

# ACROSS NORTH AMERICA

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## Small Group Leaders Follow-Up Guide

### From Across North America to Across the Room

Your church has worked hard and gone door-to-door inviting your community to church for Easter. All across your area, churches have hosted prayerwalks and prayed for people and families. And on Easter Sunday, you witnessed some of the fruit of your effort—new faces appearing in your worship services.

You have now entered “The RED Zone!” The RED Zone is the last 20 yards of the football field before you reach the goal line. The team that can best execute in the RED Zone is the team that will win the game. When someone attends your worship services, your Sunday School or small group Bible study has entered the RED Zone.

Your church’s goal for **Across North America**, as stated earlier, is to reach every home in your area with a gospel distribution and invitation to attend a local congregation for an evangelistic Easter service. When they attend, involving newcomers in small group Bible study or Sunday School is one of the most effective ways to help people discover Christ as their personal Savior and grow them to maturity.

#### 1. **Small Group or Sunday School and Evangelism**

The small group, relationship-oriented ministry of your Sunday School or Bible study class is a great ingredient for people to explore Christianity. In small groups, not only can they ask questions about Jesus Christ, but they experience Christian living and see firsthand a changed life because of the gospel.

#### 2. **The Six-Week Window**

Experience tells us that the first six weeks following a non-churched person’s first visit to a church is critical. It is when they are most receptive to the church and to the gospel. This receptivity gradually declines. If no contact has been made between the church and the newcomer in six weeks, the newcomer will become indifferent to the church again.

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## Five Step Follow-Up

### 1. Visit

They have already expressed an interest in your church by attending worship, so express interest in them. Bring something with you when you visit. For example:

- Pupil book from your Sunday School curriculum along with church newsletter.
- Gift basket – include mints, church information, tea and coffee, or other small gifts your church may have.

### 2. Prayer and Answers

When making a visit, don't just thank them for attending. Get acquainted and ask them if there is anything that you could pray about for them. Answer their questions about salvation and the church. Be prepared to give a testimony of how the Lord changed you.

### 3. Enroll

Belonging to a Bible study class is a vital part of sharing the gospel. When unsaved people join a Bible study, they have the opportunity to see first-hand what Christianity is like and study God's Word.

#### Research gives us the following information:

- A church will baptize one out of four hundred (1:400) lost people it tries to reach outside of its Sunday School or small group Bible study.
- A church will baptize one of two (1:2) lost people it enrolls in Sunday School or small group Bible study.

Many people think that they have to be a church member to belong to a class, so be sure to ask them if they would like to join a Sunday School class or enroll their children. Enroll them on the spot. They do not have to attend first before they can enroll.

### 4. Minister

Always look for opportunities for your class to minister to the person you are visiting. Perhaps they need prayer. They may have a loved one in the hospital you can visit, or you could offer to bring food for the family during a time of need.

### 5. Invite

Invite people you visit to your small group or Sunday School class. Give them information such as what time the class starts, where the class is located, and so forth. Offer to meet them at one of the church's main entrances and help them find classes for their kids.

Research tells us that 82 percent of nonchurched Americans will attend a small group or Sunday School class if asked. However, only 20 percent have ever been invited.

Invite these new people to one or more of the following:

- Small Group
- Sunday School class
- A class fellowship
- Off-campus Bible study

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## Follow-Up Strategy

### 1. Resources for Follow-Up

- Decision Time – Billy Graham Evangelistic Association ([www.bgea.org](http://www.bgea.org))
- 316 – The Verses of Hope, Max Lucado
- Beginning Steps, a NAMB resource ([www.namb.net](http://www.namb.net))
- Bible study curriculum
- Enrollment cards
- Church newsletters

### 2. Sample Follow-Up Plan

- **Week One**
  - Pastor letter to all of Sunday's guests. Letter includes: a list of all Sunday School classes and small groups; an invitation to attend a Coffee Fellowship hosted by the pastor and Sunday School leaders.
  - Begin visiting homes.
- **Week Two**
  - Mail postcards from Sunday School classes and small groups to all visitors, inviting them to Sunday School or small group Bible study.
  - Host a Coffee Fellowship.
  - Continue visiting in homes.
- **Week Three**
  - Continue visiting in homes.
  - Sunday School or small group classes make phone calls inviting guests to class fellowships.
- **Week Four**
  - Continue visiting in homes.
  - Sunday School class or small group fellowships.
- **Week Five**
  - Follow-up so that all guests have had several contacts from the church and Sunday School or small group.
  - Hand "invitations" to baptismal candidates. Candidates send invitations to their baptism to family members and friends.
  - Baptism Sunday! Celebrate! Invite guests of baptismal candidates to meet the pastor.
  - Have a prepared, ongoing discipleship plan for the new believer. Your best choice is to continue to use the Sunday School or small group Bible study in their spiritual development.

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