recent question

- What is the BEST way to CONNECT with visitors & GROW your church?
- Answer: Connection Cards!
- *"If you are involved in your church in any way this is a must have. The information in here has helped my church to grow in 6 months from 25 members to over 100 and still growing."*



— Pastor's review on amazon.com of Connection Cards

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### The place of design in Connection Card success

- It really doesn't matter what they look like!
- Your strategy and consistent application of it is far more important
- Design choice depends much more on the style, size and culture of your church



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### Why you need Connection Cards

- Weekly, if people don't tell you they are there, you can't follow up or connect with them
- For Special events the cards guarantee continuing involvement because you let people know what you do on a regular basis!



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### Connect at Special Events

- Challenge of Special events—having fun doesn't guarantee a return visit
- **What does:**
- Door prize card for info at fun events
- Use of connection cards for all services
- Planned follow up



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### Weekly—connect, pastor, grow

- Problem: People come EVERY WEEK with empty hearts & looking for answers
- But what do they do with their pain and questions?
- A Connection Card gives them a way to share
- And your church a way to connect back and help
- Single Adult stories



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### Challenges

- Few turned in because
- Staff buy-in isn't 100%
- Deal with concerns on time, collection, recording them
- Pray about them together and emphasize truly eternal importance!



*This card system requires a lot of work so do we believe enough and care enough is the question. What if your son or daughter or grandchild came to Christ as a result!  
a reader's review on amazon.com*

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### The best way to use the cards

- Design so easy get out of bulletin and to write on
- Separate piece the best
- Everyone sitting
- Leader presents and encourages
- **ASK FOR a PRAYER request or Question**
- Collect with offering, if possible at end
- Follow up immediately, wisely, honestly



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### More on using to pastor your people

- Problem: no matter how much you care
- You can't connect with everyone, every week
- Consider the cards a pastoral dialog
- Prayer requests also let visitors know you care about more than another name for the data base



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## Lunch and Learn on Connection Cards, little cards, BIG results!

### Practical production tips

- Design and print your cards in-house
- Greatest personalization
- Cost-effective
- Print in a way people can write on the cards
- To do that you need:
  - Ink based printing system
  - Handles card stock
  - Won't jam or overheat
- RISO ComColor Inkjet printer will do all this!



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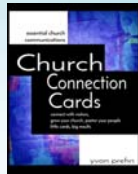
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### 2 BONUS offers

- #1 – 50% off paperback book reg. \$15.99 on amazon.com.
- *Church Connection Cards* by Yvon Prehn
- Go to: <https://www.createspace.com/3651138>
- Enter code: ZEXPT5LH
- #2 – 50% yearly membership in Effective Church Communications website (reg. \$99)
- The source for all the templates here & MORE! Go to: <http://wp.me/PDky9-6ds>
- USE code: HALFPRICEYEARLY



for more: [www.effectivechurchcom.com](http://www.effectivechurchcom.com)

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### Little things, big results

- Our Lord delights in using little things
- When we turn them over to Him



- Create your little cards, use them as directed and expect BIG RESULTS!

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