

Importance of Taking Attendance & Guest Follow-Up

This training highlights the importance of gathering member and guest information through the BFG Ministry. When information is gathered, it strengthens our church's ability to minister to individual members as well as identify larger church-wide trends. The training examines seven specific reasons why gathering member and guest information is crucial.

Exercise: How Well Do You Know Your BFG?

As part of the in-person training meeting, we divided leaders into their specific BFGs and played a game entitled, "How Well Do You Know Your BFG?" As part of the game, leaders had to answer a series of questions related to their group's membership, recent guests, and attendance numbers. The game illustrated the simple point that regardless how well a leader knows their group, their knowledge is limited. Gathering BFG information is valuable, in part, because it takes our inaccurate guesswork out of the equation.

There are seven reasons to gather members and guest information. You can find these listed on the next few pages.



7 Reasons to Gather Member & Guest Information

Gathering information results in accurate numbers.

- Small inconsistencies on a micro level result in significant inconsistencies on a macro level. In other words, when small discrepancies are recorded in a single BFG, it can result in large discrepancies when multiplied across all the BFGs. Hence, consistently adhering to our information gathering procedures is vital.
- Accurate numbers reveal patterns and trends, helping leaders make informed decisions.
- Accurate numbers ensure space is being stewarded well. BFGs are regularly moved to new classrooms to ensure our building's square footage is being maximized. However, these decisions are only as sound as the information gathered is accurate.
- Objectivity carries no emotions. The goal is to always treat BFGs equally and fairly, and gathering accurate information ensures this occurs.

Gathering information enhances our ability to do ministry.

- Our ability to pinpoint a member's attendance percentage via guesswork is often inconsistent. To illustrate this point, you need only to guess the attendance percentage of those in your BFG and compare your guesswork to information in the church's database. Inevitably, you will significantly over or under estimate the attendance of some members, which impacts how we care for members.
- Monitoring attendance reveals changes in patterns, alerting leaders to the appropriate follow-up.
- Gathering information helps in monitoring across various ministries. For instance, the church's database allows us to see the visiting patterns of guests as well as when members are not present in BFG due to serving in other ministries.

Gathering member information creates a healthy level of accountability.

- When it comes to expectations surrounding member faithfulness and involvement, our church would be considered a "high expectation" church. Our church's culture assumes a level of involvement, including being active in a BFG. And that's a good thing, for in the words of Calvin Lloyd, "Nobody rises to low expectations."
- Attendance is taken every week in your BFG. This simple task communicates something; that being present matters.
- An added benefit of gathering information is that it creates more leadership opportunities, resulting in greater ownership within the BFG.

Gathering member information helps pastors and ministry leaders make decision that impact future leadership decisions in all ministries of the church.

- A member's faithfulness and involvement in a BFG is often a prerequisite for other ministry opportunities.

Gathering guest information allows effective follow-up to occur.

- Effective follow-up assumes more than an initial email or text. Effective follow-up assumes ongoing follow-up being made by the right person(s).
- When guest information is properly gathered in our BFGs, meaning information is gathered and appropriately distributed, it results in several positive effects. First, and most obviously, it ensures we actually have information so follow-up can occur. Second, it often enhances information we've already gathered from previous visits. Third, it streamlines the process so guests can easily receive on-going follow-up for future activities. Fourth, it enhances the staff's ability to see a guest's visiting pattern across multiple BFGs so appropriate follow-up can occur.

Gathering guest information helps shape a guest friendly culture.

- Gathering guest information communicates to members that guests are not only important, but they are expected. Having guest ministries ensures we are ready to receive guests, and it cultivates within the church an outreach mindset.
- Having guest ministries in place also communicates to guests that they are valued.
- Gathering guest information helps identify areas of strength and weakness as it relates to the guest retention rates of BFGs.
- Gathering guest information also helps us identify larger guest trends occurring church-wide.

Gathering member and guest information is important because every number represents a person who has a soul that will never die.

Conclusion

We concluded the in-person training with Pastor Tommy Sims explaining how the adult BFG's guest ministry fits into the church-wide guest follow-up strategy. He shares the step-by-step process for how guests are followed up and the important role BFG's play in that process. We also examined the BFG Leadership Training Guide, covering the sections relating to the Roll Leader and Guest Leader.