

NAMB

Ten-Four Follow-up Plan

For Mass Evangelistic Emphases

Personal Evangelism Unit
North American Mission Board, SBC

The Foundation of Follow-up

Follow-up is one of the most important aspects of the evangelism process. It does not end with the mere distribution of a short tract, a brief prayer of assurance, and then a happy hug. Those won to Christ must enter into an ongoing process of discipleship. Follow-up should be a concise, well-planned process for the purpose of growing and maturing believers into becoming like Christ. A church that does not have such a process is guilty of nothing less than spiritual infanticide.

The Goal

The goal of the Ten-Four Plan is to assist churches with a workable strategy that will equip them to follow-up large number of persons who make a decision for Christ during mass evangelistic events and activities.

An Effective Follow-up Strategy will consist of:

1. Preparation

In a mass evangelistic event such as crusades or block parties, literally dozens of decisions for Christ can be made. In most local SBC churches, little attention is paid to follow-up process or plans. Thus, the assimilation of new believers into the life of the local church is weak at best. This hurts not only the effective ministry of the church to the community, but most importantly, the responsibility it has to the new Christian. An effective follow-up strategy will seek to make churches, pastors, and leaders aware of the great need and moral responsibility to follow-up new believers. It will inspire and motivate churches to see follow-up, not as an addition to evangelism, but a vital part of it.

2. Mobilization & Training

An effective follow-up strategy will seek to provide realistic opportunities for church member involvement. It will seek to mobilize and train an army of believers in the local church to provide the necessary manpower for follow-up activities. In most SBC churches, the most obvious army of believers and assimilation unit exists in the Sunday School/small group ministry. Therefore an effective follow-up strategy will seek to mobilize and train this organization.

3. Process

Finally, an effective follow-up strategy will consist of a systematic, workable plan or process. It should include the participation of many individuals from the local church in an easily followed and understood system. This process should include both the immediate follow-up of

a new believer at the moment after conversion and an ongoing process of assimilation into life and ministry of the local church. The ultimate result is to place the new believer onto a road of discipleship that will seek to develop him or her into a mature follower of Christ and a reproducing witness.

Ten-Four Follow-up Plan Outline

Immediate Follow-up

Touch #1

Review follow-up material with the person you led to Christ found in the mass distribution tract such as *Your Life: A New Beginning* or in the *Let the Celebration Begin* pamphlet.

Touch #2

Introduce new Christian to another believer

Touch #3

Fill out and mail a Follow-up Card

Week One

Touch #4

Phone call from Pastor/Staff Member

Touch #5

Postcard from Sunday School class

Week Two

Touch #6

Phone call from deacon/church member

Touch #7

Letter from Pastor with growth materials

Week Three

Touch #8

Phone call from Sunday School class member

Touch #9

In home visit

Week Four

Touch #10

Follow-up Phone call from in-home visitor

Continue follow-up processes as needed

Overview of the Ten-Four Follow-up Plan

The Ten-Four Follow-up Plan outlines ten “touches” or follow-up points of contact with a new believer made by a church over a period of four weeks after conversion. An example of the plan is written below:

John Doe attends a block party sponsored by First Baptist. At the block party, a man named Bill shares Christ with John by using the “Your Life: A New Beginning” tract or another method. After leading John in the prayer of salvation, Bill fills out the new life birth certificate and decision form found in the tract. Bill tears out and keeps the decision form. Then Bill goes over with John the immediate follow-up materials and encourages John to do the six-day devotional Bible studies found in the back of the tract. He gives the tract to John. *(Touch #1)* If the “Your Life” is not utilized, the witness should make sure that a decision form and immediate follow-up information is available and shared. A great resource to use if the “Your Life” tract is not utilized is “Let the Celebration Begin.” This pamphlet contains a decision form along with immediate follow-up material. These are available from the North American Mission Board. If John does not have a New Testament, Bill gives one to him. Bill then introduces John to his friend Andy, who is also at the block party. Andy is member of First Baptist. Andy congratulates John on his decision to accept Christ and encourages him to find a good church home. *(Touch #2)* After finishing with John, Bill stops by the area where all the tracts and supplies are kept for the block party, and gets a white Follow-up Postcard. He writes the name and mailing address of John on the front of the postcard, taken from the information he had written on the decision form. Bill then signs his name on the line on the back of the postcard as the one who shared Christ with John. *(Touch #3)* Bill returns the decision form and follow-up postcard to Becky, the person responsible for gathering all the decision cards at the block party and making sure they are sent to the church office. She attaches the decision card and follow-up postcard together and delivers them to the church office after the block party is over.

Once the decision card and follow-up postcard arrive at the church office, the information from the decision card is entered into computer. John Doe becomes a prospect for First Baptist. Prospect cards are generated.

During the first week the pastor or a staff member of the church makes a personal phone call to John and promises to send him some Bible study materials to help him grow in Christ. Additionally, a copy of the prospect information is given to appropriate Sunday School class leaders where John is a prospect. Volunteers from the class write and mail a personal note to John, encouraging him to attend their class. *(Touch #5, see appendix B)* Additionally,

the church applies postage and mails the Touch #3 follow-up postcards (see *Sample 1*) to him.

In the second week, a deacon or other church leader makes another encouraging phone call to John. (*Touch #6, see appendix C*)
By the end of the week, John receives a letter from the pastor with a copy of "Beginning Steps." (*Touch #7, see appendix D*)

In the third week, a member of the Sunday School class where John is a prospect makes a phone call to make the invitation sent in the Touch #5 postcard more personal. (*Touch #8, see appendix E*) Additionally that week, a visit is made in the home of John by members of the Sunday School class. (*Touch #9, see appendix F*)

In the fourth week, a follow-up phone call is made to John by the one(s) who visited him in his home. (*Touch #10, see appendix G*) Follow-up activities continue until John is incorporated into the life and ministry of First Baptist.

Please keep in mind that at any time, these ten "touches" can be rearranged, added to, or deleted as necessary. If your church has an existing follow-up ministry, by all means, use it. Make it your goal to adequately follow-up on all the persons who have been assigned to your church.

Suggested Schedule of Ten-Four Events

Touches 1-3 should have already been done during Immediate Follow-up at the moment of conversion by the one who shared Christ.

Week One

Wednesday

Pastor/church receives names of new Christians who have been won to Christ along with the completed Touch #3 follow-up cards. Postage is applied to the completed Touch #3 follow-up cards and mailed from the church.

Wednesday - Saturday

Touch #4 (see appendix A)

Pastor/staff calls each new Christian

Wednesday evening

Touch #5 (see appendix B)

Cards assigned to prospective Sunday School classes
Sunday School classes write postcards

Thursday

Postcards mailed

Week Two

Sunday

Cards distributed to deacons/church members for Touch #6 phone calls

Sunday – Wednesday

Touch #6 (see appendix C)

Calls made by deacons/church members

Wednesday evening

Volunteers help stuff and address envelopes with Pastor's letter and "Beginning Steps"

Thursday

Touch #7 (see appendix D)

Envelopes mailed

Week Three

Sunday

Sunday School class members are given phone calls and visitation assignments before, after, or during Sunday School.

Touch #8 (see appendix E)

Calls made by Sunday School class members

Monday - Saturday

Touch #9 (see appendix F)

Make in-home visit by Sunday School class members

- ✓ Use your regular church outreach night.
- ✓ Use Wednesday night for visitation
- ✓ Use Saturday for a visitation blitz.

Week Four

Monday – Saturday

Touch #10 (see appendix G)

Follow-up phone calls made by those who visited last week

Ongoing Follow-up or Until Assimilated. ***(see appendix H)***

Have a “Follow-up Party”

On the two Wednesday nights after you the names of those who received Christ, encourage the entire church to be present for follow-up activities. Have a general inspirational session followed by a break-out session where members can assist in follow-up activities:

1. Prayer Group
2. Postcard Writing Group
3. Envelope Stuffing Group
4. Phone Calling Group

Ten-Four Follow-up Checklist

Name of Prospect:

Address:

Phone:

(or attach this to your prospect card if printed)

Immediate Follow-up done at the evangelistic event

- ✓ *Let the Celebration Begin* or *Your Life* tract given to convert
- ✓ Convert is introduced to another believer in the area
- ✓ Touch #3 Follow-up Card is filled out and mailed

Please initial and check box when completed:

Week One

- _____ Phone call from Pastor/Staff Member (*appendix A*)
- _____ Postcard from Sunday School class sent (*appendix B*)

Week Two

- _____ Phone call from deacon/church member (*appendix C*)
- _____ Letter from Pastor with “Beginning Steps” (*appendix D*)

Week Three

- _____ Phone call from Sunday School member (*appendix E*)
- _____ In home visit (*appendix F*)

Week Four

- _____ Follow-up Phone call from in-home visitors (*appendix G*)

Appendix A (Touch #4)

Sample Pastor Follow-up Phone Script

Hi, my name is _____ and I am the Pastor of _____ Church. Some friends of our church recently told me about a decision that you made to trust Jesus as your Savior.

I wanted to call you and let you know how excited I am about your new walk with the Lord and if there is anything our church can do to help you, please let us know. I will personally send you some Bible study materials to help you begin your new life in Christ soon and some information about our church. If you have the opportunity, we would love to have you come and worship with us. We are located at _____ and our service times are _____.

Please be assured that I will be praying for you in the days ahead.

Goodbye!

Appendix B (*Touch #5*)

Sample Postcard from Sunday School Class

Hi John!

We are from First Baptist Church. Congratulations on your decision to follow Jesus! We are a group of friends at First Baptist who meet together for Bible study each Sunday morning. We wanted to invite you to come and join us. We have lots of fun together and would love to meet you. We meet at 9:15AM in Room 100. Hope to see you next Sunday!

FAITH Sunday School class

Appendix C (Touch #6)

Sample Deacon/Church Member Phone Script

Hi, my name is _____ and I am calling from _____ Church. Our Pastor, _____ recently shared with me some great news about a decision that you made to trust Jesus as your Savior.

I wanted to congratulate you on that decision and to let you know that our church is here to help you. You will be receiving a letter from our Pastor with some materials to help you grow in your new relationship with Jesus.

Before sending out, can I verify your address?

Is there anything I can pray with you about?

If you do not presently have a church home, we would be honored to have you visit with us. We are located at _____. Our service times are _____.

Optional:

Would it be okay if some friends from our church stopped by for a brief visit in the weeks ahead to give you some materials about our church?

If yes, say: Great, we look forward to meeting you!

May God bless you in your new walk with the Lord.

Goodbye!

Appendix D (*Touch #7*)

Sample Letter from Pastor

Dear John,

What a joy it is to hear of your decision to follow Christ! I am excited that you have made a profession of faith in the Lord Jesus. You have joined literally millions of persons who have discovered a new life in Christ. I believe that this is the greatest decision you will ever make. God has some marvelous things in store for you in the days ahead!

As the pastor of First Baptist, I want to personally invite you to attend our church. We are a Bible teaching and preaching church made up of people just like you. As a new believer, it is important to study the Bible and to make friends with others who know Jesus as Savior. You will find that by attending a local church, your relationship with Christ will grow. We want to help you do just that!

Make plans to come next Sunday. You will find that our church will offer you a warm and friendly welcome. Enclosed is some information about our church. Also, I have included some Bible study materials to help you discover more about your new life in Christ. Complete every lesson. If you have any questions, please feel free to contact us at 000-000-0000.

Again, congratulations on your decision. May God richly bless you in the days ahead. I hope to see you on Sunday.

In His service,

Pastor

Appendix E (Touch #8)

Sample Sunday School Class Member Phone Script

Hi, my name is _____. I attend _____ Church. Several of my friends and I recently dropped you a card in the mail inviting you to our Bible study. I just wanted give you a quick call to make that invitation more personal. We have a great time together and we learn how to apply the Bible to our lives. I think you would really enjoy it. We meet on Sunday mornings at _____ in room _____.

Do you have any questions that I could answer about it?

(If yes, answer their questions)

We would love to have you. If you like, I can meet you in front of the church at _____. Would that be okay?

If yes, say something like,

That's great! I look forward to meeting you.

If no, encourage them to come by saying something like:

Now, if you do get a chance, please come. We would all really love to meet you! Could we keep you informed about our upcoming class parties? Great, we will let you know! I look forward to meeting you in the future!

Have a great day!

Appendix F (*Touch #9*)

During the In-home Visit

Seek to get the new believer active in the life of the church.

Minister to the needs of the new believer and his/her family.

Share Christ with others in the family who may need to know Him.

Seek to enroll him/her in Sunday School.

When the New Believer Comes to Church

Sit with them in Bible study and worship.

Introduce them to your friends.

Pray for them.

Invite them to lunch.

Encourage them.

Be a friend to them.

Appendix G (Touch #10)

Sample Follow-up In Home Visit Phone Script

Hi _____. This is _____. Remember me? I was one of the persons from _____ Church who stopped by your home last week. I hope you have had a great day today!

I just wanted to give you a quick call and thank you for allowing us to visit with you. I hope you have found the materials from our church to be helpful.

*Do you have any questions that we didn't answer?
Answer any questions they may have.*

If _____ Church can help you, please call us. Hope to see you in church on Sunday!

Goodbye!

Appendix H

Ongoing Follow-up or Until Assimilated

Every effort should be made to get the new believer into an ongoing Sunday School/small group ministry. Make sure he/she has a copy of the current Sunday School/small group material.

Seek to help the new believer as he/she studies the *Beginning Steps* booklet and/or other growth materials.

Much prayer for the new believer is needed. Satan will try to discourage follow-up.

Continuing Discipleship Resources

Survival Kit for New Christians

Experiencing God

The Mind of Christ

The NET

MasterLife

Sample 1 (*Touch #3 Postcard*)

Place
Stamp
Here

To: _____

This note is to let you know that it was a honor to share Christ with you. I am excited about your decision to follow Jesus. Know that I will be praying for you and for your new walk with the Lord. May God richly bless you.

(Signature)