

the Welcome Kit

YOUR GO-TO KIT FOR FAMILIES
NEW TO THE COMMUNITY,
CHURCH, AND CHRIST

KID EDITION



the Welcome Kit

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WHAT IS IT?

This Welcome Kit instantly expands your parent ministry with a quick and easy go-to kit that includes:

- Email Templates
- Text Templates

HOW DO I USE IT?

- Download the Word document to access the editable file.
- Open a new document. Copy and paste the copywriting from the Word document.
- Edit as needed.

NOTE

If your church has a “Welcome” structure in place...

- Read through the kit with your church in mind.
- Pull out one to two ideas that you can suggest to supplement.

If your church wants to add a “Welcome” structure...

- Read through the kit noting the three sections. To start small, pick one.
- Edit it to fit your church as listed under “How Do I Use It?”
- Bring together volunteers and staff and share the new “Welcome” strategy.
- Give some time to implement the new idea.
- Repeat steps for the other two sections.

Welcome to
the community

TEMPLATES



Template #1

- **Letter or Email to New Resident / Neighbor**
- **Pairs Great with Gift Idea “New Neighbor Bag”**

Hello!

Welcome to {INSERT COMMUNITY NAME HERE}!

It is my pleasure to welcome you to our community! I hope your new house is beginning to feel like “home.” It is our desire that your transition to your new neighborhood is a pleasant one. Change is often difficult, but it can also usher in a new beginning. I hope this information will help you get off to a brand-new start.

{INSERT WHAT IS UNIQUE ABOUT YOUR AREA such as preschools, elementary schools, local eateries, businesses, shopping, pets, parks, etc.}

We would be honored to be part of your new beginning. If our church can do anything to serve you, please let me know. We would be happy to visit with you and answer any questions you might have. I look forward to the possibility of meeting you.

Sincerely,

Your Name

Your Church

Website / Contact Info

■ Letter or Email to New Resident / Neighbor Regarding Your Church

Hello!

We hope you've discovered some fun and exciting places around town. We love it here and know you will too!

As you learn about the opportunities around town, we want to let you know a little about who we are and what we offer at {YOUR CHURCH}. I believe that you will discover that our church is not just a building located on {YOUR ROAD / ADDRESS}. We are a community of people who are growing together in our faith and learning to share and show the love of Christ to others.

{YOUR CHURCH} is big enough that there is something for everyone but small enough that you will find a special place of belonging for you and each member of your family.

On {INSERT DAYS HERE}, our worship services begin at ______. Our worship service includes a mix of {INSERT INFORMATION HERE}.

You will meet new people and make connections in the ongoing Bible study groups that meet to discover how God's Word intersects with life. These small groups are organized by {INSERT INFORMATION HERE}. They meet {INSERT INFORMATION HERE}.

{IF NEEDED, INSERT PARKING INSTRUCTIONS HERE. Example: You will notice guest parking signs from any of our three entrances. Follow these signs to guest parking spots. Once you park, a greeter will help you and your family find your way to a group or worship.}

Wondering what to wear?!? We've got you covered! {Example: Just as our worship is blended, so is our attire. You will see people wearing suits & ties, as well as blue jeans & t-shirts. Simply come as you are.}

We are so glad you are here in {INSERT COMMUNITY HERE}. If we can help in any way, please do not hesitate to reach out.

Sincerely,

Your Name

Your Church

Website / Contact Info

Gift Idea

New Neighbor Gift

Gather together a few items and place them in a bag, basket, etc. Then keep them readily available so church members can pick them up and distribute them to new neighbors whenever someone moves into the neighborhood. If your church members work in the business community, ask them to donate items for the bags.

Here are a few ideas for the swag bag:

- Edit and print a hard copy of the communication templates on unique paper.
- A product(s) or gift(s) from local vendors – e.g., a small bag of coffee from a coffee shop, coupons/gift card to nearby favorite stores or restaurants, art from an artist.
- A swag item from your church (shirt, carabiner, magnet, etc.).
- A swag item from the local schools in town.
- Flyer or handout about the upcoming events at church.
- A local magazine from the Chamber of Commerce with the latest news.
- Add a staff member's business card.

Helpful Tips

Visit www.USA.com OR www.Census.Gov to provide basic info and stats about your community.

Other sites like www.BlessEveryHome.com provide resources (via paid subscription) to churches with additional tools & ways to encourage households in your community.

Here are a few questions to help spur on the creative process. They are starting points for any brainstorming session among staff, volunteers, etc.

- How will new residents learn about our church?
- What are the most effective methods of publicizing information in areas that new residents might encounter (e.g., social media platforms in our community)?
- What other people or organizations should new families know about?
- What are some positive Outreach/NonProfit in our area who help our community? How can we include them in our Welcome Kit?
- What information do they need about the school system?
- Are there key people or ministry teams in our church that specialize in welcoming new families to the area? How can we involve them in this team?
- When someone is new to an area and doesn't know where to go or who to contact, it's nice to be given a head start on which people and places you can turn to in certain circumstances. What else can be added to the Welcome Kit?

Welcome to
the church

TEMPLATES



- **Welcome & Introduction**
- **Pairs Great with Interest Submissions from Website**

Welcome to _____ Church!

We are delighted you have found our website and have taken the time to learn more about our church family. Please take the time to browse through and explore all your interests. I hope your search here will allow you to see how committed we are to love people and show the good news of Jesus.

{INSERT CHURCH NAME HERE} is a place where individuals and families, in all age groups, can find heartfelt worship, practical Bible study, and encouraging fellowship. Whatever your background or life experiences, we believe you will find in this place a clear message about God and a clear purpose and direction for your life.

After visiting our website, we hope you will plan to make a personal visit or join us online at {INSERT WEB LINK HERE}. If you want more specific information, let me know what area, and I will connect you with the right person!

Sincerely,

Your Name
Your Church
Website / Contact Info

Template #2

- **Welcome Email**
- **Pairs Great with a First-Time Guest**

Dear {INSERT NAME OF GUEST},

Thank you for letting us know about your visit! In case you're wondering a little bit about who we are, let us introduce ourselves!

Our passion is to {INSERT INFORMATION HERE}. Example: We cultivate a multi-generational and multi-cultural family of believers who grow together in their passion for Christ through worship, prayer, service, and fellowship. We are equally committed to teaching biblical truth and discipling Christians to confidently live out their faith.}

If you would like to meet people and take some steps to learn more, we have a complete listing of group opportunities for all ages online, so feel free to check out them out [HERE](#). {LINK TO WEBSITE.} If you want to talk with someone in children's ministry, you can contact them at _____.

Because we are experiencing the COVID-19 outbreak, we have expanded the opportunities to meet so you can feel safe and have multiple meeting options. We have groups meeting live, on-campus, off-campus, varied hours of the week, and online.

Here are a few other ways to stay informed about {INSERT CHURCH HERE}:

- Social Media links
- Visit our website ([link](#))

It is my prayer that God will clearly lead you to the church where you will be able to both grow and serve. In the meantime, if you should have further questions or we can be of any service, please feel free to contact one of the other staff members or me.

Sincerely,
Your Name
Your Church
Website/Contact Info

Template #3

- **Welcome Email or Direct Message**
- **Pairs Great with those Worshiping or Participating Online/Virtually**

Dear {INSERT NAME OF GUEST},

Thanks so much for joining us online to worship! We also have other online options such as {INSERT INFORMATION HERE}. We also have on-demand replays of Bible study and Worship. You can find all of our online information here:

WORSHIP
{DATE, TIME}
{WEBSITE LINK}

SMALL GROUPS OR COMMUNITY GROUPS
{DATE, TIME}
{WEBSITE LINK}

CHILDREN'S WORSHIP {IF APPLICABLE}
{DATE, TIME}
{WEBSITE LINK}

If you are able to visit us in person at some point in the future, please let us know.

If you want to talk with someone in children's ministry, you can contact them at _____.

We can't wait to meet you. In the meantime, if you have any questions or special prayer needs, please email us at {INSERT EMAIL HERE} or use the chat icon on our page.

Sincerely,

Your Name
Your Church
Website / Contact Info

Template #4

- **Welcome Email, Call, or Text**
- **Pairs Great Before the First Visit to a Small Group**

Call or Text

Please call the first-time Guest on Friday or Saturday and do the following:

Sample Introduction: "Hello, my name is _____ and I lead/attend (small group name) at (time) at _____ Church." Include the following in the conversation:

- Thank them for visiting the church.
- Invite them to your Small Group. - Include the time and room number. Offer to help them find the room.
- Ask if they have any questions.
- Ask if they have any prayer concerns.

Email

Dear {INSERT NAME HERE},

Thank you for visiting {INSERT CHURCH HERE}. We are so happy to meet you! We have a small group for kids in _____ Grade that we would love for you to try out.

{Insert time, day, and room number}

{Insert a time to meet up so you or a volunteer can walk them.}

If you have questions, don't hesitate to contact us at the info listed below.

I do not believe it was by accident that you visited our church. God has a plan for you, and I pray that His plan includes being a part of _____.

Sincerely,

Your Name

Your Church

Website / Contact Info

Template #5

- **Family/Child Follow-Up**
- **Pairs Great After the First Visit to a Small Group or Age-Grade Group**

When you or your team calls the family of first-time guest, include:

- Introduction of yourself as the leader in the children/preschool area.
- Thank them for letting their child visit.
- Ask them if they have any questions.
- Refer to any online information.

Template #6

- **Welcome to New Members (If Applicable to your Denomination)**

Dear {INSERT NAME HERE},

I am excited to officially welcome you to the family of faith at _____! It is a delight to have you as a part of our membership. I know that God will both grow you and use you in new ways through this new step of faith and obedience to Him.

Please know that your church family is also here to walk with you on your journey of faith. In life, we experience many highs and lows, and we believe that God calls us all to walk together in our journey to serve Him. Please do not hesitate to reach out to me or any of the staff. We will be happy to assist you with any questions you might have.

_____ is a special place, and I pray that you discover the joy that comes through serving Him, as together we both share and show the Good News of Jesus to others.

{If applicable} We would love to help you get connected and meet some new friends! We have a small group ministry here at _____ that meets at _____.

With COVID-19, we know that making these connections can be more difficult. However, we are committed to helping you find a way that is comfortable to whatever preferences you may prefer. With that said, please contact _____.

Thank you again for making _____ your home!

Sincerely,

Your Name

Your Church

Website / Contact Info

Gift Idea

New Member Gift

This gift is similar to the “New Neighbor Gift.” Gather together a few items and place them in a bag, basket, etc. Then keep them readily available so church members can pick them up and distribute them to the new members. Some churches host a meal, so you could offer this gift at that time. If your church members work in the business community, ask them to donate items for the bags.

Here are a few ideas for the swag bag:

- A product(s) or gift(s) from local vendors – e.g., a small bag of coffee from a coffee shop, coupons/gift card to nearby favorite stores or restaurants, art from an artist.
- A few swag items from your church (shirt, carabiner, magnet, etc.).
- If possible, add a personal touch with a few swag items from their elementary school.
- Flyer or handout about the upcoming events at church. Tie a few extras with a ribbon, twine, etc., and include a little note that reads, “For your friends.”
- Handout including staff contacts, list of church ministries that help within the community, ways to get involved, etc.

Helpful Tips

Here are a few questions to help spur on the creative process. They are starting points for any brainstorming session among staff, volunteers, etc. Try putting yourself in the shoes of the families who visit your church (and children’s area, if applicable).

- Can guests quickly identify who we are as a church? This includes clear descriptions of the nature and structure of our congregation. Many churches have this posted on a page of the website for people to read prior to their first visit, but be sure this is also communicated to people as they connect with you in person.
- How will guests know they are truly welcome at our church? Once they arrive, do we have a system to follow up with them? From first impressions (on campus) to follow-up communications (via text/call/email/in-person visit), make sure the team works in harmony to help ensure guests can get further connected to the church.
- How do we point to what’s next? What is the next step we desire guests to take in our church? Is it joining a small group? Attending a welcome event or guest orientation? Become a member of the church? This answer points people to the church’s purpose and vision. When both are explained clearly and consistently, the church helps guests identify their next steps and what role they can play in fulfilling the mission of your church.
- Is it clear what we believe? Where can we provide a quick list to our church’s core beliefs, including doctrine, mission, purpose, etc.?

Welcome to
the family of Christ

TEMPLATES



Template #1

- **Call to a Parent of a Child who Recently Committed to Christ**
- **Pairs Great with the Invitation to attend a “Discipleship” Class**

Hey _____! I am so happy about _____'s decision she/he made at _____. That's amazing. We have an {INSERT INFORMATION HERE} to help them with the next steps in their new faith. We would love to have them and we would love to have you as well. It is {TIME AND DATE}. If you're interested, I can email you more information.

Template #2

- **Letter to Parents of a Child who Recently Committed to Christ**
- **Pairs Great with the Invitation to attend a “Discipleship” Class**

Dear Parent or Guardian,

I am following up with you regarding our conversation about your child's decision to follow Christ. We are so excited for you and your family!

Guiding children to take their first steps in faith can be a rewarding opportunity for parents. As a child grows and matures, we hope the knowledge and relationship of Jesus will deepen. As the parent and guardian, we invite you into helping lay this foundation, offering you the gift of partnering with the Holy Spirit as He matures their spirit, soul, and body (I Thessalonians 5:23-24).

If you are interested, we have an {INSERT INFORMATION HERE} where you can join with your child and teach them about the next steps in following Jesus. It meets on _____. You will learn about {INSERT INFORMATION HERE.}*
*Please Note. If you hold a gathering, you can cover topics such as:

The decision to receive the gift of salvation is between your child and the Lord with your guidance and support. Our church's goal is to help each child have a better understanding of the gospel and the importance of this decision and to feel confident and encouraged to follow Jesus.

If you have any questions, please do not hesitate to reach out.

Sincerely,

Your Name

Your Church

Website / Contact Info

***Please Note. If you hold a gathering, you can cover topics such as:**

- Gain an understanding of the gospel
- Learn keywords and phrases related to the gospel, Christianity, and the church
- Answer any questions your child has about becoming a Christian
- Decorate a 'memory box' that each child takes home after the class. For ideas on what to include in the box, see the Gift Idea section.

Gift Idea

When a student chooses to join the family of faith, make it a big deal! Celebrate with a goodie bag of some type, such as "Party-In-A-Box."

Your bag, basket or box can include:

- A devotional to get them started
- A journal
- A fun and creative pen/pencil
- Candy or fun snacks
- A handout/flyer of other students' stories on how Jesus has helped them in their journey (possibly include drawings)
- A handout/flyer of upcoming events

Helpful Tips

Here are a few questions to help spur on the creative process. They are starting points for any brainstorming session among staff, volunteers, etc.

- How can we help them grow in their walk with Christ? Consider the context of how/when they made their commitment to trust Christ. Was it at an event? Was the family a first-time guest or a long-time visitor? Do we have parents' support? Individual context can help you provide a good idea of where to start.
- Do we have a mentor/discipleship program? Is there a leader/ volunteer who can pair with them to help mentor?
- How can we help them learn about their spiritual gifts? Once they become a follower of Christ, God gives them spiritual gifts to help encourage the body. How can the church help them learn about those gifts and use them?