



How to Follow Up

by David Boyd

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Evangelism comes in all shapes and sizes in children's ministry. There are sidewalk Sunday Schools, bus ministries, outreaches, backyard Bible clubs, special events, visitors' Sundays, kids' rallies, and on and on we go. Often I'm asked:

- ❖ What is the most valuable?
- ❖ On what do you spend your time?

These are good questions. Here are my answers in a nutshell.

Mix It Up

All are valuable. All have a place. You have to decide what your ultimate goal is. Bottom line—make sure you have a mix of events designed to bring people to your church. Include events designed to go out after those in the “highways and byways” of your city.

However, the real key isn't just having events and outreaches. The real key is follow-up. In one church I was in, they had an “evangelism explosion” ministry to reach adults with the gospel. At the end of the year, they found that over 100 adults had been saved but fewer than ten were in the church. They realized their evangelism efforts were good, their follow-up wasn't.

Don't try to do every event another church does. Do the

events you choose to do. Do them well. Then follow up on the fruit really well.

Write It Down

A key part of every outreach is to capture the name, address, and information on a child and his family, including a line which says, “Which church do you attend?” Place the word *none* with instructions to circle *none* if they don't have a church home. This makes them more comfortable with the answer *none*.



Every family who circles *none*, or who writes down a generic answer but doesn't know their church's name, is a family that doesn't go to church. If you are speaking with a family as they register, ask them the name of the pastor at the church they attend. If they don't know the pastor's name, they don't attend church.

Work It Out

Once you've established a list of names of people who don't go to church, do some follow-up. Here are some ideas:

- 1** Send a letter inviting them to church.
- 2** Call them.
- 3** Visit them.
- 4** Add them to your permanent children's mailing list so they get periodic news on what is happening.
- 5** Invite them to your events throughout the year.

I have had unsaved dads and their sons come with us on our annual Royal Ranger Pow Wow because they got an invitation in the mail. At Pow Wow the dads get saved and get to know men in the church, and the link is made.

Don't forget to find out if they need a ride to church. We've had families give families rides. We have seen times when mechanics from the church fixed a family's car so they could come to church.

When God gives you the names of families ripe for harvest, send your laborers into the harvest field!

Questions for Further Study—

1. Which type of outreach is most valuable?
2. What is more valuable than the outreach itself?
3. Who should you spend the most time following up on?
4. How do you know if someone doesn't have a church home?
5. Can your church do everything every other church does?