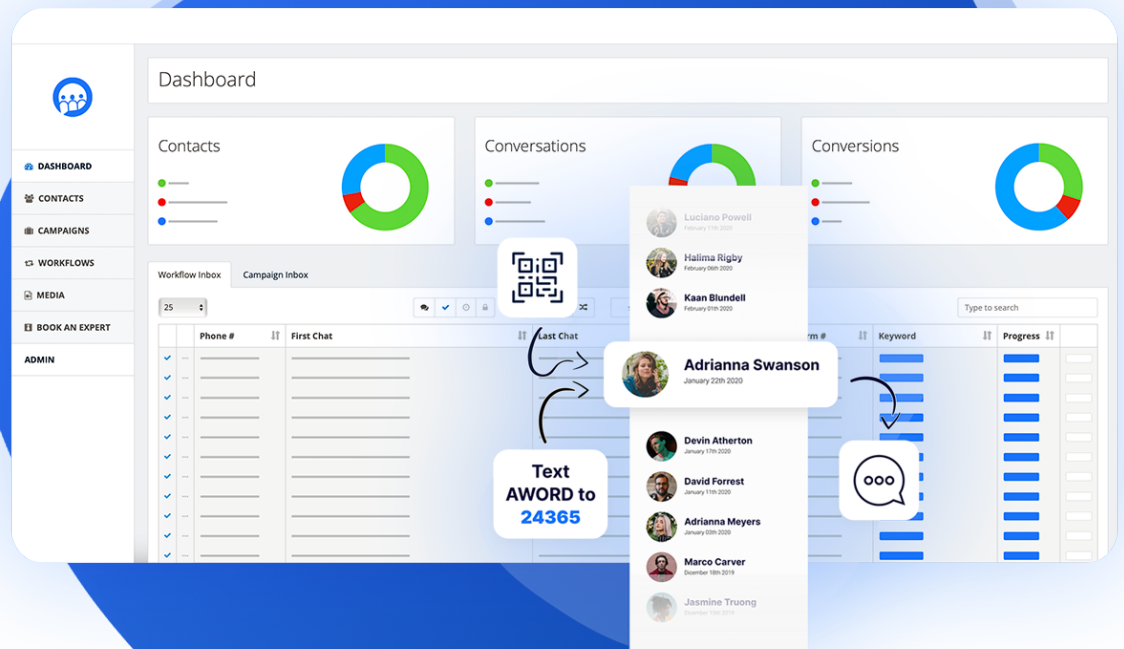


The Playbook

50 Templates to Help You Engage Your Church



New Visitors

Use follow-up messages and reminders to engage new visitors.

Hey {{first_name}}! Thanks again for joining us today at Local Church. If you're interested in learning more about our community, check out our website: {{destination_url}} 🏛️

We hope you can join us tomorrow at 9am or 11am at Local Church! We'll have coffee and donuts for you at the welcome desk! ☕️🍩

– Kelsey, Connections Director

Hope you're having a great week! If you have any questions about our church, services, Sunday school, etc. please let us know! We'd love to get you connected 😊

On the 1st Sunday of every month we host Pastors Coffee in the lobby after the 11am service. Would you like to join us? ☕️

– Pastor Lamar

Hey {{first_name}}, Thanks for visiting us! Be sure to swing by the Connect Desk after service – we have a gift for you 😊

Rally Tip:

Following up with new visitors the same day or next day shows how much you care!



Events

Use a unique keyword to RSVP for an event or offer a tablet for check-in.

Hey {{first_name}}! We'd love for you to join us for Pastor's Coffee this Sunday after church. Think you'll be able to make it? ☕

Friendly reminder that Men's Breakfast is tomorrow at 7am! It will be a great time so we hope to see you there!

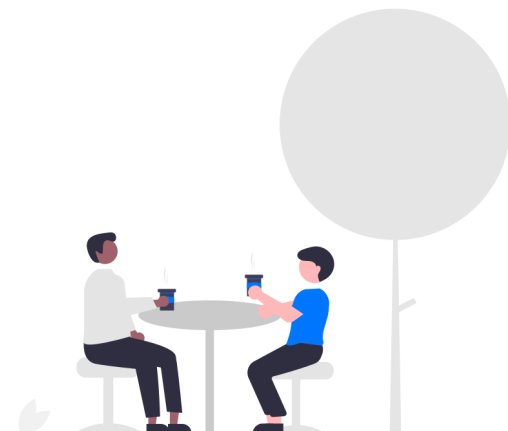


Hey {{first_name}}! Thanks for coming to the Women's Evening at Local Church. We'd love to have you back on Sunday at 10am. 🥰

Hey {{first_name}}! We're a week out from our Community Leaders dinner. We'd love to see you there! Think you'll be able to make it? 🍴

Every last Sunday of the month, we gather at 6pm for a night of prayer and worship. We hope you join us!

Respond YES if you're coming!



Rally Tip:

Events are a great way for new visitors to take a look at what your church is all about and can strengthen relationships among your members!

Sundays

Increase Sunday anticipation by sending out a text message invite before your new sermon or series.

Check out this Sunday's liturgy, including songs and sermon info, and prepare your hearts for worship tomorrow!

{{destination_url}} 🙌

We're so excited for the new sermon series that starts tomorrow! See you tomorrow at 10am. The coffee will be hot! 🏠☕

– Pastor Joe

Hi {{first_name}}! We're really excited about our new series in 1 Corinthians this weekend and hope to see you there! Make sure to invite your friends 🤗

{{first_name}} – We just posted the sermon from Sunday. Take a listen! Hope you can join us for week two of this exciting series. 📖

Last Sunday we wrapped up our series in Exodus – so good! Check out any you missed here: {{destination_url}}

Rally Tip:

Engaging with your church during the week is a great way to equip and prepare your people for worship on Sunday.



Prayer Requests

Make prayer a central practice of your church by learning and sharing burdens and needs with people in your church.

Hey {{first_name}}, every Monday we pray for the needs of the church. Anything you'd like prayer for this week?

Hey {{first_name}}, here's three things we're praying for as a church this week: {{destination_url}}



{{first_name}}, thanks for sharing your prayer request yesterday. How are you doing today? 😊

Today we're praying for God's comfort amidst [local/national tragedy]. If you need to share, reply here. We're praying for you! 🙏

Hey {{first_name}}, will you join us in praying for the Lundbergs this week? Lisa is going in for heart surgery on Thursday.



Rally Tip:

Some people might not be willing to share difficult things in person but, if you reach out, they might text back and ask for prayer or help.

Giving

Provide another way for your church to engage in generosity.

{{first_name}}, like we said at church today, we're partnering with five local justice initiatives for our year-end gift. Click here to learn more: {{destination_url}}

Hey {{first_name}}, thank you SO MUCH for pledging toward our church planting initiative! To give, just text LOCALCHURCH to 24365.

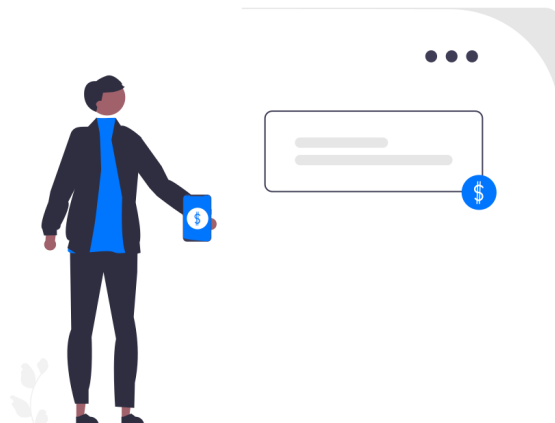
We've launched a new way to worship in generosity, text-to-give! Respond GIVE to get started.

We're 90% of the way to our goal to send the Youth Group to Mexico on next month's mission trip. Would you consider helping close our gap?

The McMillans home has tragically burnt down in an electrical fire. We're raising money to help them in this difficult time and cover initial costs. Would you consider offering what you can?

Rally Tip:


Talking about money is hard. Consider having a weekly portion of your service with a prayer of generosity to help your people think about their finances.




Reminders & Changes

Plans change. We get it.
Now let's update your people.

Hey {{first_name}}, due to the snowy weather today, we'll be gathering for our Night of Worship next Sunday at 6 pm!

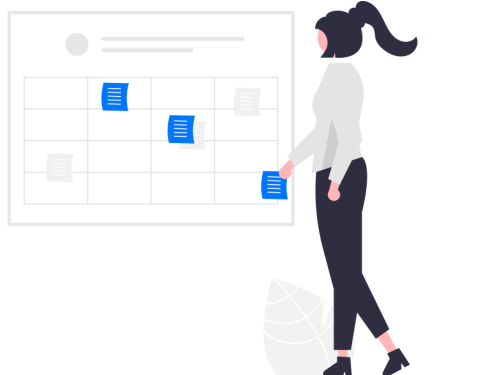
  Hope you can make it!

Thanks for signing up for the setup team at Local Church! We will keep you posted on your next volunteer opportunity!  17

Hey {{first_name}}, we accidentally double-booked Classroom 1 for the Basics class this week! Oops! 😅 We'll meet in Classroom 2 at the same time instead.

Reminder: Training for kids volunteers is at 9 am – 11 am at Local Church.

Thanks for signing up to serve on the hospitality team! Remember to arrive at Local Church an hour before the first service!



Rally Tip:

Be sure to be specific of any new time and location or follow up in another communication if it's TBD!

Regulars & Members

Keep your church in the loop with upcoming events and happenings to increase engagement and communication.

Hey {{first_name}}, we're so thankful for your presence at Local Church. I just wanted to check in and see how you and your family are doing! Anything we can do or pray for you?

– Pastor Sam

The weather report says snow! Be sure to drive safely to church tomorrow.



– Pastor Rick

Hey {{first_name}}, bring a friend to this Saturday's Kids in the Park event. Check out more detail here: {{destination_url}}

Our member meeting is tonight at 6pm in the sanctuary. Childcare is provided and we will have hot cocoa since it's chilly!

– Pastor Stephanie

Hey {{first_name}}, I know today's sermon was pretty heavy. Did you have any questions about our text today?

Rally Tip:

Regularly messaging your regulars and members is a great way to go deeper into relationship and get feedback!



Volunteers

Communicate to your volunteer teams and thank them for participating in the life of your church.

Can you come at 7:30 am to help set up some extra chairs for Easter? Let me know!

– Jillian

Hey {{first_name}}, thanks for volunteering to help in the nursery! Stay tuned for the updated schedule.

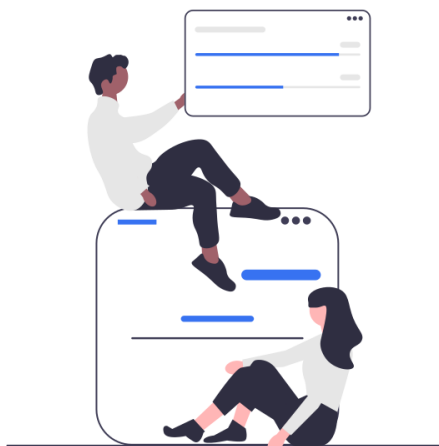
Hey {{first_name}}, we're having lunch in the parking lot after the second service next week to celebrate all the team members – we hope you can make it!

Thank you for all your hard work to make Advent Carol night such a great time!

Do you mind taking a brief poll to provide feedback on yesterday's kids ministry training?

Rally Tip:

The biggest thing we can do for our volunteers is show them our appreciation. Thank them often!



Youth Group

Text your youth group where your students already are - their phones! Built with accountability in mind.

Don't forget the last day to sign up for the summer mission trip is Friday. We hope you can join us! [{{destination_url}}](#)

Hey [{{first_name}}](#), it's Pastor David. Just checking in to see how your match went last night! Bet you crushed it 🍊

Just wanted to take a minute to celebrate Lilly & Morgan for going to state today! I'm taking a van down from the church to cheer them on at 3:00 pm. Let me know if you want to go!

– Pastor Josh

Are you all packed for the youth group overnight this week?!

- ✓ Consent Form
- ✓ Pillow
- ✓ Sleeping Bag
- ✓ Toothbrush

Youth Service Sunday is this week! Check out which service opportunities are available here: [{{destination_url}}](#)

Rally Tip:

Accountability is important with minors in our church. Keeping communication in Rally keeps track of all of your threads!



Parents

Keep parents in the loop with important dates, opportunities, or kids lessons so they can better teach their kids about Jesus throughout the week.

Hey {{first_name}}, here's what our kids learned about in Sunday School this week. We've attached some tools to help you teach them about Jesus this week: {{destination_url}}

VBS is only three weeks away! If you haven't signed up yet, click here: {{destination_url}}

Hey {{first_name}}, we're low on volunteers for kids this Sunday. Would you be able to jump in and help during the first service?

This week, our kids learned about Jesus and the Good Samaritan. Here's a fun video to revisit this great story: {{destination_url}}

Friendly reminder that Awana's is launching again this Wednesday. Let us know you're coming!

Rally Tip:

Engaging parents ensures our children are engaged. Keep them up to date with events, happenings, and resources!

