



Response Best Practices

We want to make sure that you, the Church, feel equipped for the interactions you'll be having with seekers. At CV Outreach, our job is to supply whatever we can to help you bring the Kingdom of God to the world.

That being said, we've compiled a list of some of our best practices to better help you as you engage in conversation with people looking for help online.

1. Respond Quickly

When a visitor of a church fills out a connection card, they are 87% less likely to return if you respond on Friday instead of Monday. Using that same logic, it's safe to say that these seekers will lose interest if they do not receive a timely response.

Even if you don't have the time to give an entirely comprehensive answer, it's easy to write out a quick email to tell them that you couldn't get to their email right away, but that you will be getting back to them.

2. Ask Open-Ended Questions

Asking "yes" or "no" questions won't get you very far. In fact, it's a useful tactic for putting a halt to a good (or not so good) conversation. Give the seeker a reason to continue talking with you by ending each of your correspondences with an open-ended question. It can be as simple as "what do you think about that?" or "why do you ask?" It is impossible to answer these kinds of questions with a simple yes or no and it shows that you care about them! You want to dig deeper!

Additionally, open-ended questions often help shed light on deeper heart-issues hiding beneath the surface.

3. Follow Up

It's fairly common that the person you reach out to will not respond. And, while this is true, you are absolutely encouraged to reach out a few more times in the following days or weeks. Don't be afraid to check in again! It might just take a few tries before they realise that you genuinely want to have a conversation with them.

4. Personalise Your Response to Their Situation

Don't just invite them to your church straight away. At least not in your first response. Many of the people who visit our landing pages tend to be disconnected from the church. Visiting on a Sunday might be pretty foreign and therefore daunting. Instead, the goal for your first few emails should be to build trust between you and the person on the other side of the computer.

Focus your attention on the problem they wrote in about and match your tone to their original message; don't trivialise their problems or blow them out of proportion. If the conversation is progressing in such a way that you could meet up with this seeker face-to-face, suggest meeting in a neutral location, such as a coffee shop.

5. Pray

These are all merely suggestions of ways you can try responding, but, of course, the one thing you can always do is pray over your response. We believe that if we keep asking God to connect the right people to your church using CV Outreach then He will be faithful. In the same way, as you stay faithful in responding we believe fruit will come of this effort.

