New Connections Email Templates

Tips for a Successful Email

1 **Keep it personal & authentic**
· Address the individual by name and add suggestions specific to to the recipient.

2 **Keep it brief**
· Give the recipient the info needed to get started without being too wordy or fluffy. It's less distracting and gets right to the heart of what they really want to know.
· Keep email length to 1-3 paragraphs.
· Keep videos shorter than 2 minutes.

3 **Be a personal guide**
· Everyone wants to know who to speak to if they have questions or need guidance. Be a personal concierge for your church.

4 **Respond promptly & with care**
· A quick and personable response will win every time!
· You may have someone reaching out who is hurting, in great need, or who may be having second thoughts about sending you their information. Respond quickly, meet them where they are at, and help them get to where they want to be.

Introduction Email Templates

New Connection to Church

Hi _____,

Great to "meet" you! I'm so excited to connect with you and get to know you better. I see that you're interested in learning more about _____ Church. I've included some info below to help you know more about the church and a quick video from Pastor _____.

· Watch our Welcome Video (Insert link to Welcome Video from pastor - keep it personal and authentic. It doesn't have to be professional quality.)
· Visit our Church Information Page (Insert Link to Church Information Page)

Joining a small group is a great way to get started at _____ Church. Here are a few groups that might be at great match for you:

· Group 1 (Insert Link to Small Groups descriptions/contact pages)
· Group 2 (Insert Link to Small Groups descriptions/contact pages)
· Group 3 (Insert Link to Small Groups descriptions/contact pages)

I'm your personal contact here at _____ Church. Please feel free to reach out to me anytime if you have any questions. You can also reach me at _____ (Insert phone number) if you'd prefer to text or call.

Have a great day!
~ (Insert your email signature and contact info)

New Connections Email Templates

New Connection to Program

Hi _____,

Great to "meet" you! I'm so excited to connect with you and get to know you better. I see that you're interested in learning more about _____ (Insert Program Name) here at _____ Church. I've included some details below to help you know more about _____ (Insert Program Name) including start dates, registration info, meeting times, etc. and a quick video from (Pastor) _____.

- Watch our Welcome Video (Insert link to Welcome Video from pastor or other leader)
- Learn More About this Program (Insert Link to Program Info/Registration Page)

I'm your personal contact here at _____ Church, but I also want to connect you with _____ (Insert Program Leader Name and contact info) who is leading the _____ Program. They are copied on this email, so feel free to reply or email either of us directly if you have any questions. You can also reach me at _____ (Insert phone number) if you'd prefer to text or call.

Have a great day!
~ (Insert your email signature and contact info)

Follow-Up Email Template

New Connection to Church

Hi _____,

I wanted to check back to see if you have any questions about _____ Church. Did any of the small group suggestions I sent seem like a good fit for you? If not, just let me know and we can explore other groups or options for getting you connected.

Feel free to reach out to me anytime if you have any questions. You can also reach me at _____ (Insert phone number) if you'd prefer to text or call.

Have a great day!
~ (Insert your email signature and contact info)

New Connection to Program

Hi _____,
I am checking back to see if you have any questions about the _____ (Insert Program Name). Have you had a chance to register? I have copied _____, (Insert Program Leader Name) on this email, so you have direct access to ask them any questions that you may have.

Feel free to reach out to me anytime either by email, phone, or text at _____ (Insert Phone Number).

Have a great day!
~ (Insert your email signature and contact info)

Check out our Community Facebook and Free Resource Center