

CONVERSION FUNNEL CHECKLIST

Raise your hand if you've ever needed to be told something twice - or three times - before you understood it? Or if your spouse has ever said, "I told you that yesterday."

It's rare that things actually stick the first time. Our communications need to reflect this very real aspect of our human nature. What's more, everyone we're trying to reach is at a different point in their unique journey, so they may need to receive information differently, based on where they're at.

Awareness

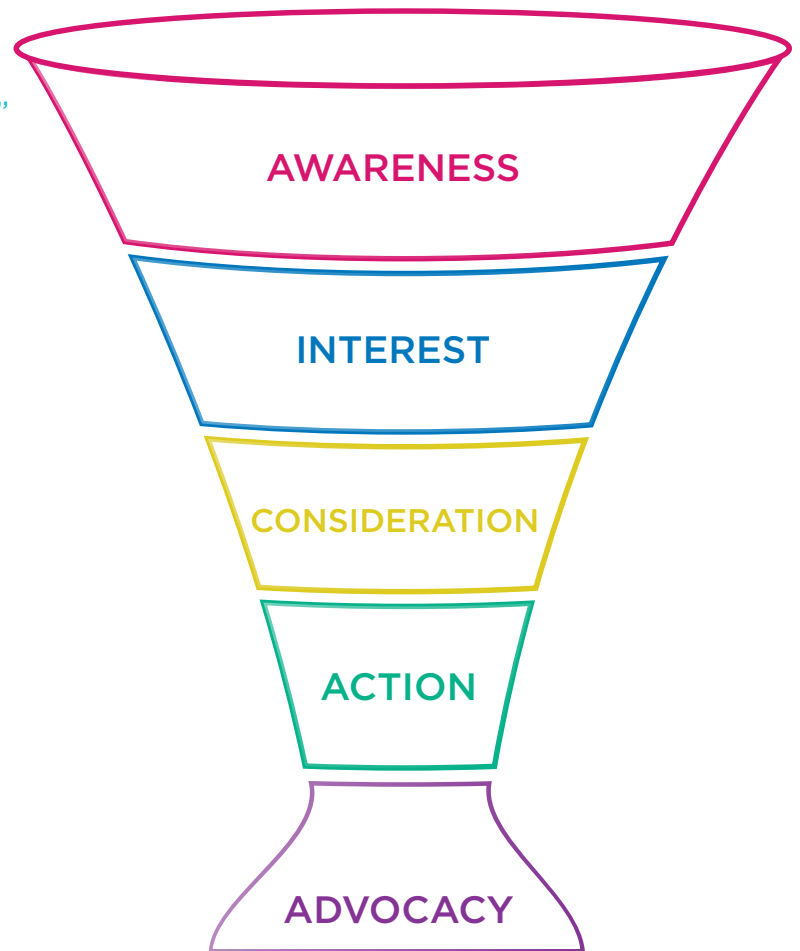
"There's a church called _____."

- Defined Message/Ministry Plan
- Brand Identity
- Mobile-Friendly Website
- Basic Outreach Collateral
 - Overview Brochure
 - New Mover Information
 - Postcards or Mailers
 - Infographics
 - Welcome Videos
 - Landing Pages or Microsites
 - Member Quotes or Testimonials
 - General Facebook Ad Campaigns

Interest

"What is _____ Church all about?"

- What to Expect on Sunday or Plan Your Visit web page
- FAQs
- What We Believe web page
- Devotionals, blog posts or literature that share what your congregation believes
- Introductory Email Series



Consideration

“Maybe I’ll visit _____ on Sunday.”

- Sermon replays
- Podcasts
- Website Contact Forms
- Facebook Live Q+A Sessions

Action

“I’m going to visit _____ on Sunday.”

- Welcome Gifts
- First Impressions Team
- Bible 101
- Personalized Follow-Up
- Outreach-Focused Events (VBS, Christmas, Easter, etc.)

Advocacy

“I go to _____ Church and you should, too!”

- Welcome / Getting Started Email Series
- Invite Your One Programs
- Ministry Overview
- Volunteer Opportunities
- Bible Studies / Connect Groups

Notes