Church Fuel + Leaders.Church

Live Pre-Party



Say hello in the chat, as you are joining the workshop.

- Where are you joining from?
- What church are you a part of?





Church Fuel + Leaders.Church

Grow Your Church
Workshop ‘26

Invites Out
Visitors In
Connected Fast





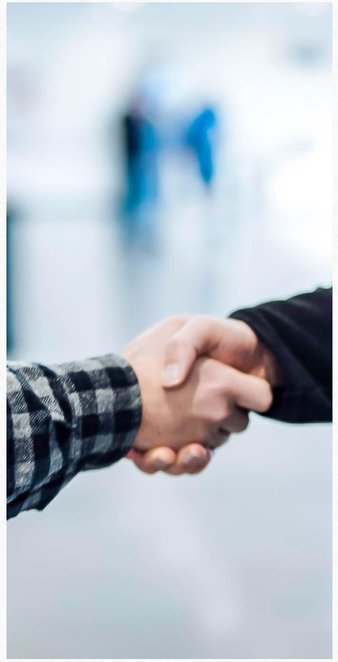
Pre-Party 🎉

- **Let’s give away some coffee!** ☕
- What was your favorite ministry testimony from the past year?

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Pre-Party 🎉

- Want the workshop notes and replay?
- Text "**Watching**" to 417-788-6783





How many visitors does your church currently average in a regular month?

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Grow Your Church
Workshop ‘26

Invites Out
Visitors In
Connected Fast



Welcome 🙌

- Comment where in the world you are participating from!
- Questions? Put them in the chat!
- This is a no drama zone.
- We will email you the replay.
- Stay to the end for your gift. 🎁
- We'll stay after to answer questions.
- Your guides today!

🎯 GOAL

Make Heaven Crowded

† JESUS
The Main Thing!

❤️ HEART

Pastors are our heroes!



OBSESSION

Invites Out, Visitors In, Connect Fast

“Go out to the highways and hedges and compel them to come in, that my house may be full.”

Luke 14:23



🙏 PRAYER

The most important thing we do!



WORKSHOP POLL

We want to get to know you! What best describes your job description

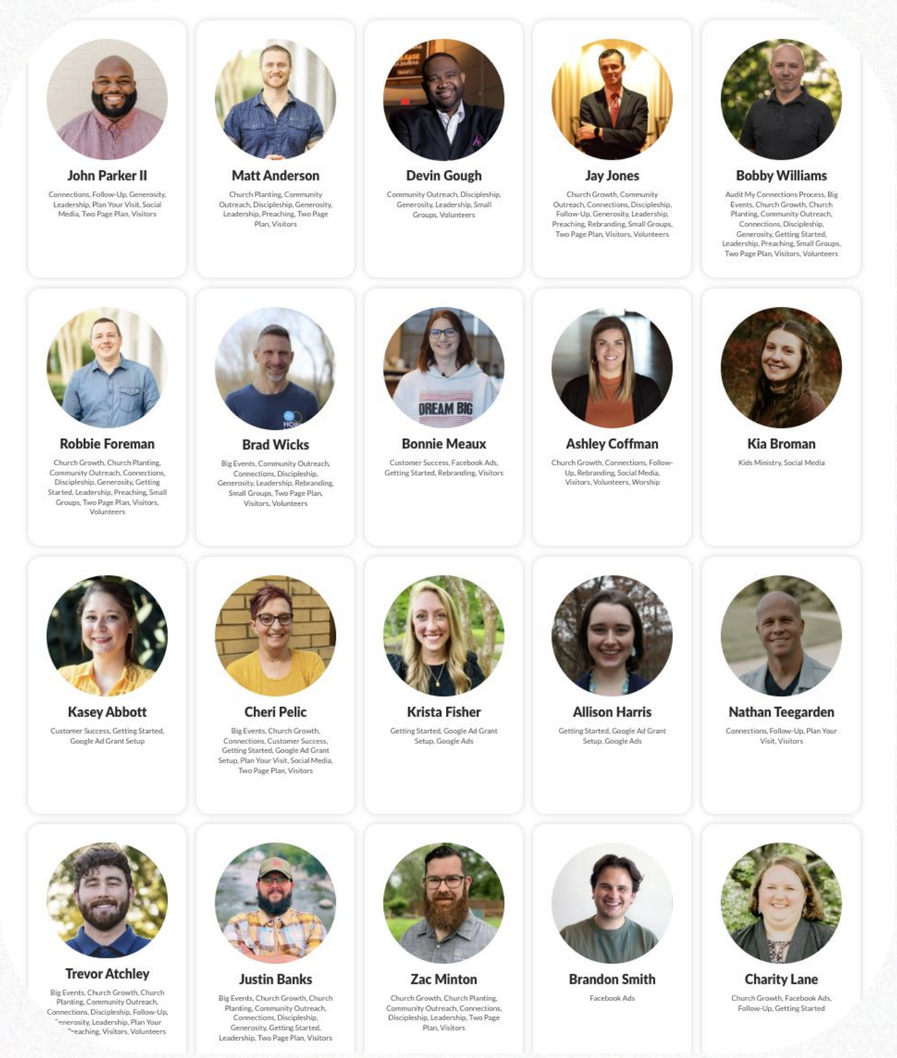
Use the workshop poll feature to pick the option that is the best fit.

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👊 YOUR GUIDE TODAY - RYAN WAKEFIELD

CHURCH FUEL

- Team of 37 pastors and church leaders passionate about helping your church reach your community!
- Helped 71,000 church leaders through our courses, kits, and conferences.
- Managed over $1 million of Google's grant money inviting people to church in the last 2 weeks.





Outline 🙌

- Two big new announcements!
- 7 Rules of Visitor Growth
- Your Visitor GPS
- Your Month-By-Month Invite Plan.
- A tour of what it looks like for the Church Fuel Team to setup and run your church's Visitor Growth Engine.

Be sure to fill out your Workshop Workbook as we go!

BREAKING NEWS #1



Leaders.Church,
Church University, and
Church Fuel are joining forces!

BREAKING NEWS #2

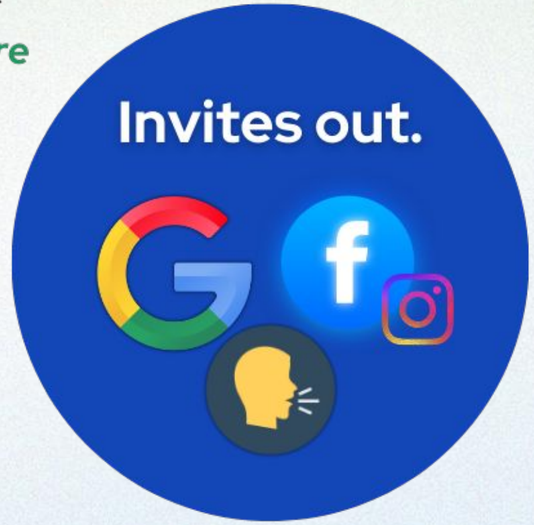
🙌🤯🎉

CHURCH VISITOR SOFTWARE™

Invites Out, Visitors In, Connected Fast

The Visitor Growth Engine

Powered by Church Fuel Visitors Software

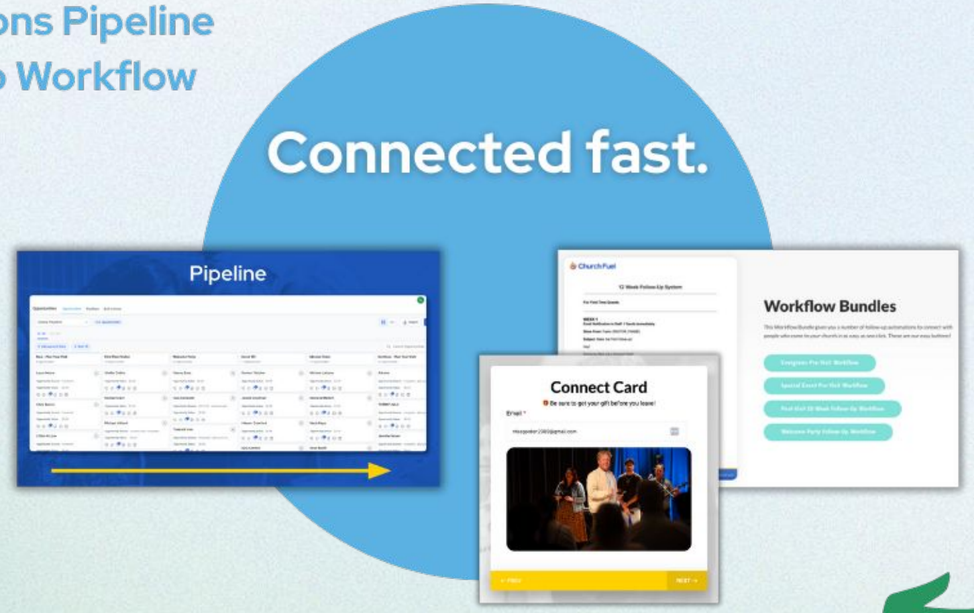


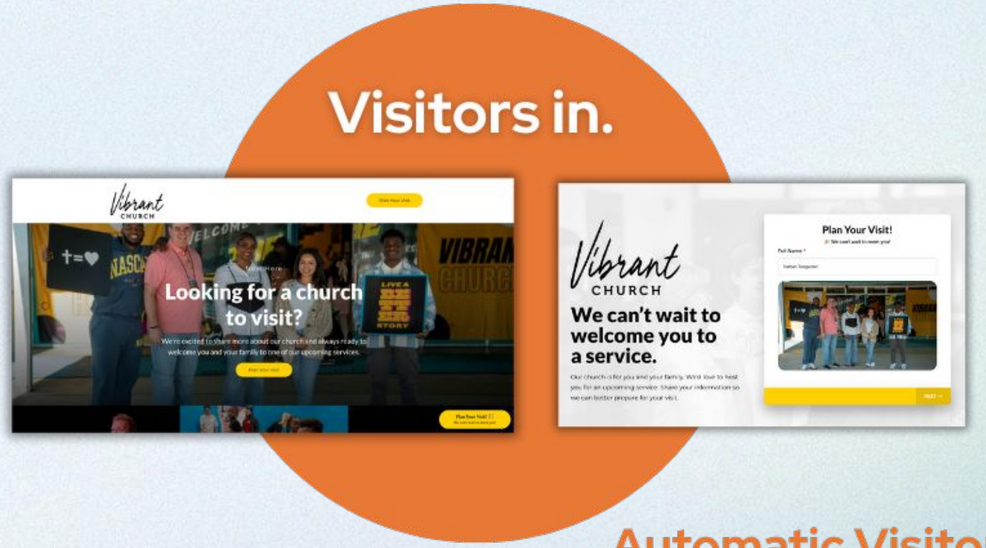
Automatic Invites System:

- Google Ads
- Meta Ads: *Facebook & Instagram*
- Congregation Invites

Automatic Connections System:

- Super Host Strategy
- Connections Pipeline
- Follow-Up Workflow



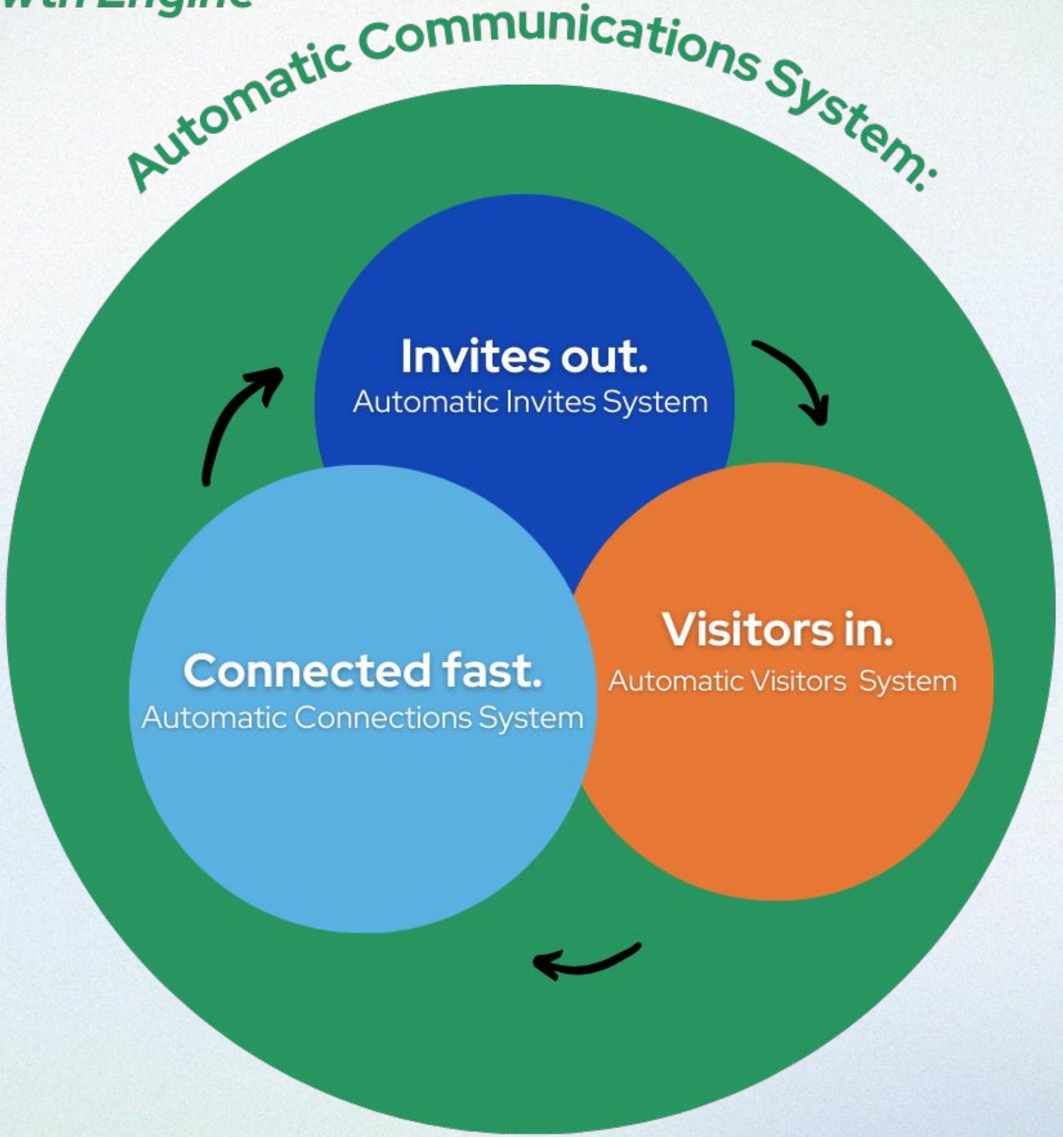


Automatic Visitors System:

- Contact Forms
- Plan Your Visit Pipeline
- Pre-visit Workflow

Church Fuel Visitor Software

Powers your Visitor Growth Engine



- Text
- Email
- Phone call
- Voice Messages
- Digital Phone Calls
- Social Integrations
- Dashboards and Reporting
- Domain Optimization
- Professional Email Integration
- Database Integrations
- Communications workflows + automations built for you

RULES OF VISITOR GROWTH 🌽

1. Want more visitors?
Get out more invites!

RULES OF VISITOR GROWTH 🌽

2. Prioritize reaching the next generation!

RULES OF VISITOR GROWTH 🌽

3. Your contact list should always be growing.

RULES OF VISITOR GROWTH 🌽

4. Connect fast, but have a long-term view of the relationship.

RULES OF VISITOR GROWTH 🌽

5. Do the boring things consistently for years.

RULES OF VISITOR GROWTH 

6. Visitors don’t show up by accident.

RULES OF VISITOR GROWTH 🌽

7. Start with your Visitor “GPS”

YOUR VISITOR PLAN

Let’s start with your GPS!

Goal
Plan
System

📊 WORKSHOP POLL

YOUR FEEDBACK

Does your church currently have a visitor goal, visitor plan, visitor system?

1. We have none of those.
2. We have a visitor goal.
3. We have a visitor goal and plan.
4. We have all three of those!



🎯 GOAL

Pick one and put your answer in your workbook.

Option A: One visiting family a Sunday.

Option B: One family planning their visit every single day.



PLAN

Put your answer in your workbook.

My recommendation: We're going to get out invites daily through our Congregation, Facebook, and Google.



SYSTEM

Put your answer in your workbook.

<u>My recommendation</u>: We'll use the Church Fuel System to get **invites out, visitors in,** and **connect them fast** powered by the Church Visitor Software.

VISITOR GROWTH ENGINE

YOU NEED SYSTEMS

1. **Automatic Invite System**
2. **Automatic Visitor System**
3. **Automatic Connection System**
4. **Automatic Communications System**

VISITOR GPS

You need all 4!

1. Visitor Goal
2. Visitor Plan
3. Visitor System(s)
4.

4. Visitor Budget

- Your Visitor GPS is the direction you are headed. 🧭
- Your Visitor Budget is the fuel you are using to get there. ⛪ ⛽

💰 BUDGET

Local Missions / Visitors

- Allocate 1% - 10% of your budget
- 10% Church Plant
- 3-5% Normal Sized Church
- Start by adding 1% every year

4. Visitor Budget

- $10,000/year for Option A
- $30,000/year for Option B

If your church were a missions project, would it be worth investing in?

CONSIDER THIS

If you think reaching people is expensive, try not reaching people for a decade.

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MONTH-BY-MONTH VISITOR PLAN

JANUARY

MONTHLY ADS
- *Google Ads*
  - Sermons
  - Bible Reading Plans
  - Church Near Me
  - School / Preschool
- *Facebook Ads*
  - Plan Your Visit

CHURCH FUEL RESOURCES
- Annual Visitors Calendar
- Two Page Plan / Pastors Planner
- Connections System



SEASONAL PAIN POINT
2026 full visitors plan

FEBRUARY

MONTHLY ADS
- *Google Ads*
  - Black History Month
  - Lent
    Groups
  - Marriage Conferences
- *Facebook Ads*
  - Plan Your Visit

CHURCH FUEL RESOURCES
- *Visitors System*
  - Visitors course / Invites course
- *Connections System*
  - PYV / Pipeline / Connect Card



SEASONAL PAIN POINT
New Year + Easter Visitors

MARCH

MONTHLY ADS
- *Google Ads*
  - Events
  - Egg Hunt
  - Holy Week
  - Women's Ministry
- *Facebook Ads*
  - Plan Your Visit
  - Easter

CHURCH FUEL RESOURCES
- *Volunteers System*
  - Volunteer Fuel - recruit
- Easter Kit



SEASONAL PAIN POINT
Easter Visitors

APRIL

MONTHLY ADS
- *Google Ads*
  - Services
  - Good Friday
  - Service Leagues
  - MOPS
- *Facebook Ads*
  - Events: Easter

CHURCH FUEL RESOURCES
- *Connections System*
  - Guest Follow Up / Welcome Party
- Mother's Day Kit
- *Post event sermon kit*
  - The Fight



SEASONAL PAIN POINT
Easter Visitors

MAY

MONTHLY ADS
- *Google Ads*
  - Mother's Day
  - Kids
  - Memorial Day
  - Venue Rental
- *Facebook Ads*
  - Events: Mother's Day

CHURCH FUEL RESOURCES
- *Connections System*
  - Discipleship / New Believer's – Journey
- Mother's Day Kit



SEASONAL PAIN POINT
Mother's Day Visitors

JUNE

MONTHLY ADS
- *Google Ads*
  - Father's Day
    Food Pantry
  - Summer Day Camp
  - Vacation Bible School
- *Facebook Ads*
  - Prayer Ads

CHURCH FUEL RESOURCES
- Prayer SW System
- Father's Day Kit
- Beat the Summer Slump Playbook



SEASONAL PAIN POINT
Summer Invite Plan

JULY

MONTHLY ADS
- *Google Ads*
  - July 4th
  - Summer Events
  - Senior Citizens Ministry
  - Backpack Giveaway
- *Facebook Ads*
  - Plan Your Visit
  - Prayer Ads

CHURCH FUEL RESOURCES
- *Volunteer System*
  - Volunteer Pipeline
- *Leadership System*
  - Two Page Plan / Breaking 200



SEASONAL PAIN POINT
Summer Invite Plan

AUGUST

MONTHLY ADS
- *Google Ads*
  - Movie Night
  - Back-to- School
  - Christian Schools
  - 75 Quotes to Live By
- *Facebook Ads*
  - Plan Your Visit

CHURCH FUEL RESOURCES
- Back to School Playbook
- Grow Cohorts



SEASONAL PAIN POINT
Fall Outreach Visitors

SEPTEMBER

MONTHLY ADS
- *Google Ads*
  - Plan Your Visit
  - Coffee Shop
  - Bible Reading Plan
  - Game Night
- *Facebook Ads*
  - Plan Your Visit

CHURCH FUEL RESOURCES
- *Visitors System*
  - Visitors course/Invites course
- *Connections System*
  - PYV/Pipeline/Connect Card
- 101 Outreach Ideas



SEASONAL PAIN POINT
Fall Outreach Visitors

OCTOBER

MONTHLY ADS
- *Google Ads*
  - Fall Outreach
  - Fall Events
  - Prayer
  - Kids
- *Facebook Ads*
  - Plan Your Visit
  - Events: Fall Outreach

CHURCH FUEL RESOURCES
- *Leadership System*
  - Leadership pipeline/course
- CandyPalooza Kit
- Fall Festival Playbook



SEASONAL PAIN POINT
Fall Outreach Visitors

NOVEMBER

MONTHLY ADS
- *Google Ads*
  - Food Pantry
  - Jesus
  - Grief Share
  - Advent
- *Facebook Ads*
  - Prayer Ads

CHURCH FUEL RESOURCES
- Prayer SW System
- *Connections System*
  - Guest Follow-up / Welcome Party
- Christmas Kit
- Advent Kit



SEASONAL PAIN POINT
Christmas Visitors

DECEMBER

MONTHLY ADS
- *Google Ads*
  - Services
  - Events
  - Family Activities
  - Bible Reading Plan
- *Facebook Ads*
  - Events: Christmas

CHURCH FUEL RESOURCES
- Advent & Christmas Kits
- 2027 Visitor Plan
- *Leadership System*
  - Leadership Blueprint / Annual leadership calendar
- *New Year's Sermon Kit*
  - New Begining / Run To Win / The Big Win



SEASONAL PAIN POINT
Christmas Visitors +
2027 Visitors Plan

MONTH-BY-MONTH PLAN

AUTOMATIC INVITE SYSTEM

1. Google
2. Facebook
3. Congregation

Want the workshop notes and replay?
Text “Watching” to 417-788-6783



✅ ALWAYS BE INVITING

GOOGLE FOR NONPROFITS

We've helped over 1,000 Church Fuel Member Churches get into this program.

- Google Ad Grant (Up to $10,000/month)
- Google Workspace (Up to $1,000/month)
- Reach people who are searching with a system that is always inviting paid for by Google.



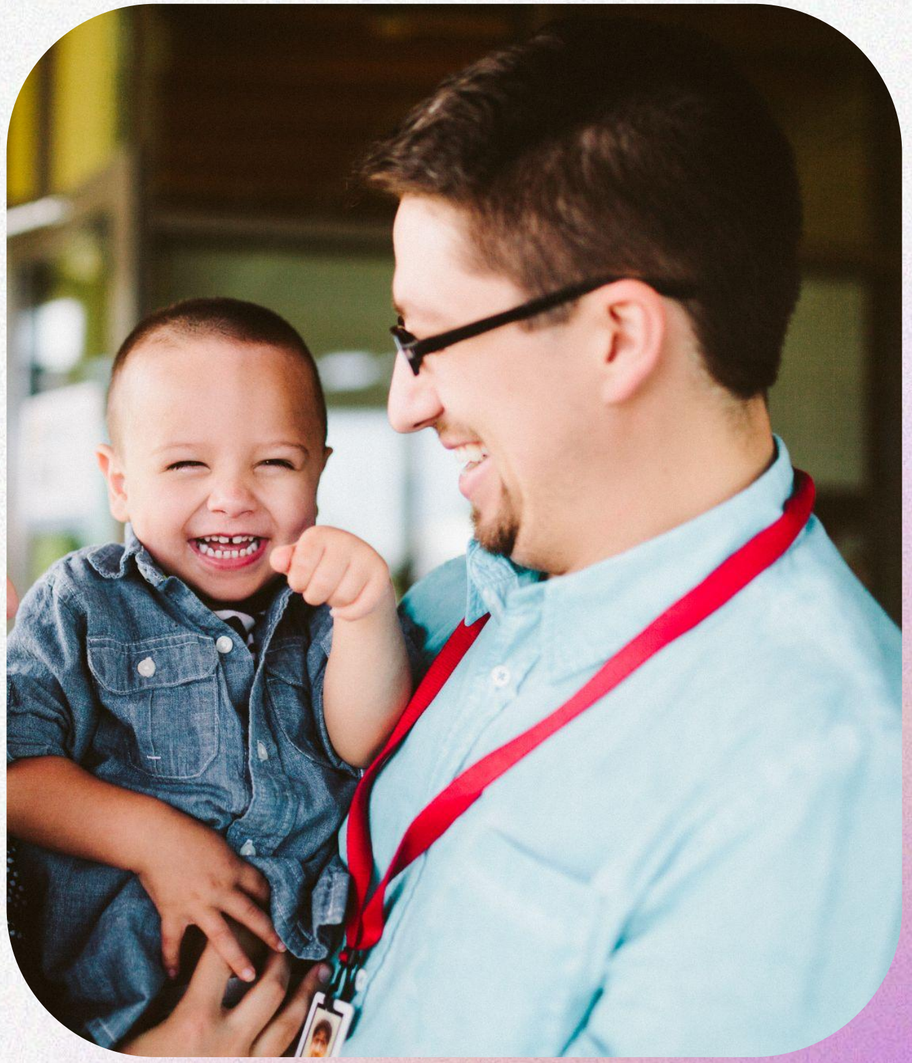
📊 WORKSHOP POLL

YOUR FEEDBACK

Is your church currently utilizing the Google Ad Grant?

Vote in the Poll:

1. No, but here to learn
2. Yes, but not effectively
3. Yes, working great
4. Yes, we hire this out



Search Invites

People near you are searching.
Do you want to invite them?



Church

“Church near me”

1.2 million Google searches **every month** in the United States for the phrase “church near me”

Hope

Church Searches

7.5 million Google searches **every month** 🇺🇸 for a variety of terms related to local churches.

Help

Church Ministries

People near your church are looking for the help you provide through your ministries.

Events

Reach Young Families

Families are always looking for fun, safe events near them and your church can show up and invite them!

BUT WHAT'S THE
CATCH?

YOU NEED...

- To be a good fit
- To have a long-term perspective
- To put in some work
- To know someone who is tech savvy

GOOGLE AD GRANT

This program is currently our favorite way to make sure your church is always inviting especially when you don't have enough time, budget, or team.

👊

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What does it look like to build these campaigns?

SUMMIT PARK CHURCH

TRADITIONAL SEARCH ADS

All Maps Images News Videos Forums Shopping More Tools

Sponsored

Summit Park Church
https://www.summitparkchurch.com



Summit Park Church

Church Open Near You Now — Looking for a **church** near your area? You're invited to **Summit Park Church**! Click here. Want a **church** where you'll belong? There's a place for you here at **Summit Park Church**.

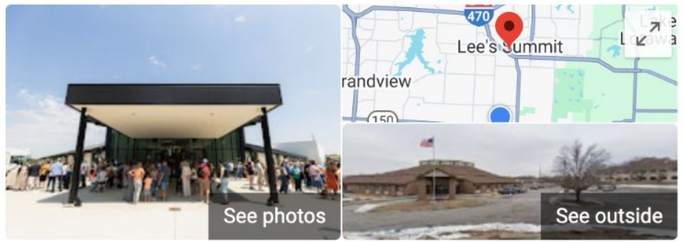
Our Team
Meet The Pastor Learn More About Us Today

Sermons
Watch Sermons From Summit Park Test Drive A Sermon Today

Events
Learn About Our Upcoming Events Find Events Near You

About Us
Learn More About Us Get To Know Us

Beliefs
Our Beliefs Learn More Today



Summit Park Church

4.9 ★★★★★ 299 Google reviews

Church in Lee's Summit, Missouri

Website Directions Save Share Call

Address: 425 SW Oldham Pkwy, Lee's Summit, MO 64081

Hours: Closed · Opens 8 AM Sun

Phone: (816) 343-4438

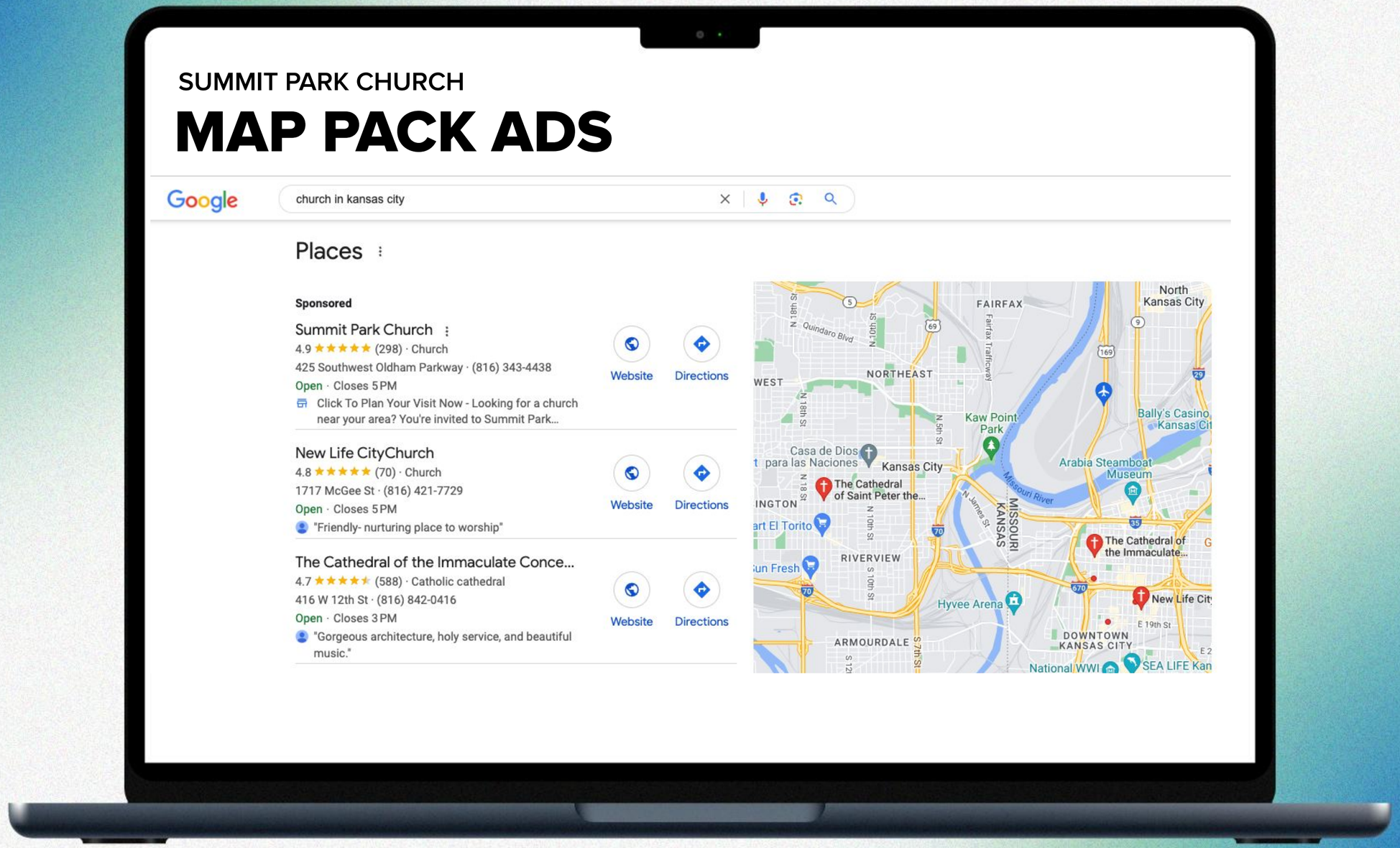
Suggest an edit · Own this business?

Popular times

What does it look like to build these campaigns?

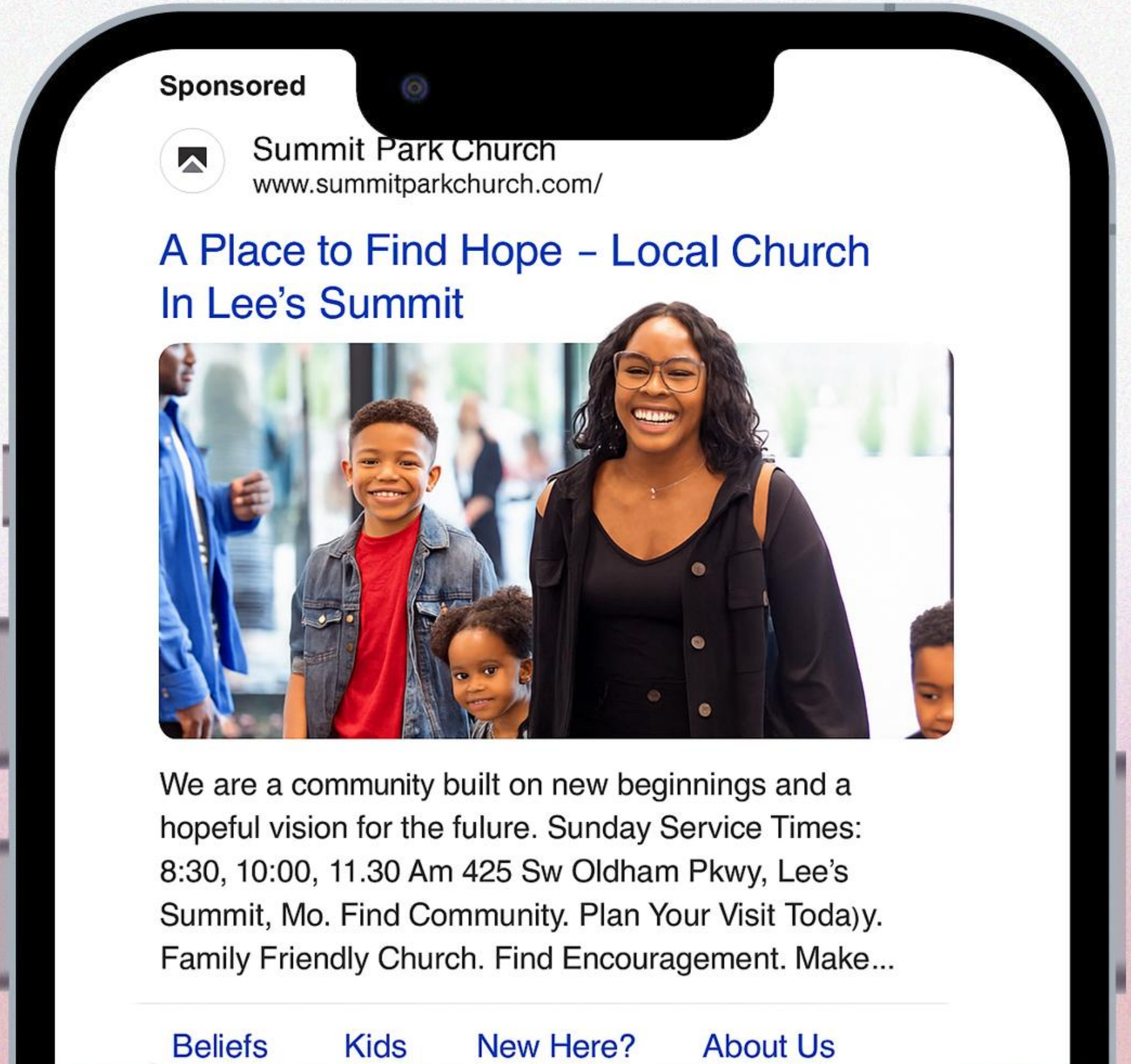
SUMMIT PARK CHURCH

MAP PACK ADS

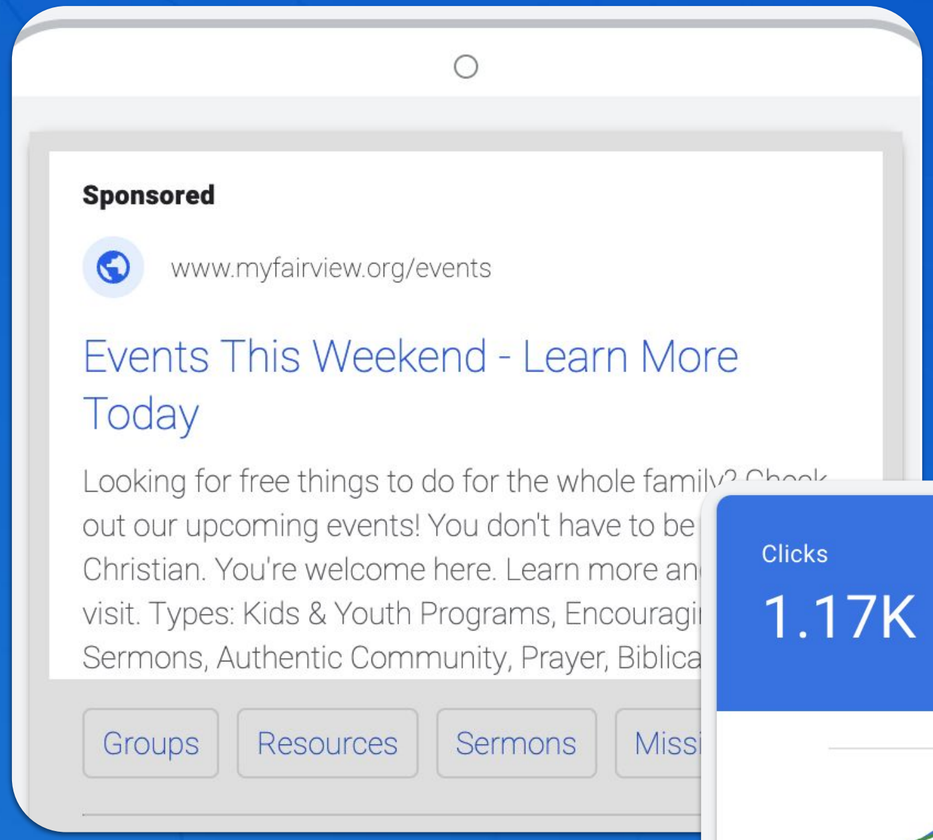


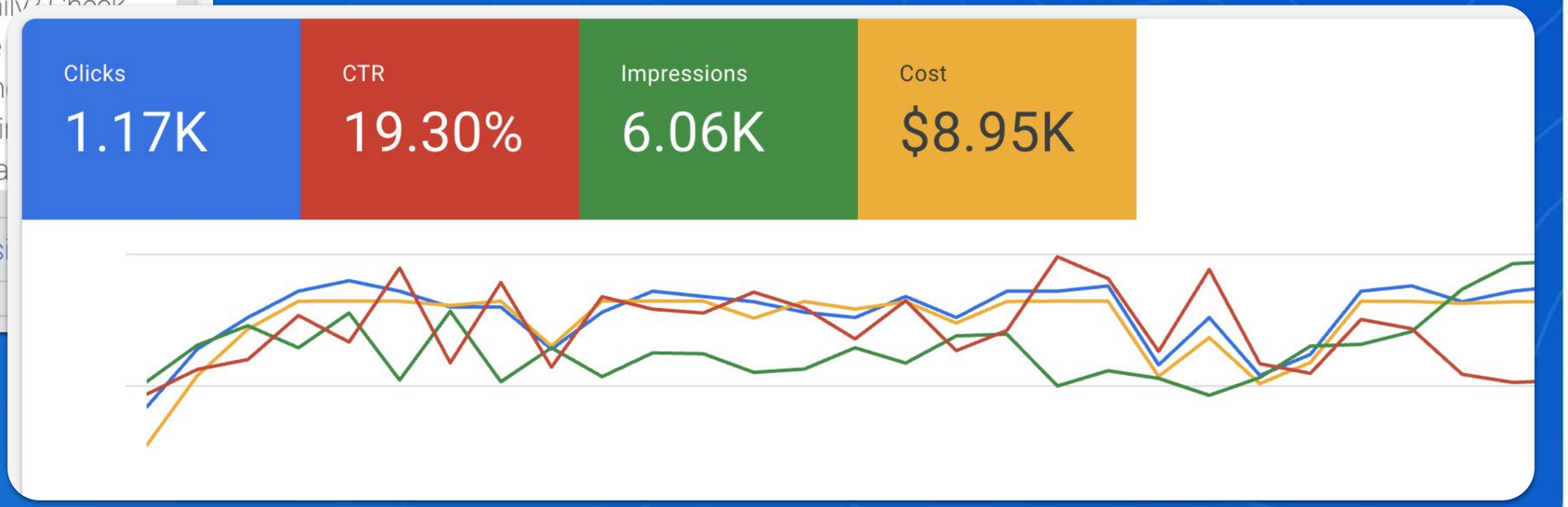
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Performance Max Example



Events



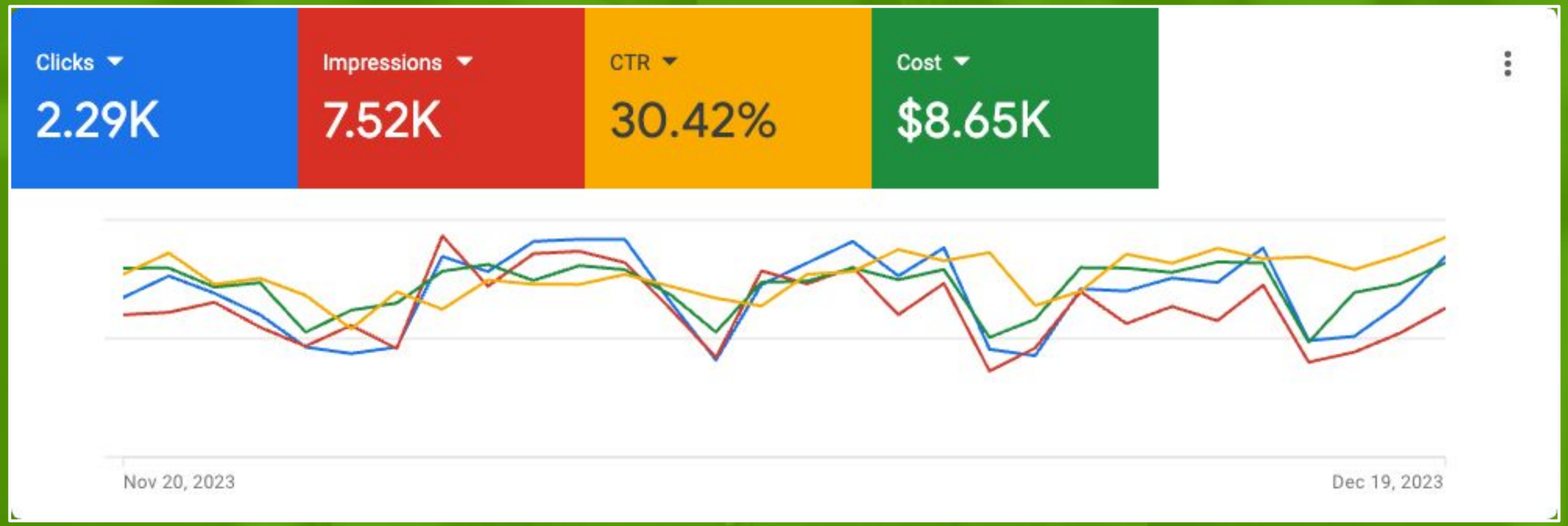


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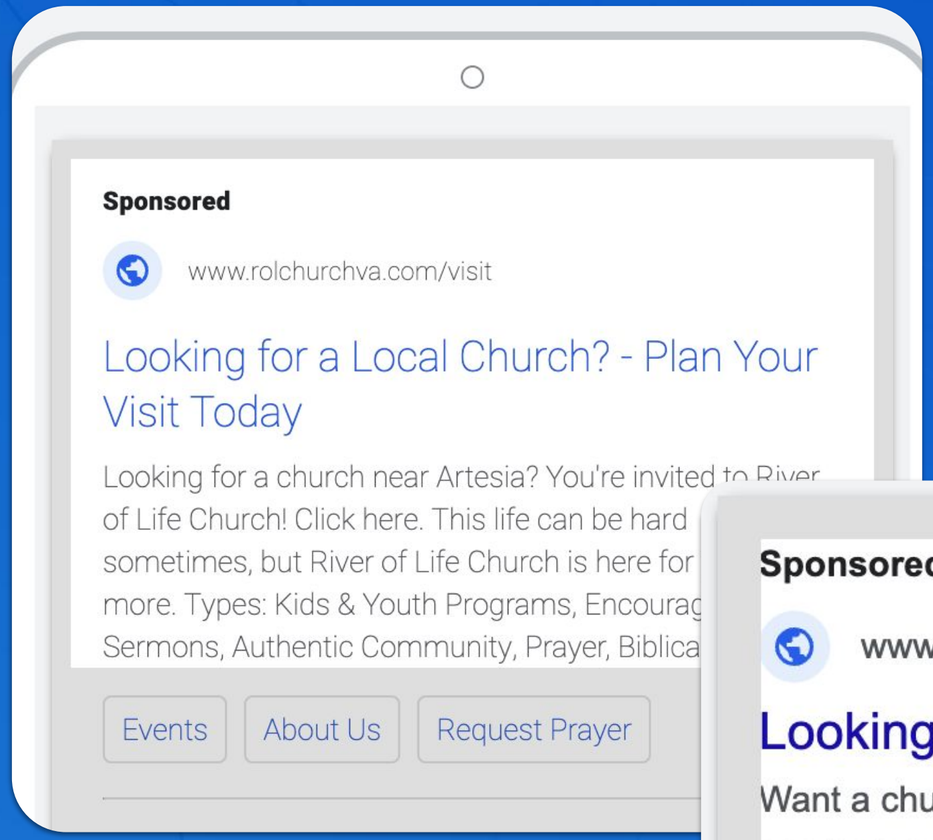
Evergreen Google Ads

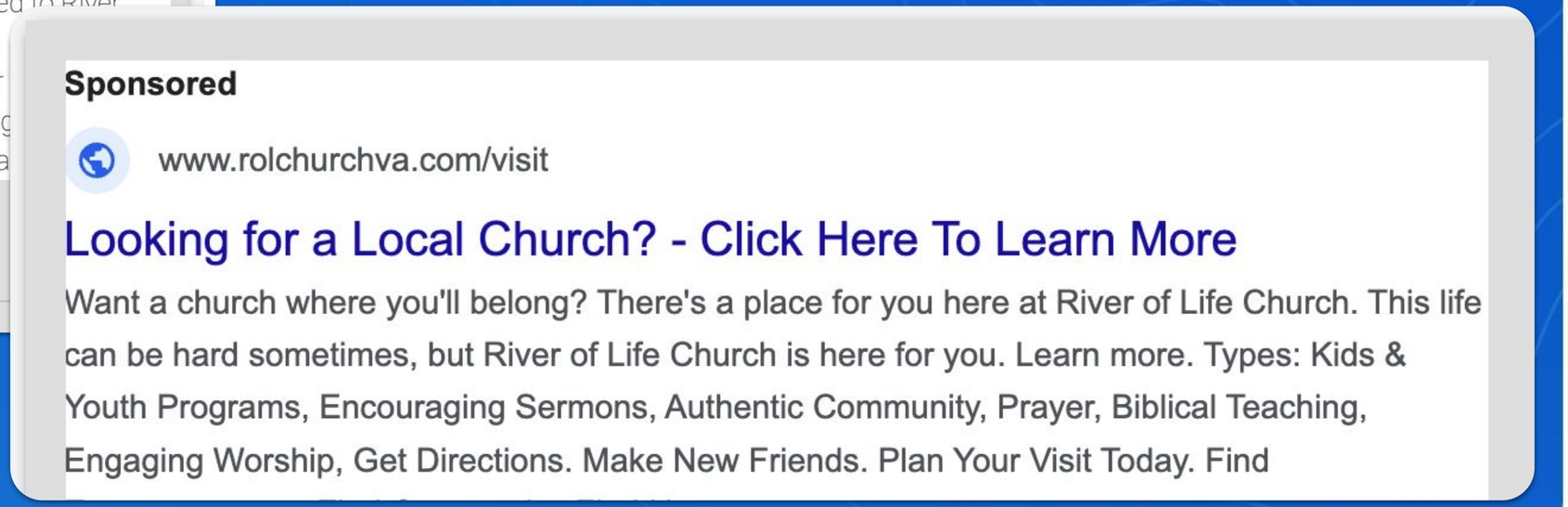
GENERATIONS CHURCH - LUBBOCK, TX

KIDS INVITE ADS



New Here/ Plan Your Visit

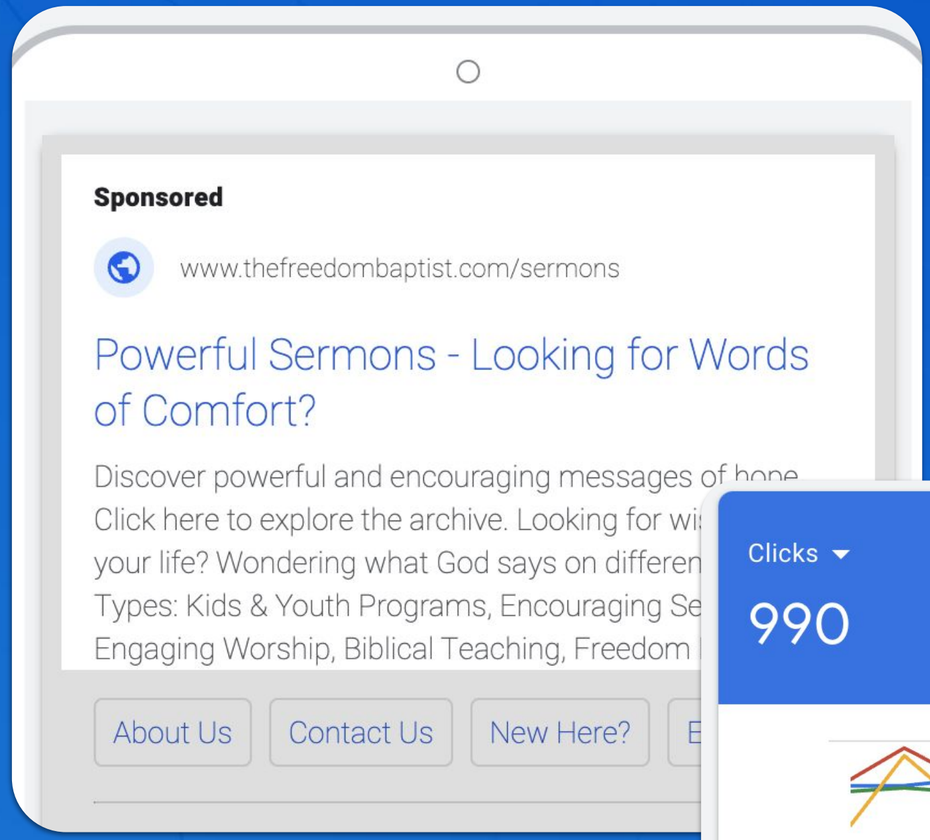


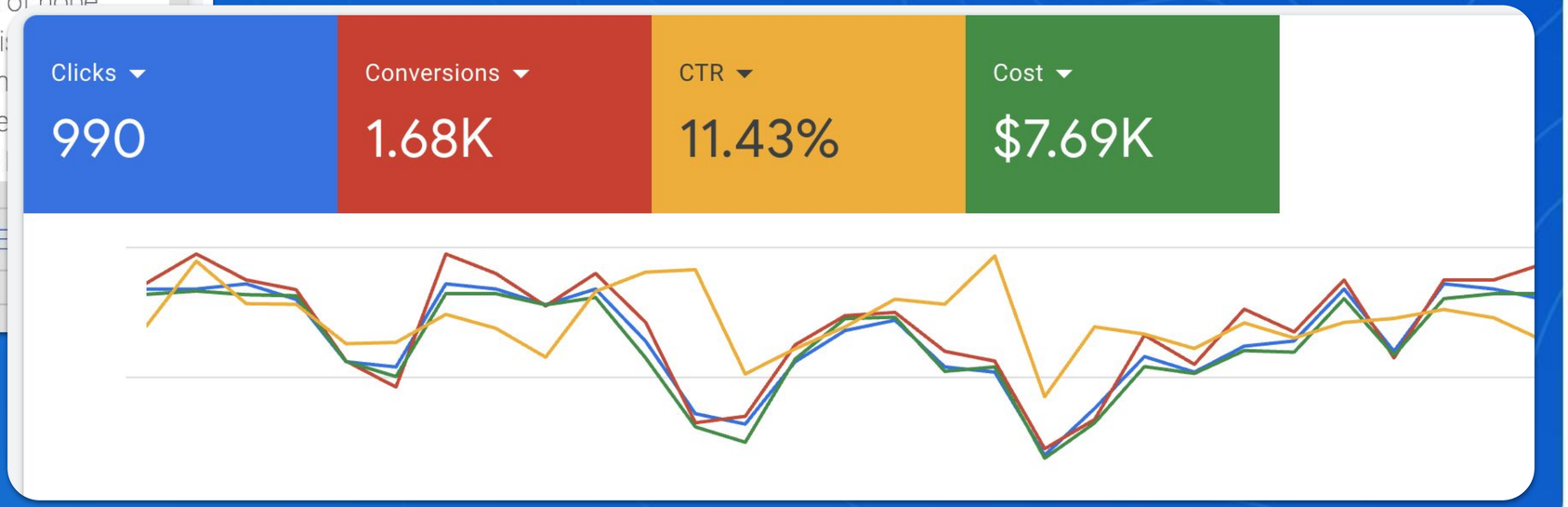


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Evergreen Google Ads

Sermons





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Evergreen Google Ads

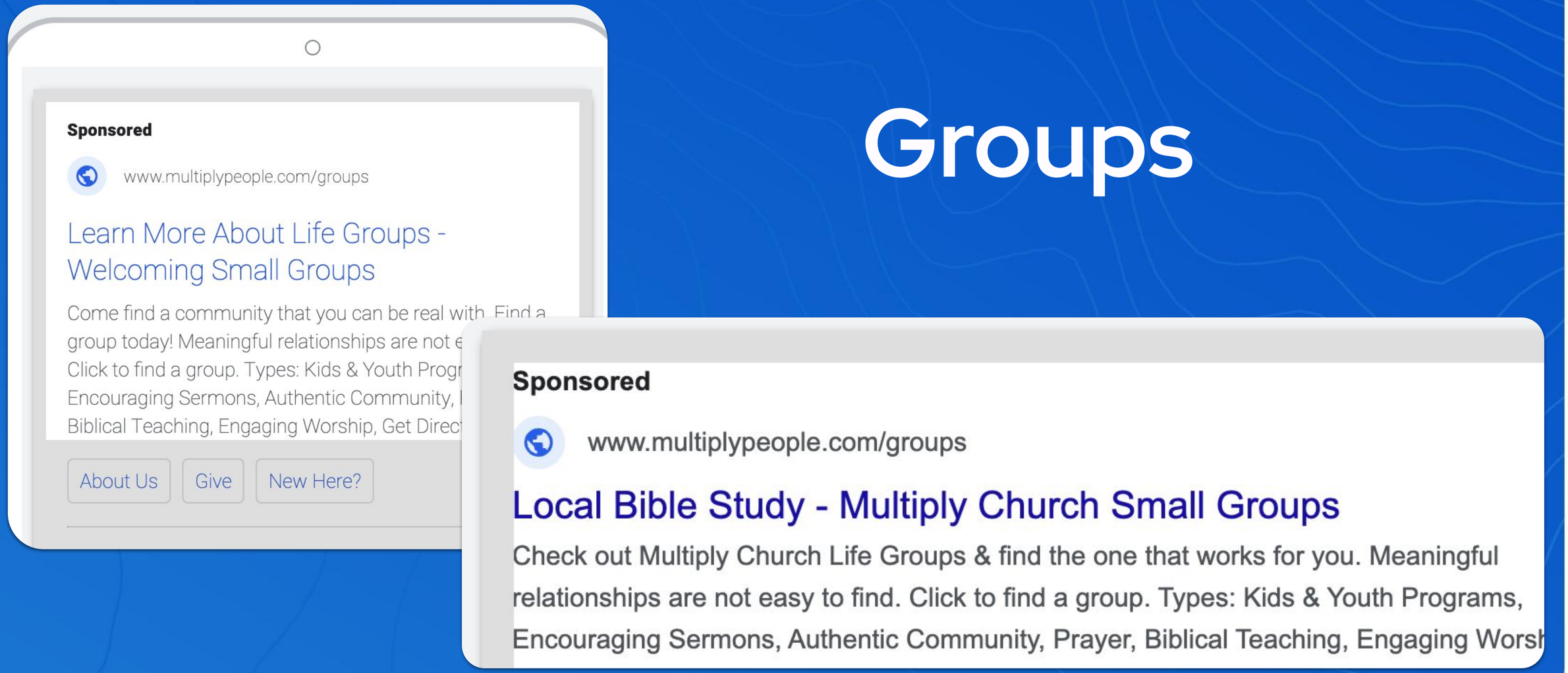
Prayer



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Evergreen Google Ads

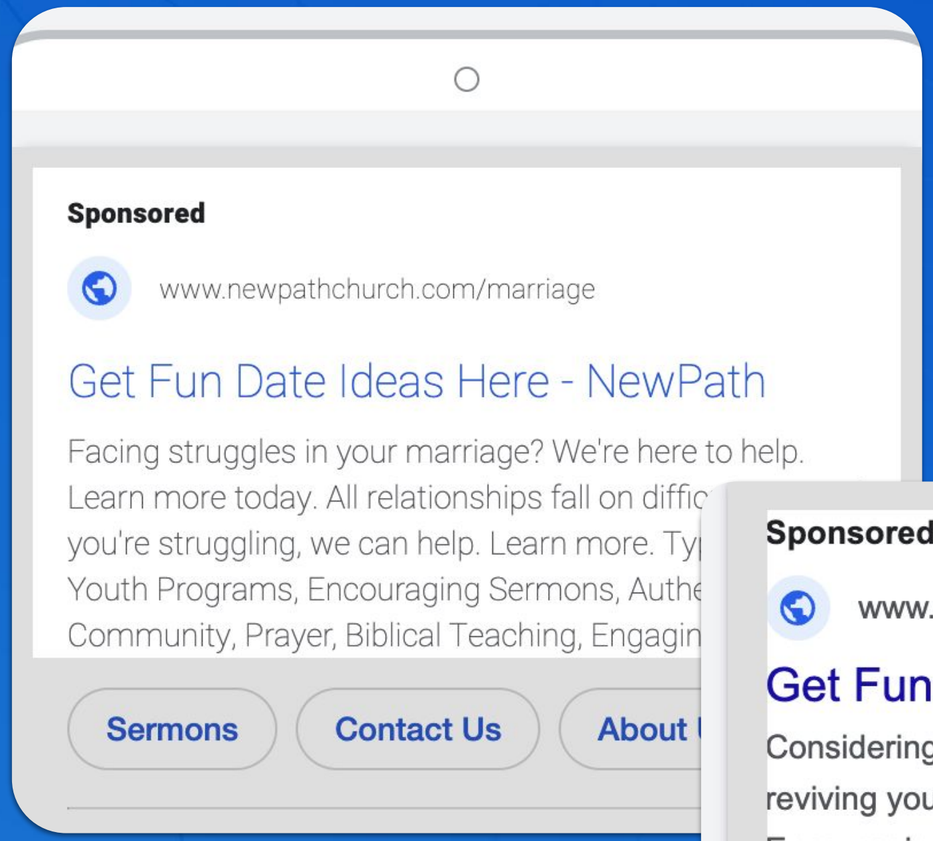
Groups

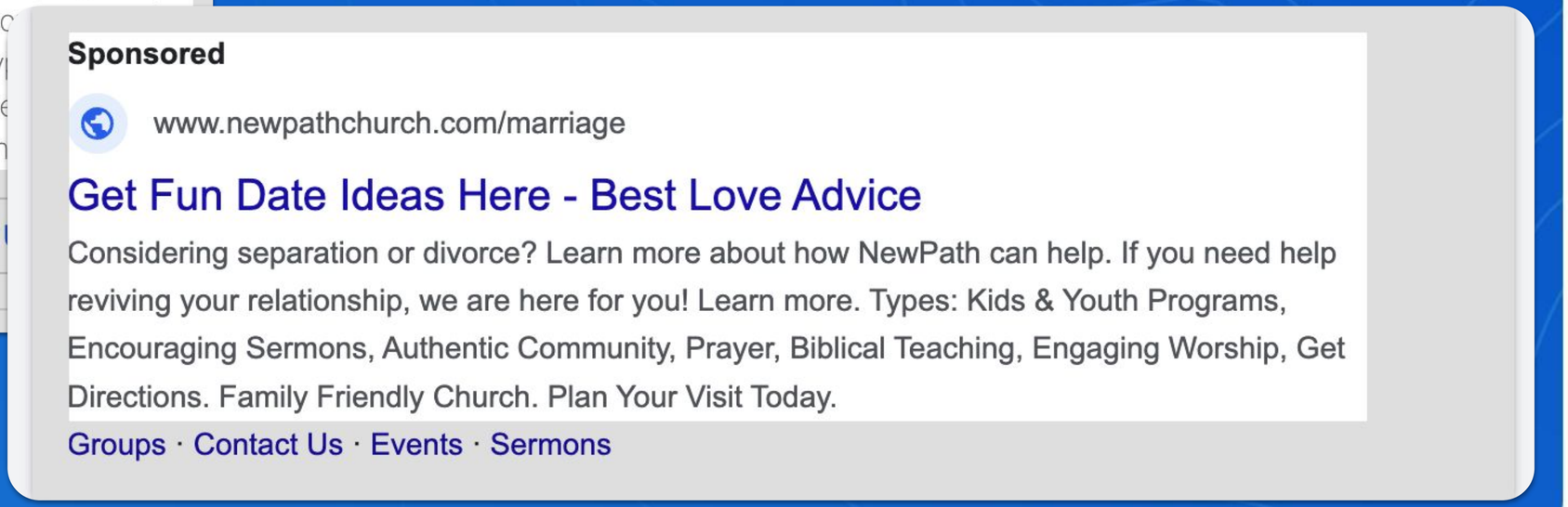


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Evergreen Google Ads

Marriage Conference

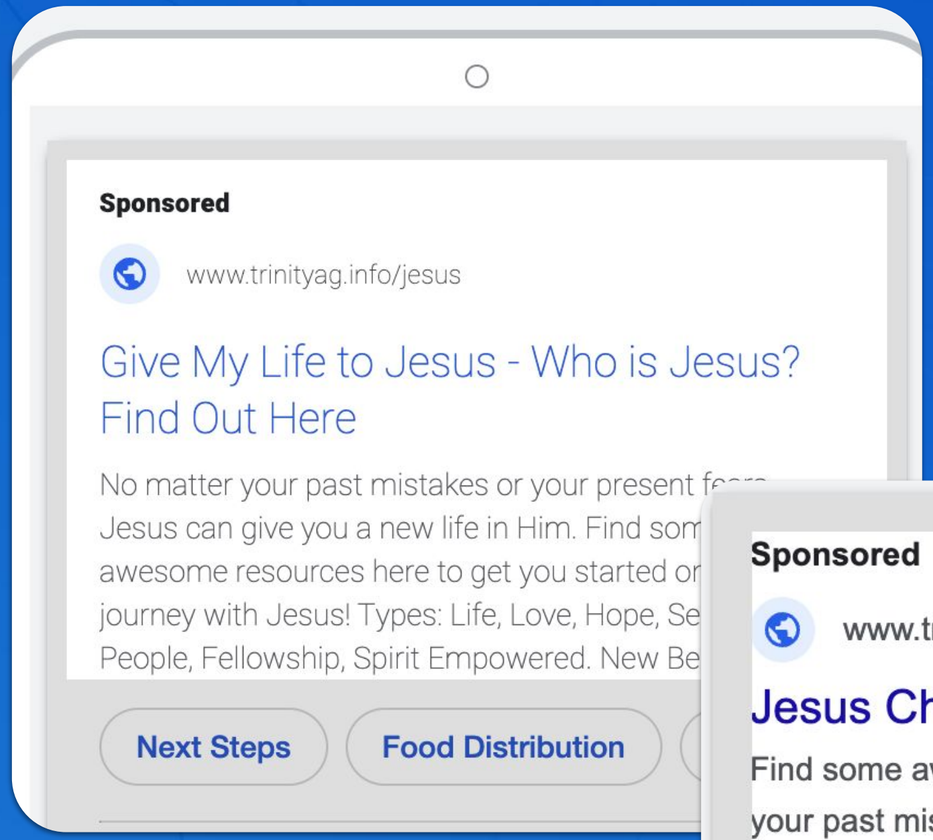


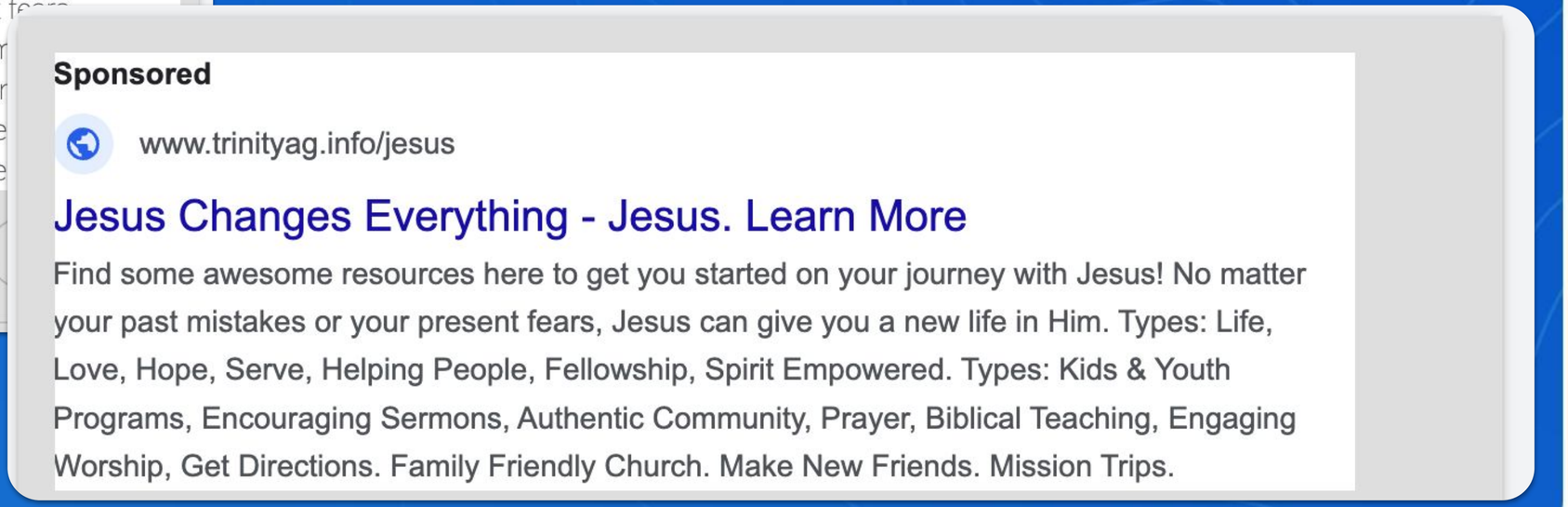


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Custom Ads

Who is Jesus?

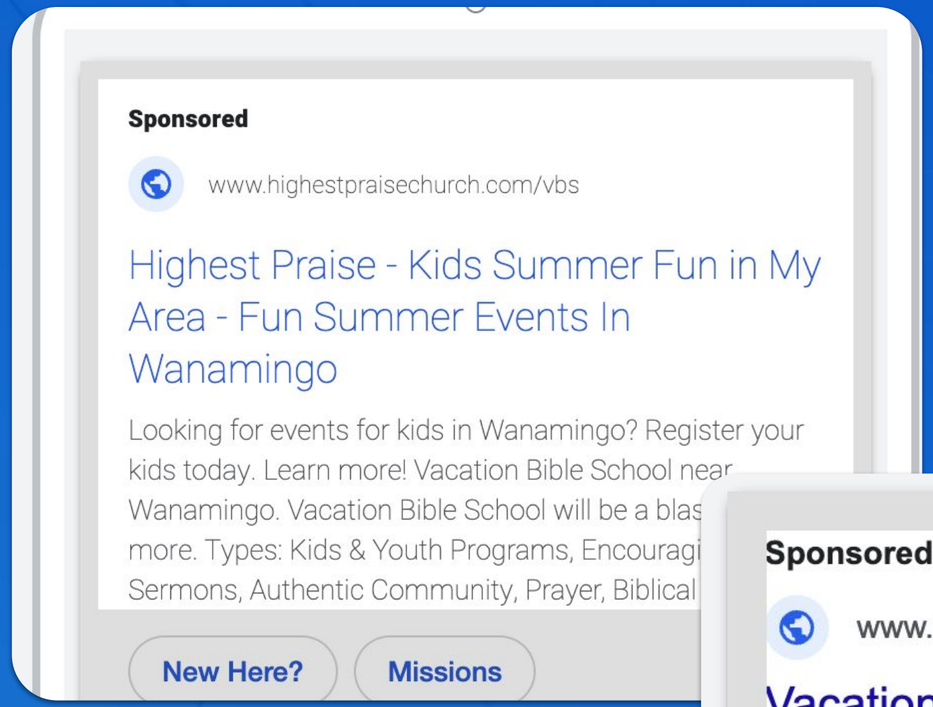


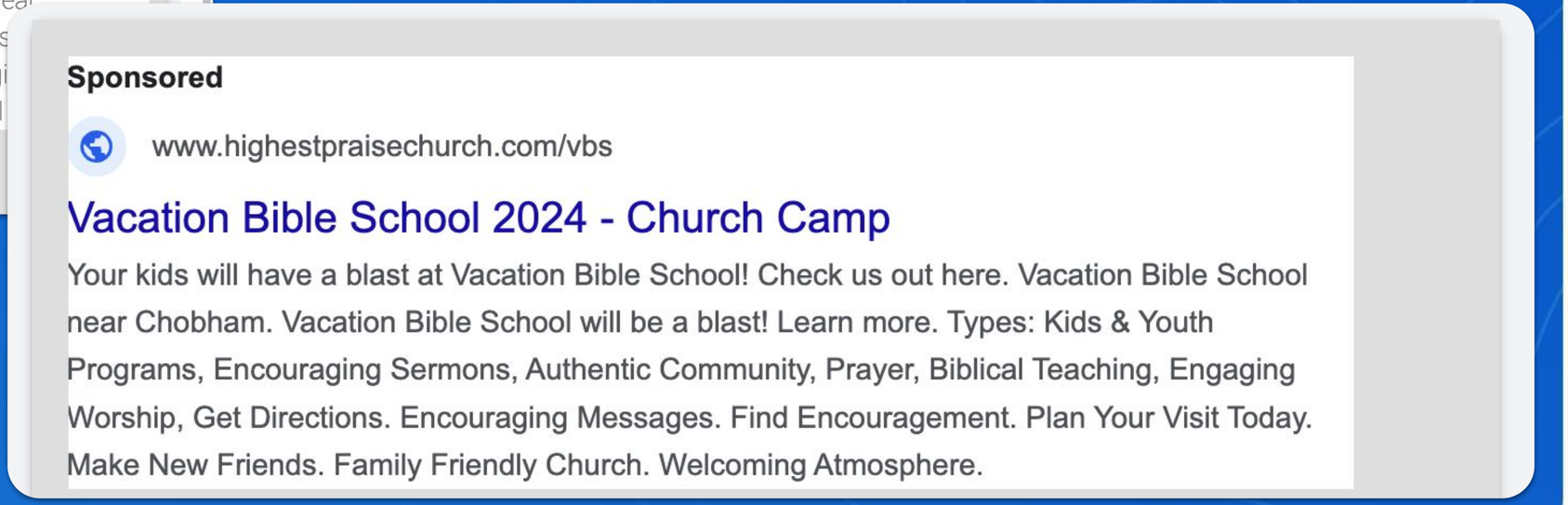


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Custom Ads

Vacation Bible School / Camp



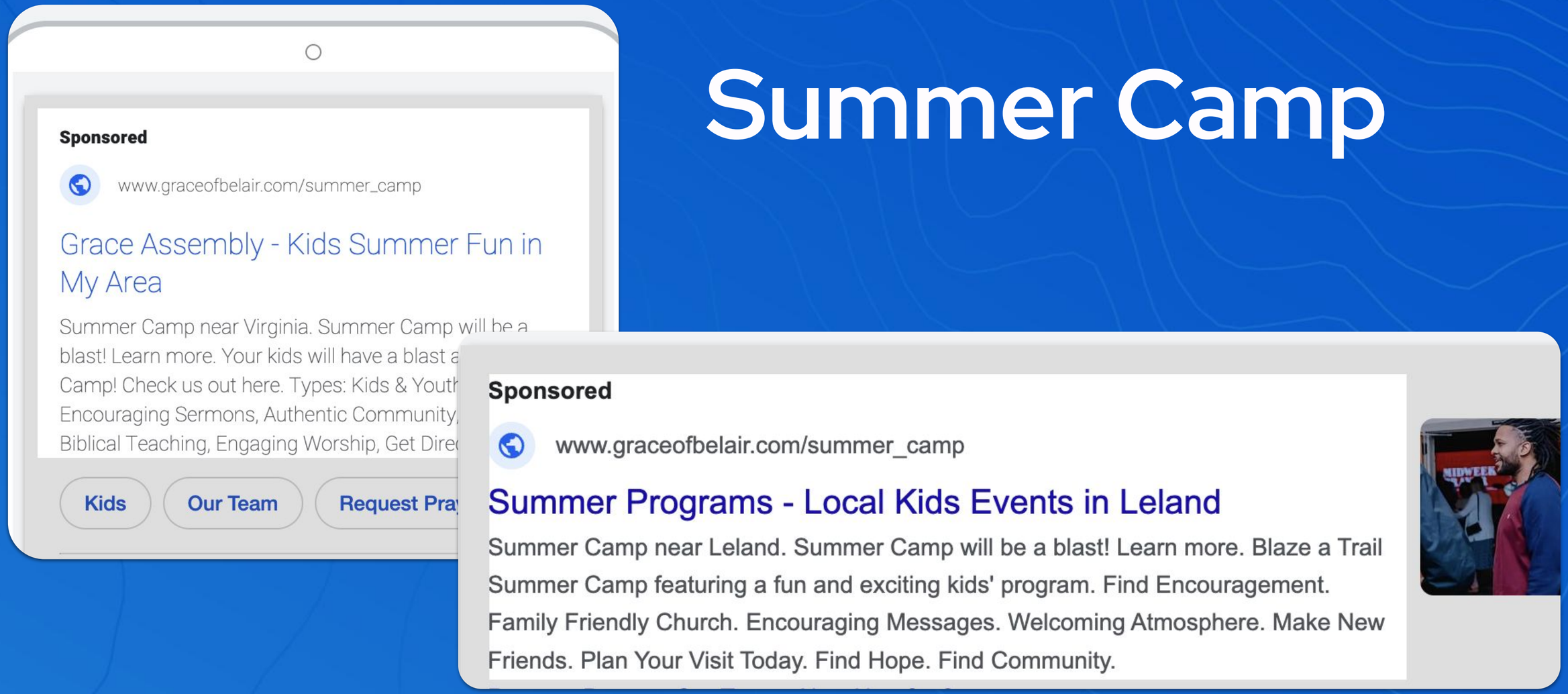


Be careful using "VBS" in your Google Ads. Abbreviations can flag Google and cause them to disable your account.

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Custom Ads

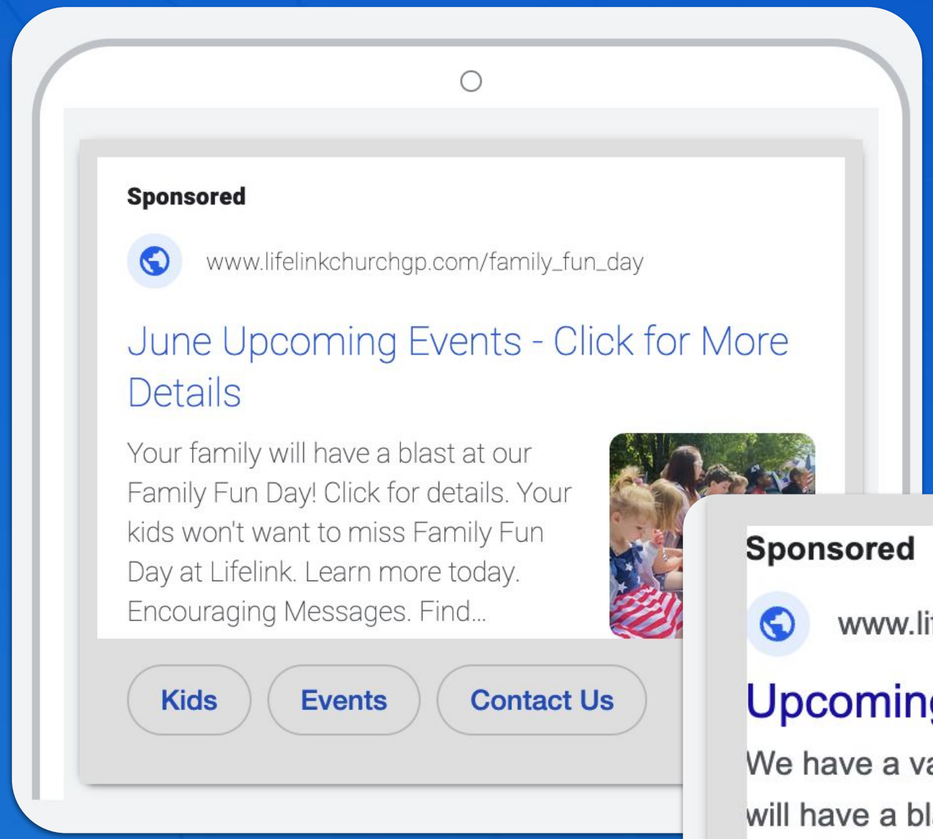
Summer Camp

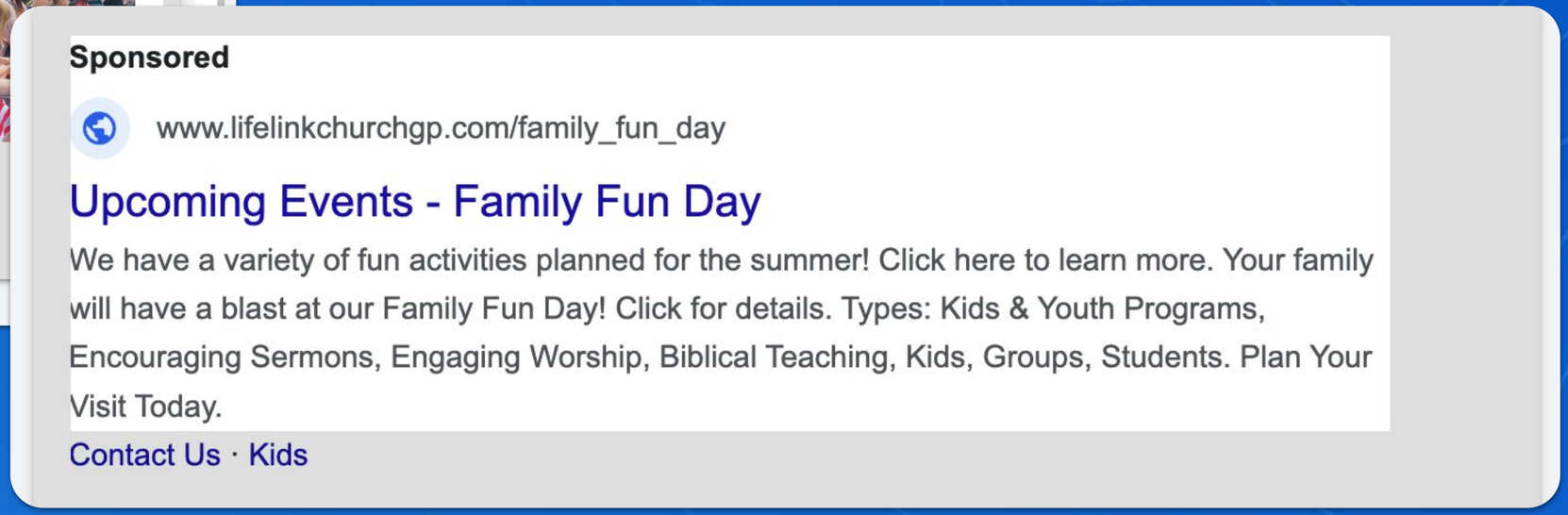


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Custom Ads

Family Fun Day

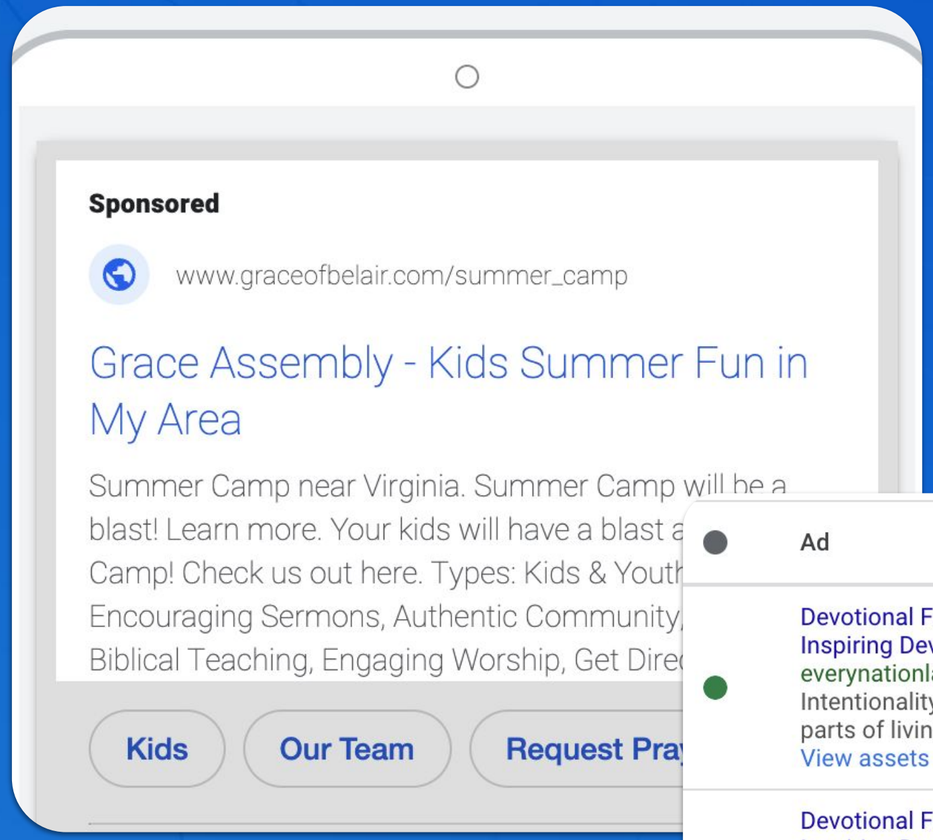




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Custom Ads

Devotionals / Reading Plans

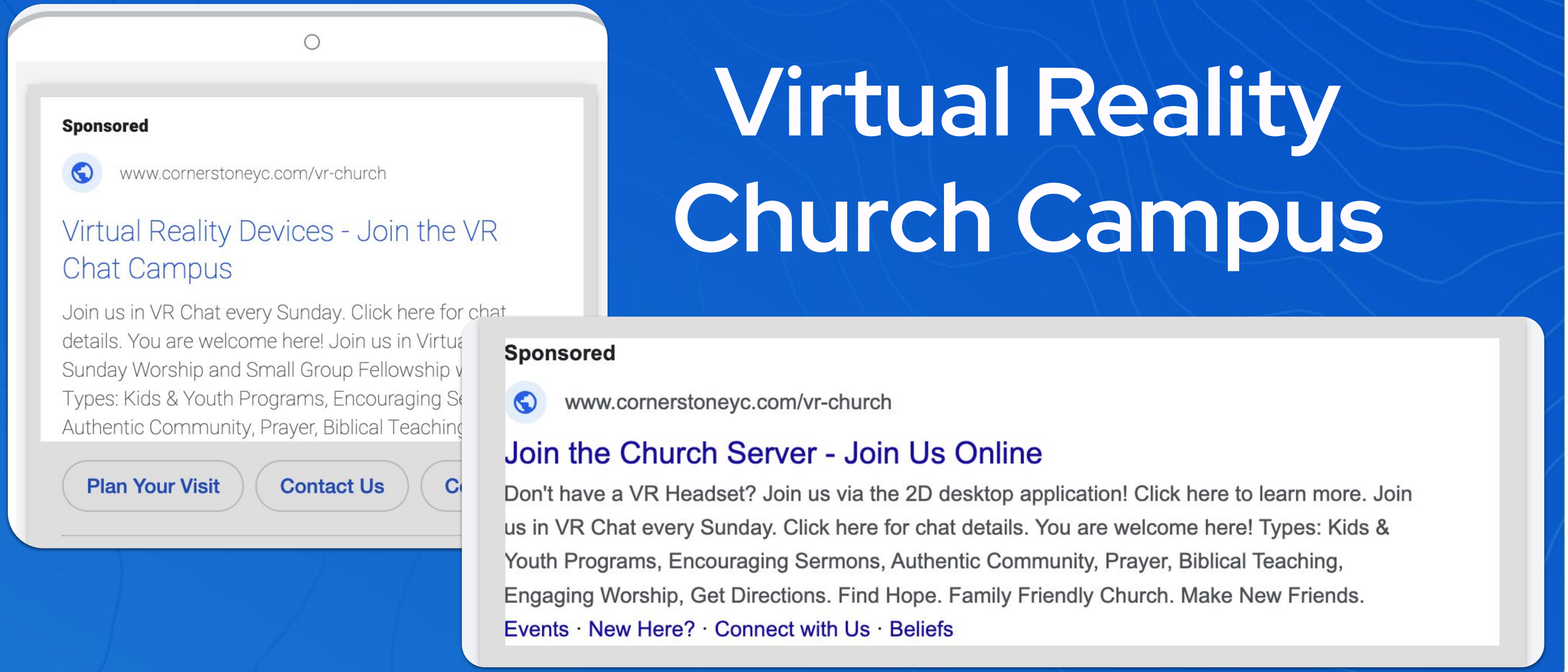


Ad	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
Devotional For Today | Daily Devotional | Inspiring Devotionals +12 more everynationlasvegas.org/reading-plan Intentionality and discipline are important parts of living a completely nourished life.... View assets details	726	4,927	14.74%	$6.14	$4,456.63
Devotional For Today | Daily Devotional | Inspiring Devotionals +12 more everynationlasvegas.org/reading-plan Whether you've just started or been reading the Word daily, this will help you grow deeper.... View assets details	713	4,890	14.58%	$6.18	$4,408.21

Church Fuel + Leaders.Church

Custom Ads

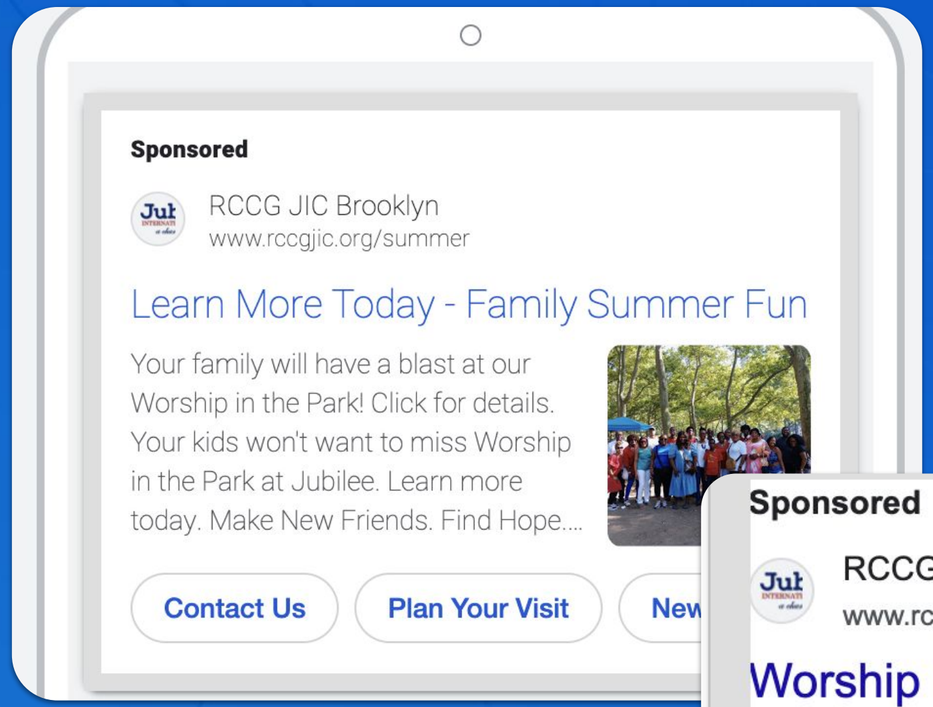
Virtual Reality Church Campus

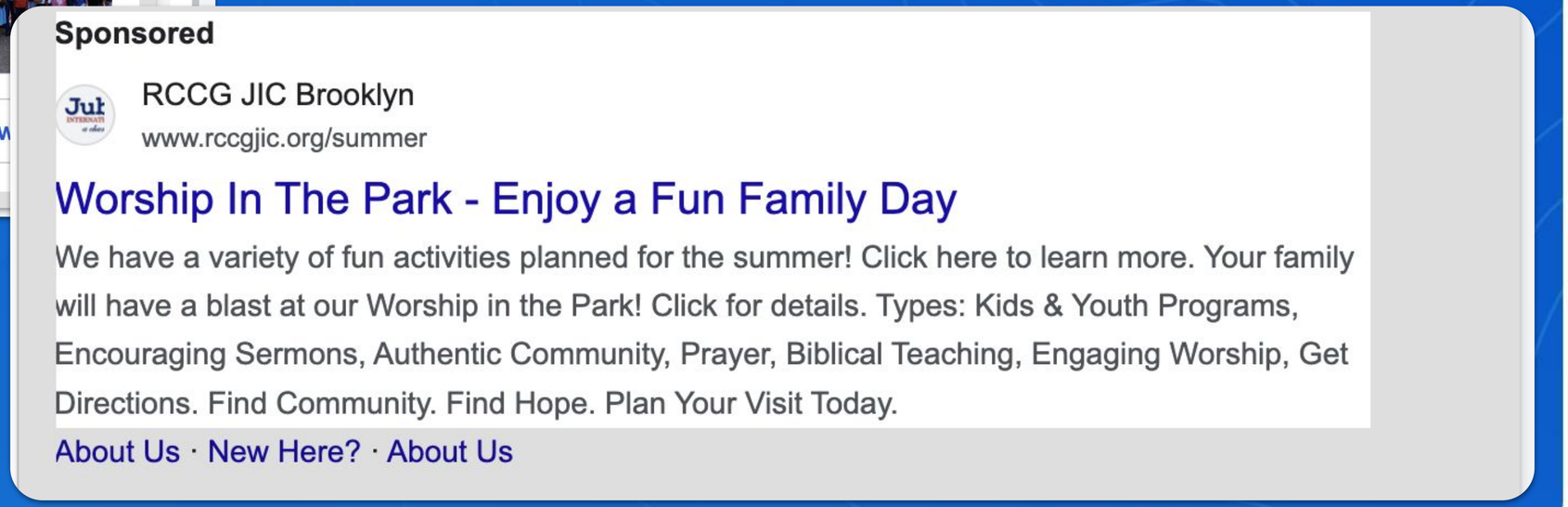


Church Fuel + Leaders.Church

Custom Ads

Worship in the Park

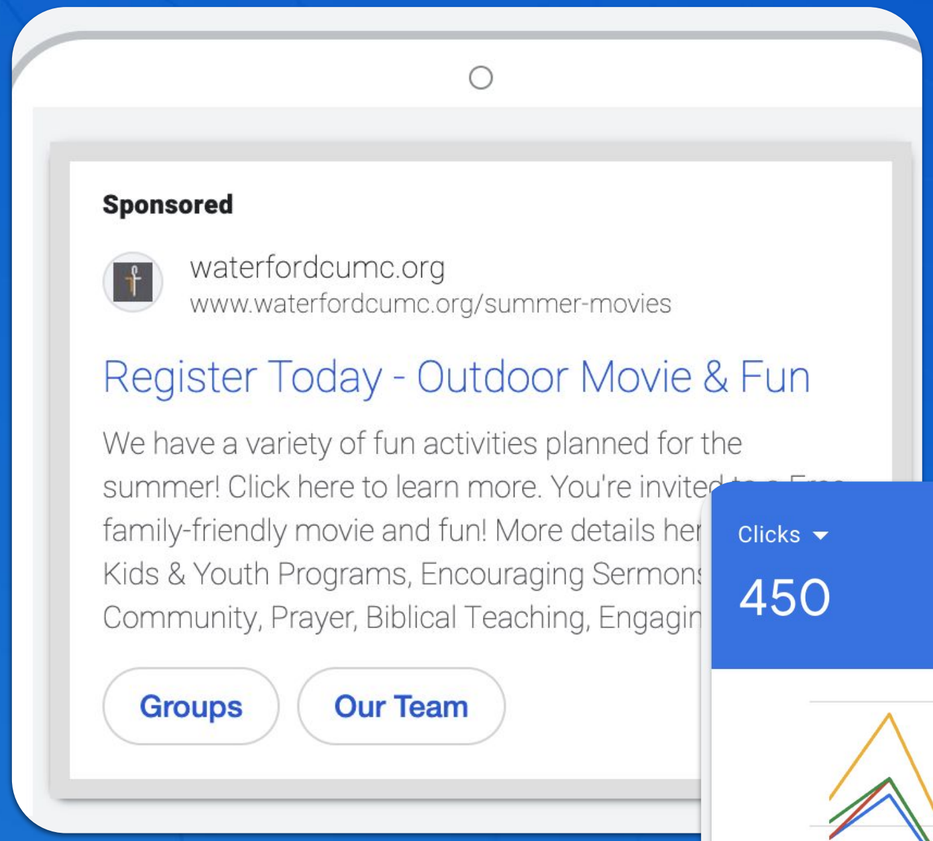


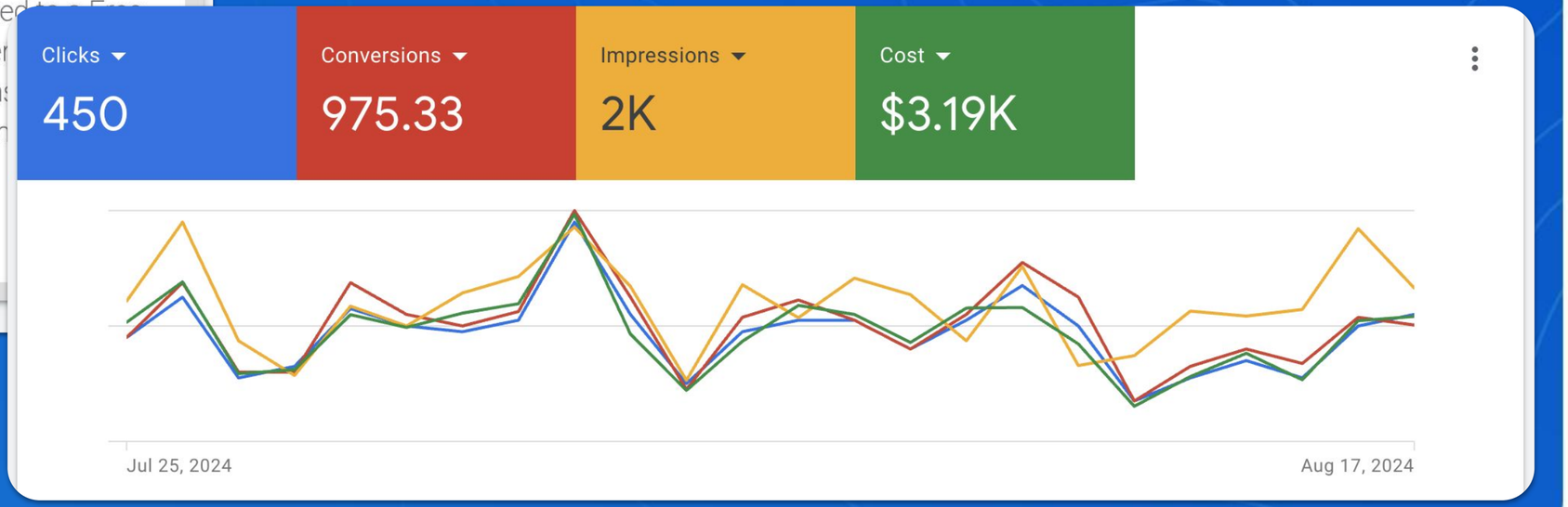


Church Fuel + Leaders.Church

Custom Ads

Summer Movie Night

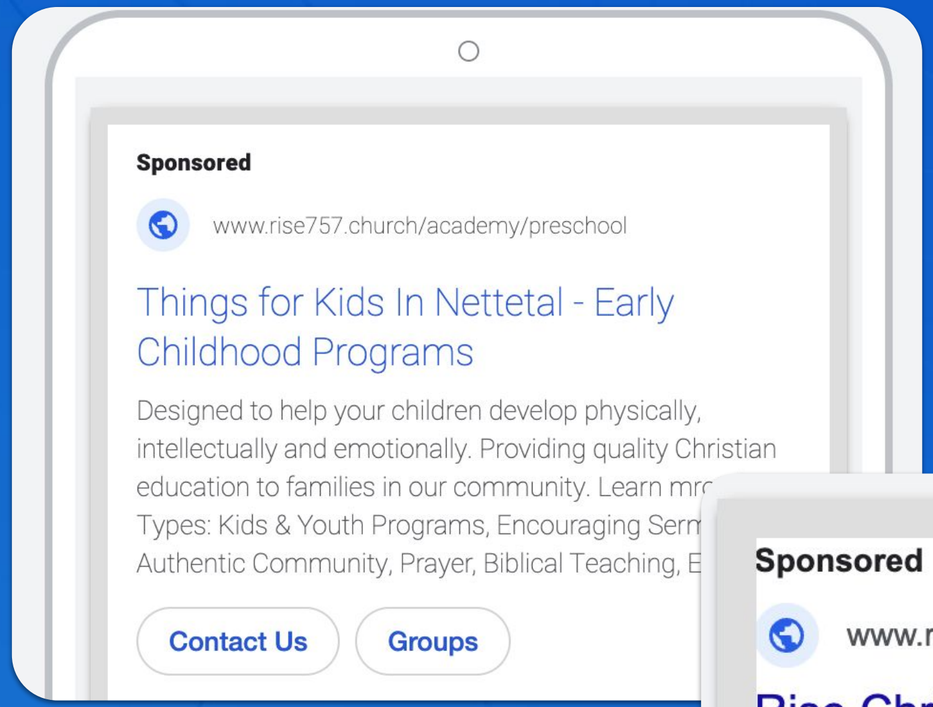


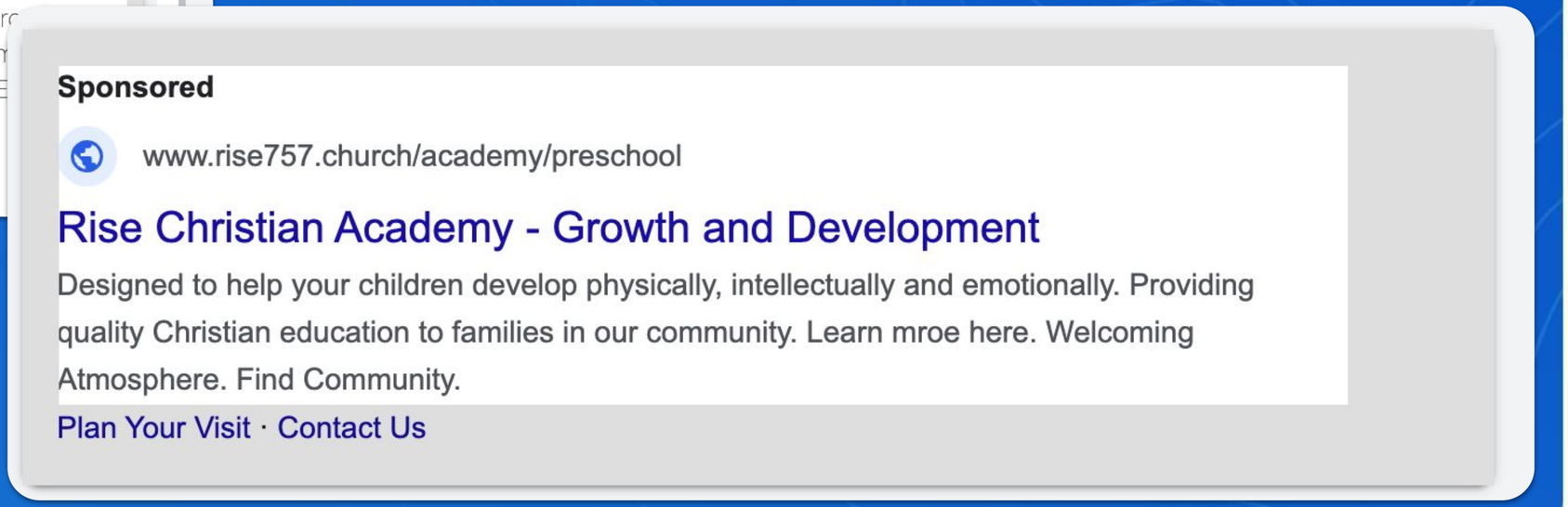


Church Fuel + Leaders.Church

Custom Ads

Preschool

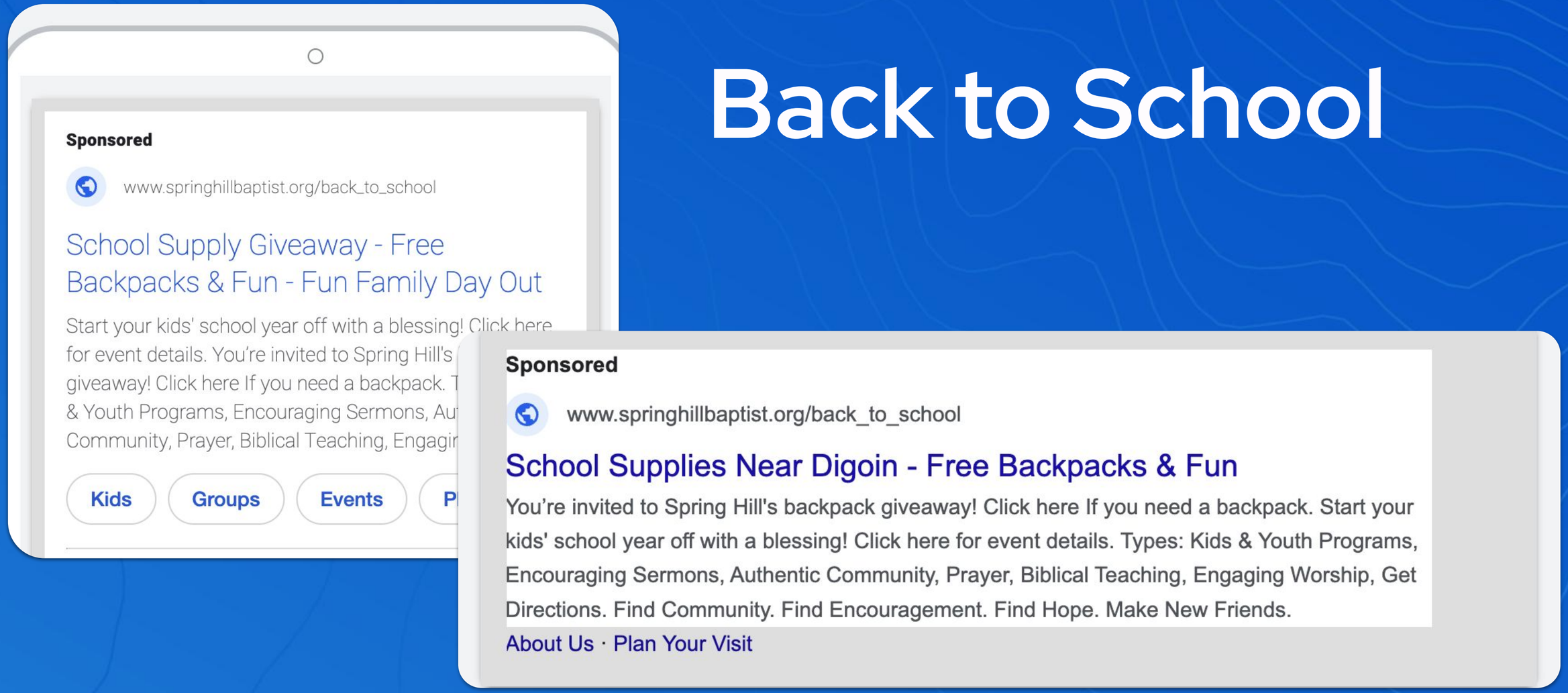




Church Fuel + Leaders.Church

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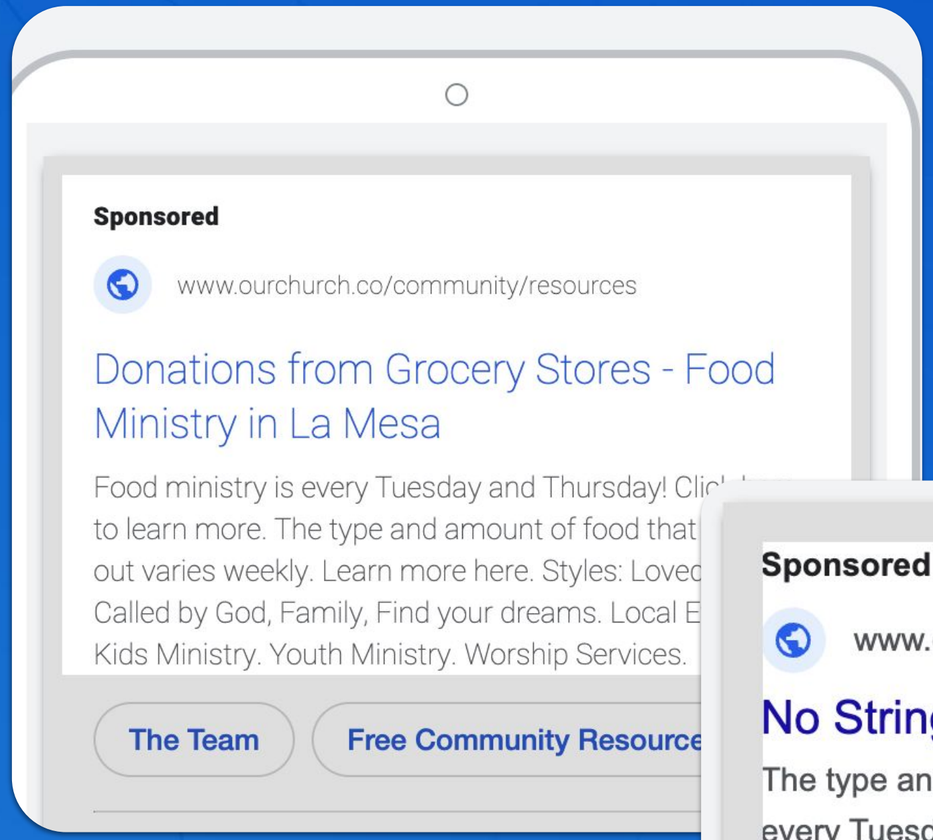
Back to School

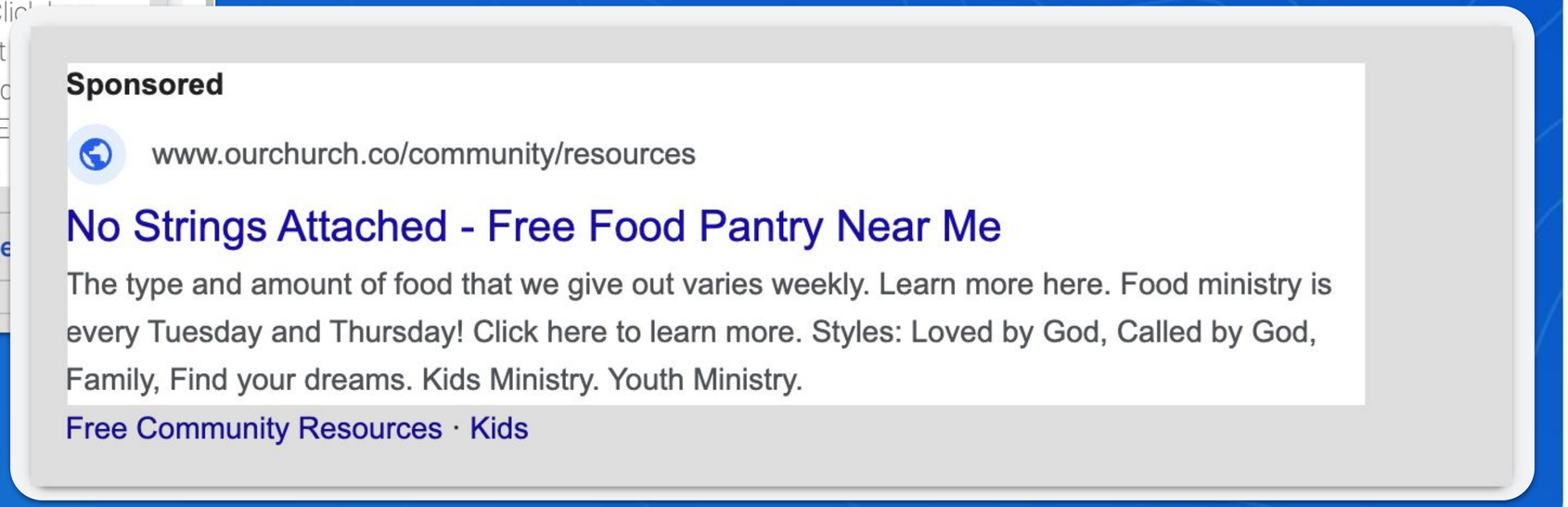


Church Fuel + Leaders.Church

Custom Ads

Community Resources

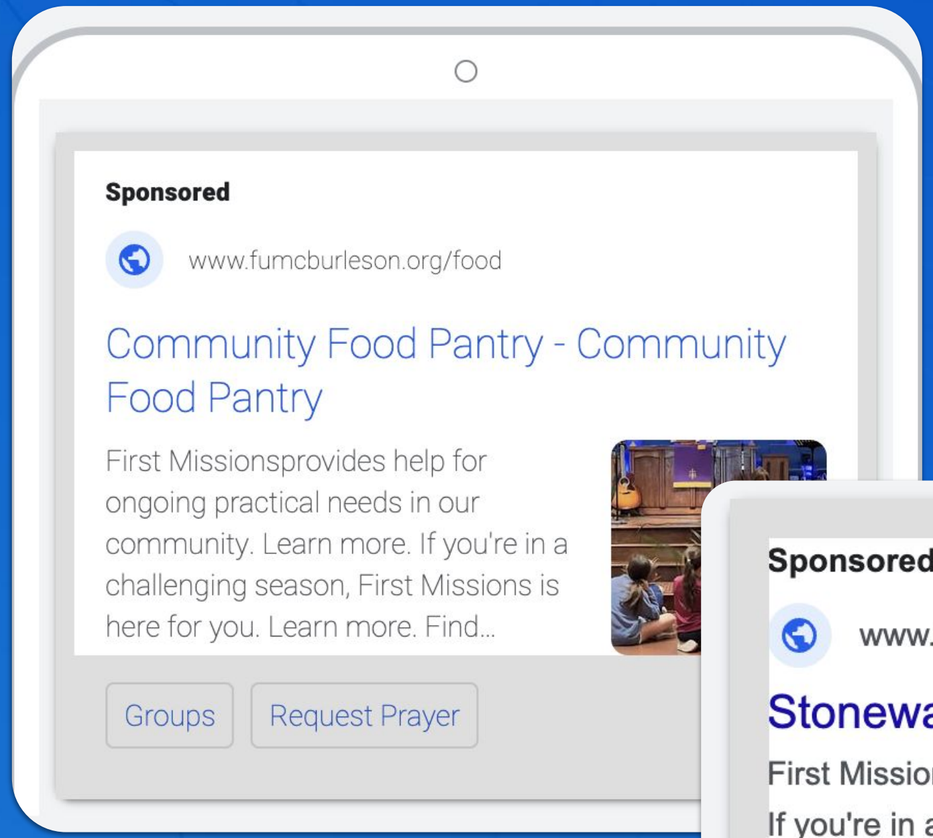


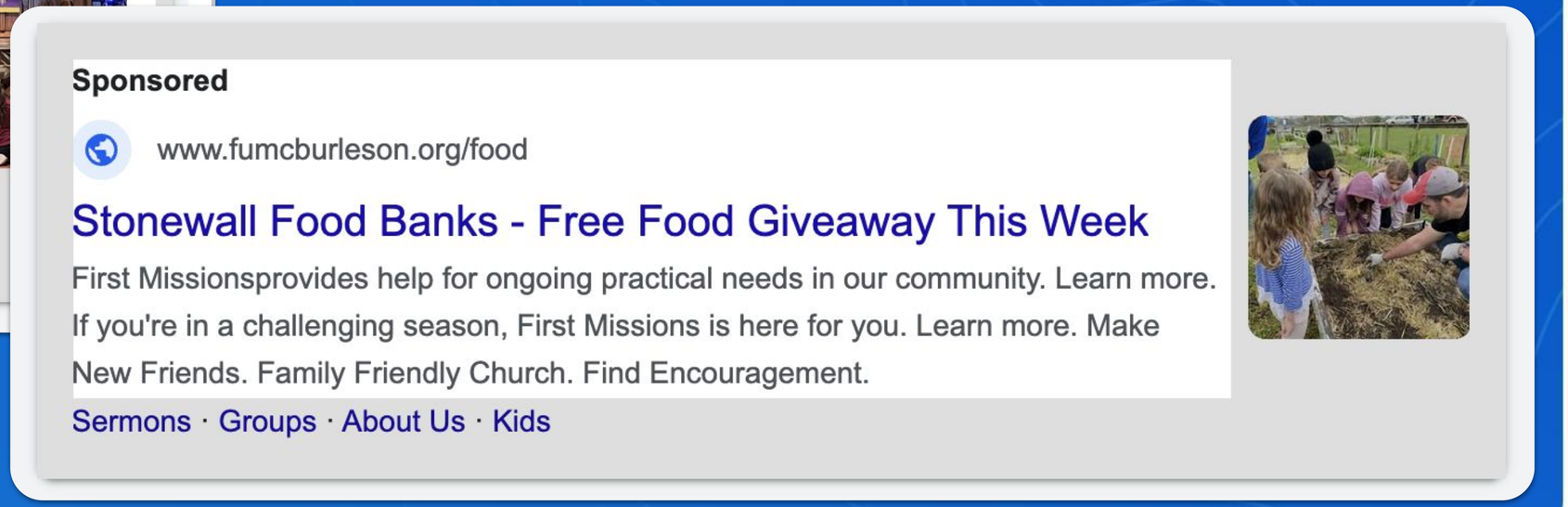


Church Fuel + Leaders.Church

Custom Ads

Food Pantry

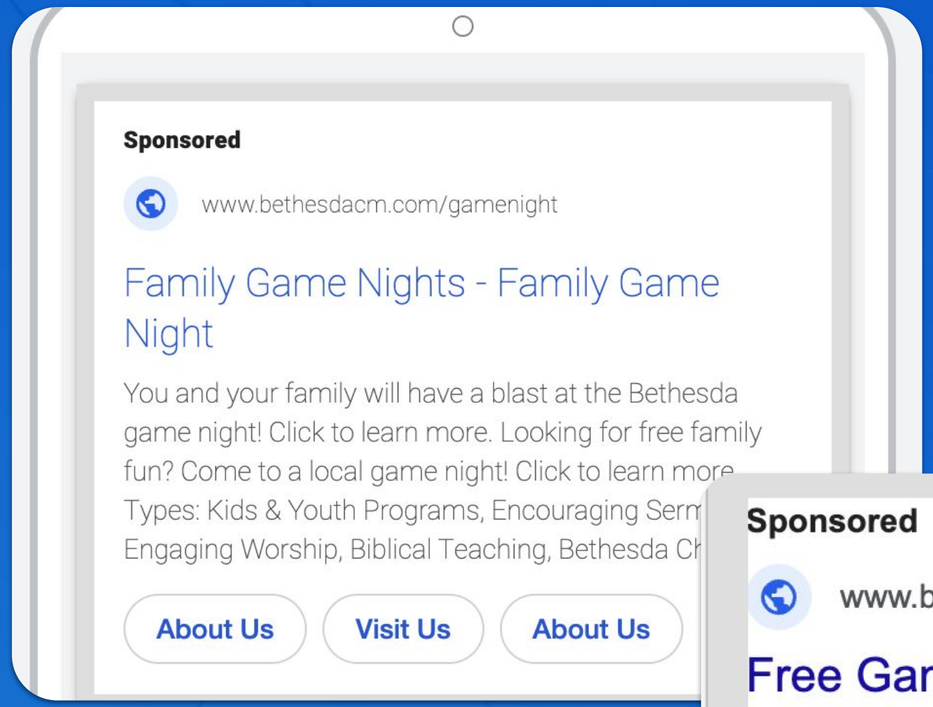


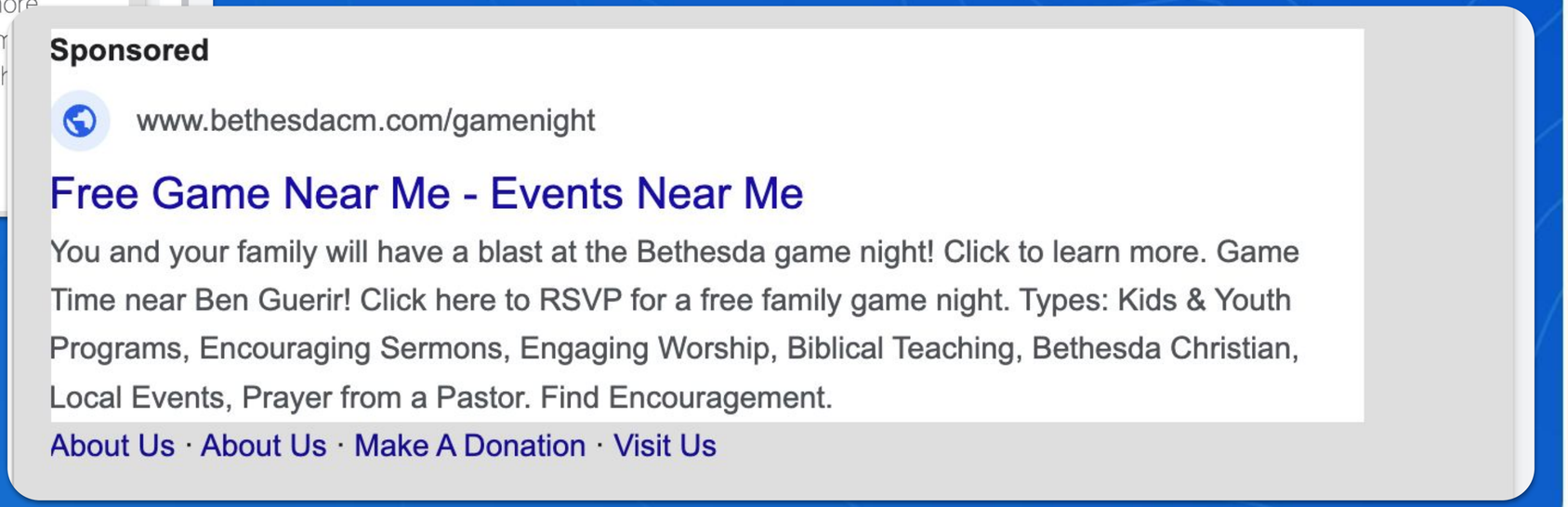


Church Fuel + Leaders.Church

December-January Ads

Game Night

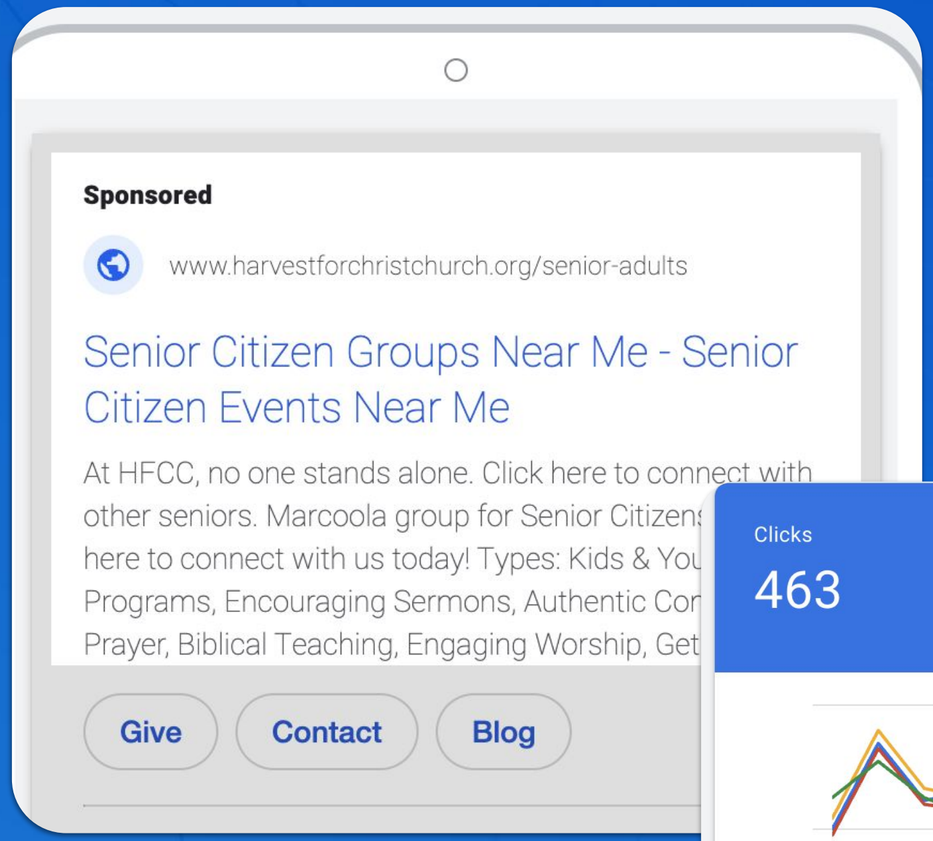


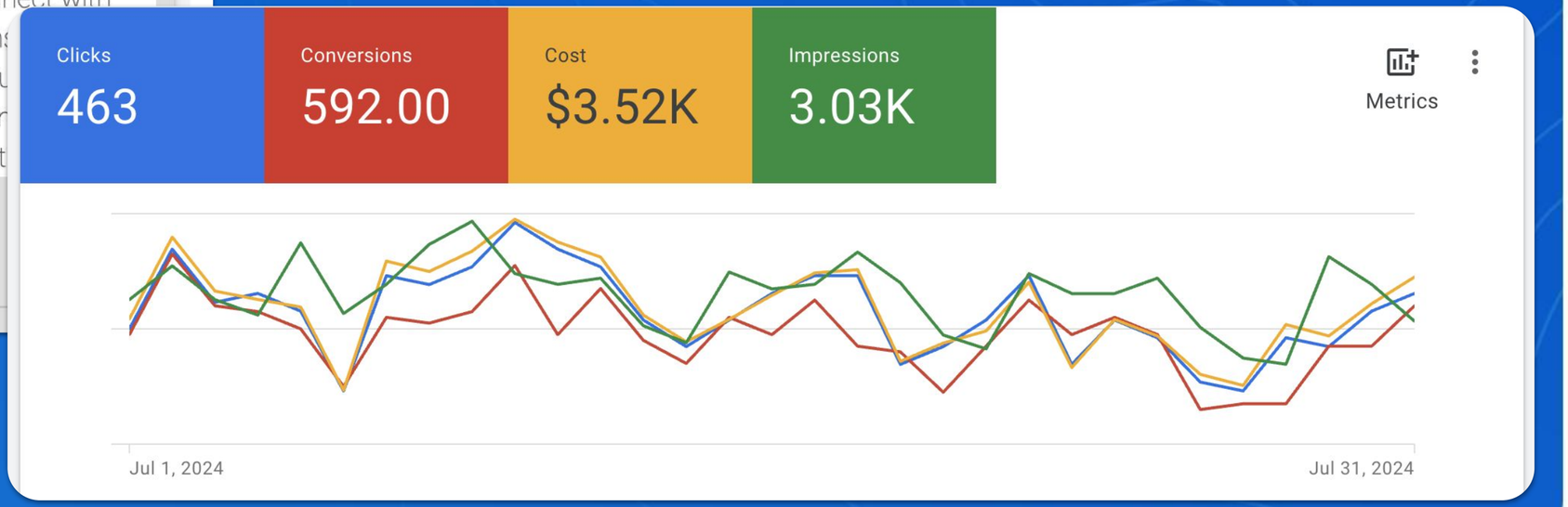


Church Fuel + Leaders.Church

Custom Ads

Senior Adults

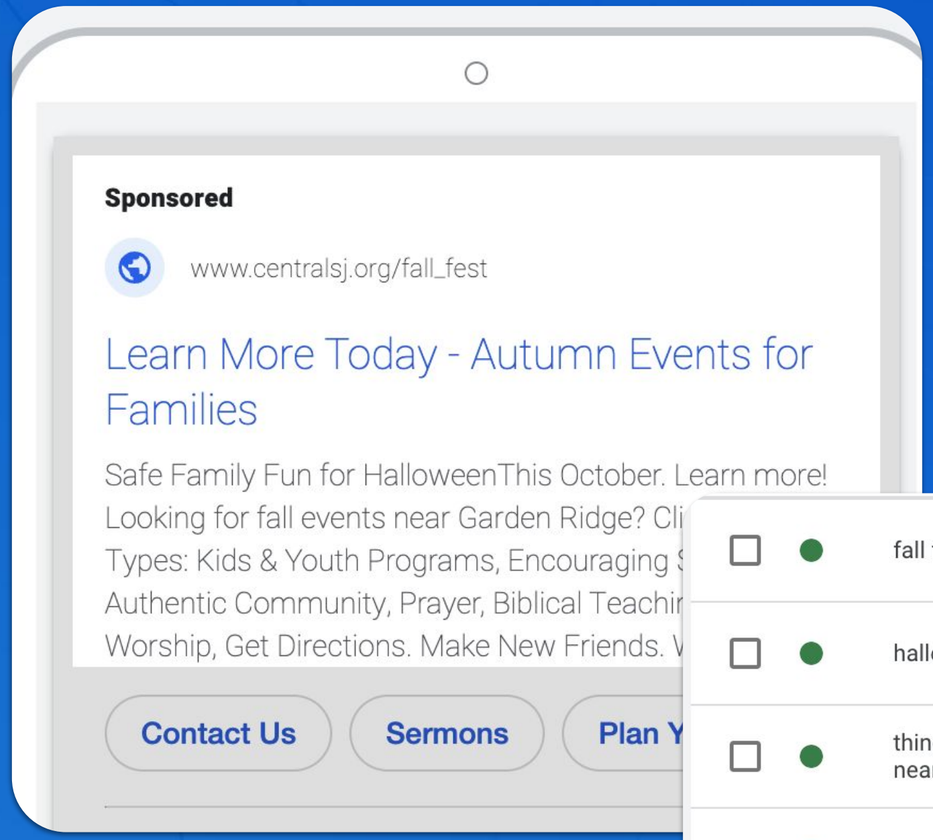




Church Fuel + Leaders.Church

Custom Ads

Fall Festival

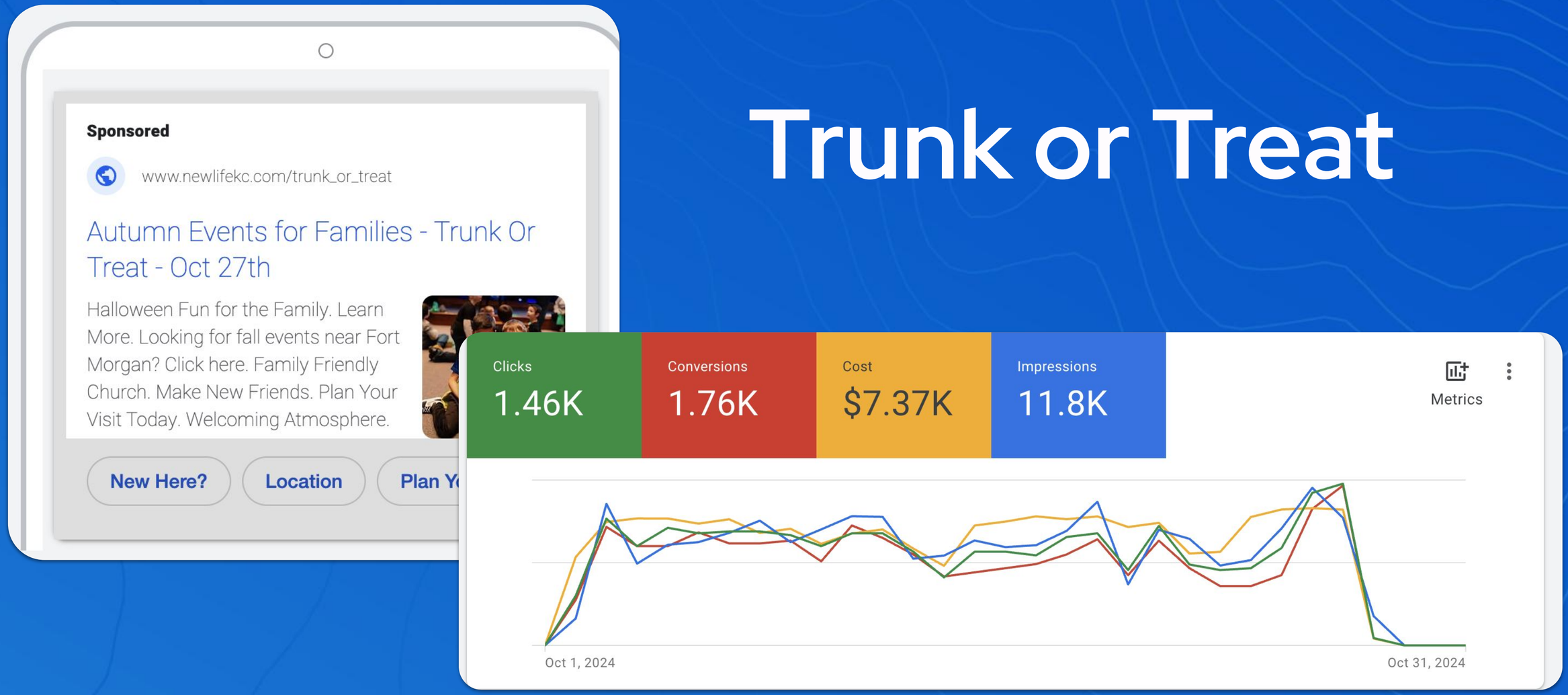


fall festival events	111	586	18.94%	$8.18	$907.78	–
halloween weekend	71	347	20.46%	$8.43	$598.29	–
things to do in october near me	68	395	17.22%	$8.34	$567.44	–
family halloween events	21	105	20.00%	$8.16	$171.46	–
autumn activities	14	77	18.18%	$8.41	$117.76	–

Church Fuel + Leaders.Church

Custom Ads

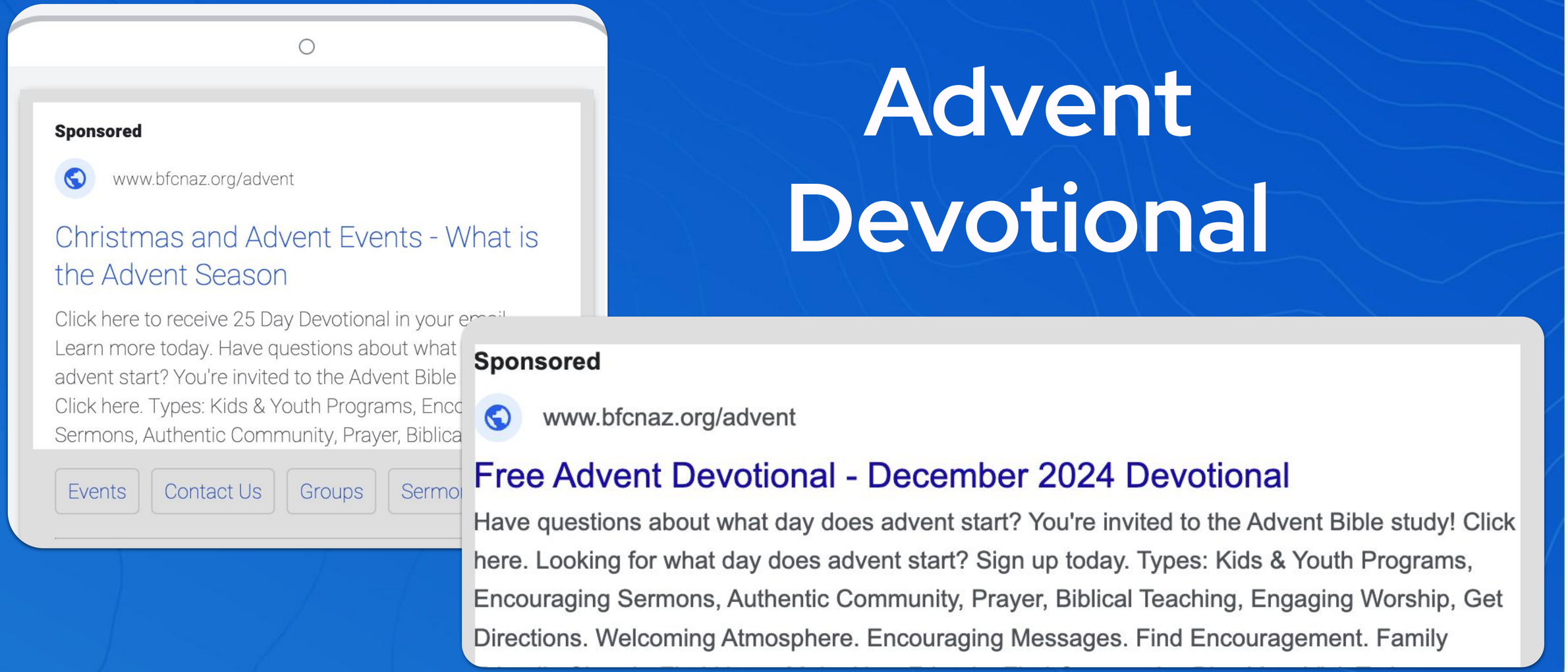
Trunk or Treat



Church Fuel + Leaders.Church

Custom Ads

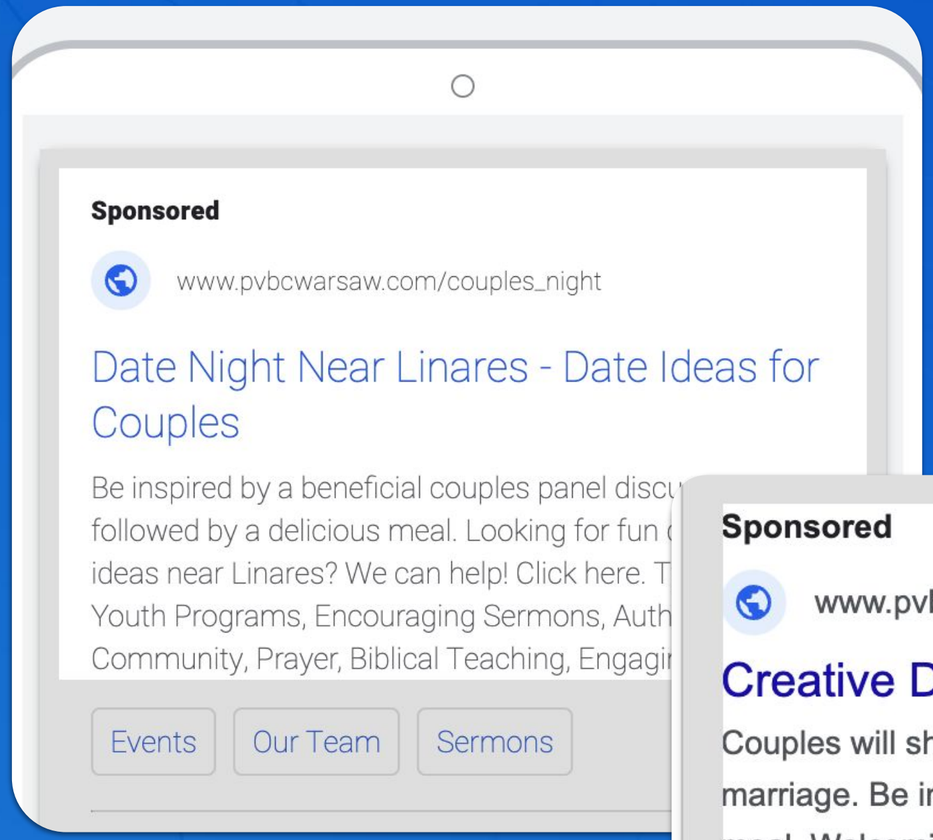
Advent Devotional

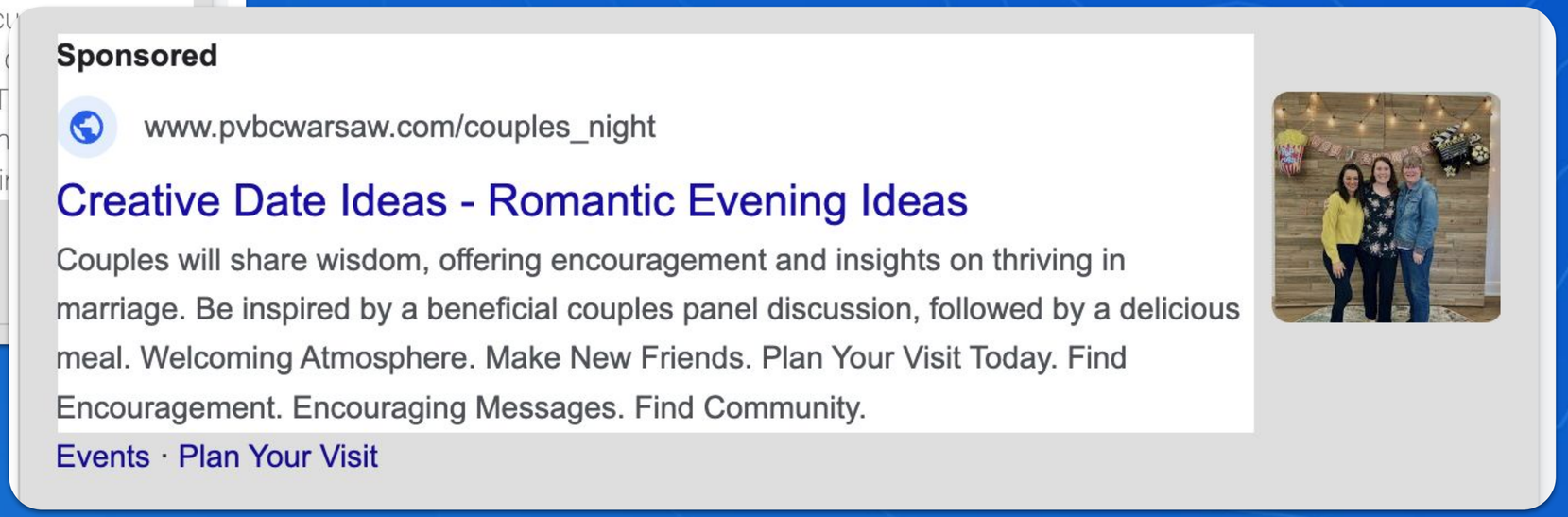


Church Fuel + Leaders.Church

December-January Ads

Couples Night Out

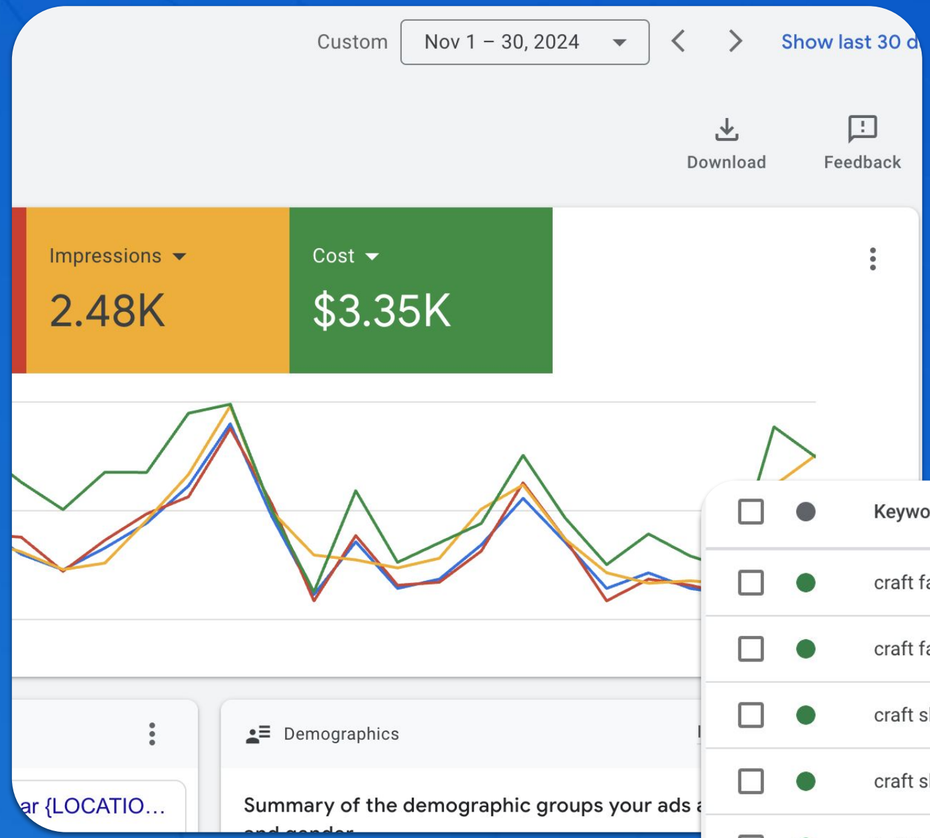




Church Fuel + Leaders.Church

December-January Ads

Christmas Craft Show



Keyword	Conversions	Cost / conv.	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost
craft fairs near me	106.00	$5.14	–	96	480	20.00%	$5.68	$545.27
craft fair	91.00	$6.19	–	87	310	28.06%	$6.47	$563.10
craft show near me	73.50	$6.02	–	73	276	26.45%	$6.06	$442.23
craft show	73.00	$6.37	–	72	385	18.70%	$6.46	$465.08
holiday craft fair	55.00	$5.58	–	53	256	20.70%	$5.79	$306.73
fair and festivals near me	48.50	$6.41	–	53	203	26.11%	$5.86	$310.68
fair festivals	40.50	$5.87	–	42	138	30.43%	$5.66	$237.84

Church Fuel + Leaders.Church

Custom Ads

ANNUAL GOOGLE AD PLAN

2026

CHURCH FUEL

+

GOOGLE ADS



JANUARY

- 🎉 Sermons
- 🎉 Bible Reading Plans
- Church near me
- School/Pre-school

FEBRUARY

- Black History Month
- Lent
- Groups
- Marriage Conference

MARCH

- ✝️ Events
- ✝️ Egg Hunt
- ✝️ Holy Week
- Women's Ministry

APRIL

- ✝️ Services
- ✝️ Good Friday
- Sports Leagues
- MOPS

MAY

- 🌺 Mother's Day
- Kids
- Memorial Day Service
- Venue Rental

JUNE

- 🚗 Father's Day
- Food Pantry
- Summer Day Camp
- Vacation Bible School

JULY

- 🎆 July 4th
- Summer Events
- Senior Citizen Ministry
- Backpack Giveaway

AUGUST

- Movie Night
- Back to School
- Christian Schools
- 75 Quotes to Live By

SEPTEMBER

- Plan Your Visit
- Coffee Shop
- Bible Reading Plans
- Game Night

OCTOBER

- 🎃 Fall: Outreaches
- 🎃 Fall: Events
- Prayer
- Kids

NOVEMBER

- Food Pantry
- Jesus
- Grief Share
- 🎄 Advent

DECEMBER

- 🎄 Services
- 🎄 Events
- 🎄 Family Activities
- 🎄 Bible Reading Plans

Is My Church A Good Fit?

01 Thriving Kids Ministry +2

02 Great Community Events +2

03 Attractional Care Ministries +1

04 Community Programs +1



05 Good Connections System +1

06 25,000+ Surrounding Population +1

07 Updated Church Website +1

08 Multi-Purpose Facility +1



Google Ad Grant Poll

📊 GOOD FIT?

- Calculate your score from 1-10
- **Text your fit score number to 417-788-6783**
- Put your fit score in your workbook

📊 RESULTS

If you scored...

- 1-4 you have some work to do
- 5-7 consider it but temper expectations
- 8-10 you are an incredible fit

Not a good fit? Stay to the end and I'll give you some recommendations.

FACEBOOK + INSTAGRAM

- Google is like an oven. Facebook is like a microwave.

  A good kitchen needs both.
- Run Lead Ad Campaigns
- Invest $5 - $30 a day
- Run Plan Your Visit Ads if you have a great kids ministry. Focus on Prayer Ads if not. 🙏

ANNUAL FACEBOOK AD PLAN

2026

CHURCH FUEL

+

FACEBOOK ADS



JANUARY

- Plan Your Visit

FEBRUARY

- Plan Your Visit

MARCH

- Plan Your Visit
- Events
  - Easter

APRIL

- Events
  - Easter

MAY

- Events
  - Mother's Day

JUNE

- Prayer Ads

JULY

- Plan Your Visit
- Prayer Ads

AUGUST

- Plan Your Visit

SEPTEMBER

- Plan Your Visit

OCTOBER

- Plan Your Visit
- Events
  - Fall Outreach

NOVEMBER

- Prayer Ads

DECEMBER

- Events
  - Christmas

3. CONGREGATION INVITES

- Monthly in-service invite segment.
- Weekly congregation activation emails and text messages.
- Daily social media plan specifically designed as a tool for ministry and invitation.



CONGREGATION INVITES PLAN 2026

CHURCH FUEL
+
Leaders.Church

+

CONGREGATION INVITES PLAN

JANUARY

- **Campaign:**
  - *New Year Challenge*
- **In-Service Invite:**
  - *Anxiety Solution Text to friend*
- **📲 Activation Text:**
  - *New Year Sermon Series*
- **✉️ Weekly Email**

FEBRUARY

- **In-Service Invite:**
  - *Super Bowl Sunday Invite Text to friend*
- **📲 Activation Text:**
  - *Month of Love Focus*
- **✉️ Weekly Email**

MARCH

- **In-Service Invite:**
  - *Easter Invite Cards on every seat*
- **📲 Activation Text:**
  - *Pre-Easter Series*
- **✉️ Weekly Email**

APRIL

- **Campaign:**
  - *21 Days of Hope ✝️*
- **In-Service Invite:**
  - *Crowdboost Easter Promo*
- **📲 Activation Text:**
  - *Easter Invite*
- **✉️ Weekly Email**

MAY

- **In-Service Invite:**
  - *Mother's Day Invite 🌸*
- **📲 Activation Text:**
  - *To all the Dads to support Moms*
- **✉️ Weekly Email**

JUNE

- **Campaign:**
  - *Prayer Ads / System*
- **In-Service Invite:**
  - *Father's Day Invite 🚙*
- **📲 Activation Text:**
  - *To all the Moms to support Dads*
- **✉️ Weekly Email**

JULY

- **In-Service Invite:**
  - *VBS / Summer Camp Crowdboost*
- **📲 Activation Text:**
  - *Something for the whole family*
- **✉️ Weekly Email**

AUGUST

- **In-Service Invite:**
  - *Back-to-School Outreach Invite*
- **📲 Activation Text:**
  - *Back-to-School Season Support*
- **✉️ Weekly Email**

SEPTEMBER

- **In-Service Invite:**
  - *Crowd teach Social Media Engagement*
- **📲 Activation Text:**
  - *Fall Rhythm Encouragement*
- **✉️ Weekly Email**

OCTOBER

- **In-Service Invite:**
  - *Fall Outreach Email with Social Share*
- **📲 Activation Text:**
  - *Fall Outreach Invite*
- **✉️ Weekly Email**

NOVEMBER

- **Campaign:**
  - *Prayer Ads / System*
- **In-Service Invite:**
  - *Christmas Invite Cards on every seat*
- **📲 Activation Text:**
  - *Prep for Advent / Holiday with Families*
- **✉️ Weekly Email**

DECEMBER

- **Campaign:**
  - *14 Days of Light ⭐*
- **In-Service Invite:**
  - *Crowdboost Christmas Promo*
- **📲 Activation Text:**
  - *Christmas Service Invite*
- **✉️ Weekly Email**





Proven System

- **Can I share what it looks like when we set this all up and run it for a church?**
- Want the workshop notes and replay? Text “Watching” to 417-788-6783
- Set up for over 1,000 churches
  - All sorts of unique situations
  - Sharing the good news, and inviting people to Jesus centered churches! 🙌

Church Fuel is for...

1. Our team is best equipped to serve Jesus-Centered Evangelical Churches.
2. Churches where local missions is a priority.
3. Financially stable churches who can invest around $10,000 a year in local missions.
4. Churches looking for a long-term ministry partnership around reaching more people.

💰 PRICE

Compare it to...

- Direct mailer 1-2 times a year.
  - $10,000
  - 20,000 homes

WE BUILD YOUR CHURCH'S

VISITOR GROWTH ENGINE

- Automatic Invite, Visitor, Connections, and Communication Systems powered by the Church Fuel Visitor Software.
- A team of 20+ specialists work on your account.
- This takes 6 weeks to build out.
- $3,000 buildout covered by your monthly investment.
- Annual plans include a branding boost package.

SETTING UP YOUR FOUR SYSTEMS

Here’s everything we build out for you during the setup:

- Setup Call
- Nonprofit Grant System
- Google Analytics
- Branding Installed
- Photo Optimization
- Professional Email
- Texting System
- Unified Inbox
- Phone System
- Keywords
- Meta Portfolio Setup
- DNS Record Audit
- Bot Protection
- Google Ads Setup
- Plan Your Visit System
- Follow-Up System
- New Believers System
- Social Media System
- Visitor Site
- Visitor Pages
- Visitor Content System
- Privacy Policy
- Brand Page
- Event System
- Email Template
- Workspace Tools
- Google’s AI Suite
- Drive Cloud Storage
- Google Business Profile Audit
- Reviews System
- Facebook Ads System
- Notification System
- Visitor Communications App
- Prayer System
- Link Tree
- Welcome Party System
- QR Codes
- Comment Bot

The Visitor Growth Engine

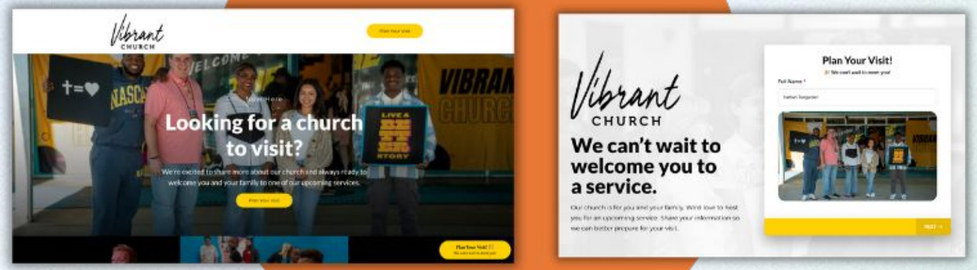
Powered by Church Fuel Visitors Software

Invites out.

Automatic Invites System:

- Google Ads
- Meta Ads: *Facebook & Instagram*
- Congregation Invites

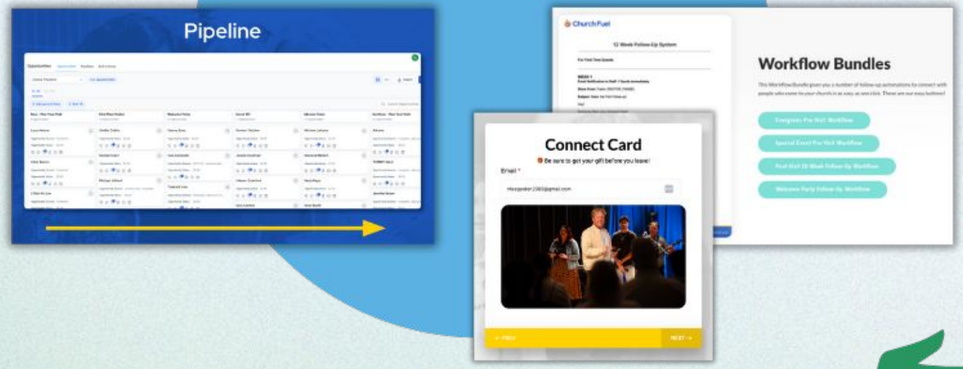
Visitors in.



Automatic Visitors System:

- Contact Forms
- Plan Your Visit Pipeline
- Pre-visit Workflow

Connected fast.

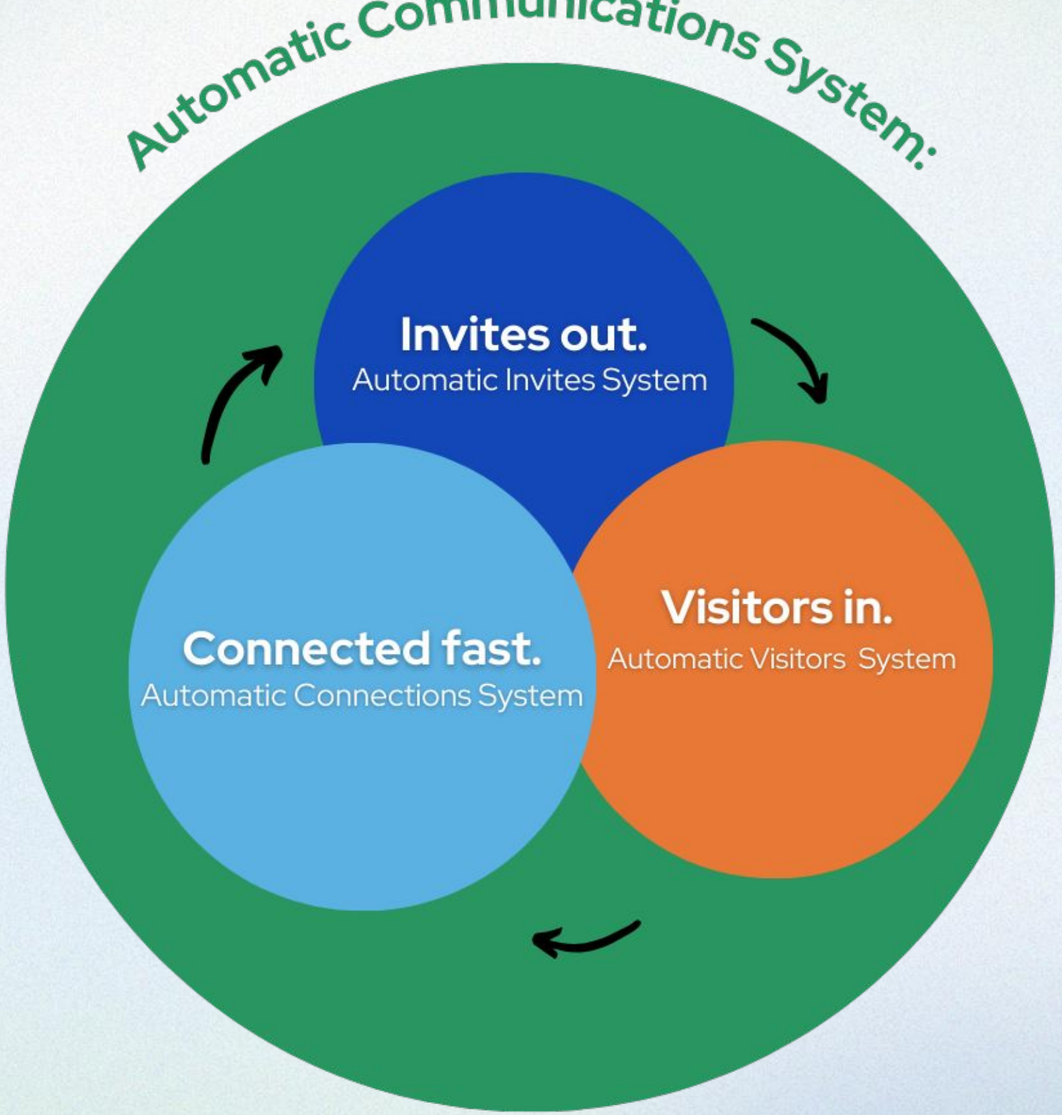


Automatic Connections System:

- Super Host Strategy
- Connections Pipeline
- Follow-Up Workflow

Church Fuel Visitor Software

Powers your Visitor Growth Engine



- Text
- Email
- Phone call
- Voice Messages
- Digital Phone Calls
- Social Integrations
- Dashboards and Reporting
- Domain Optimization
- Professional Email Integration
- Database Integrations
- Communications workflows + automations built for you

Church Fuel

GOOGLE GRANT MANAGEMENT

- An Automatic Invite System™ is going to work best!
- We help you secure the $10,000/month grant.
- We set up all your Google invite campaigns, maintenance the account, and build out all your invite ads every month.

Automatic Invite System™







1 People Search Google

2 They Find Your Church

3 New Sunday Visitors

💰 BUDGET

WAYS TO SAVE

Church Fuel Visitor Software can help you replace...

- Texting
- Email
- Phone System
- Cloud Storage
- Canva
- Database
- AI Tools
- Booking Calendar
- Sites
- Pipelines
- Coaching
- Resources
- Professional Email
- Workspace Tools
- Google Ad Spend

ENROLL IN CHURCH FUEL

- Typically $599/month
- Special offer for $499/month or $4,999/annual
- Ends Thursday, January 29th at midnight central
- No contracts, but we ask you make a year commitment

30-DAYS RISK FREE



#1: Need to get board approval? Grab a spot and you have 30-days risk free to get any approvals you need.

#2: When you enroll, we'll help you apply for and secure the Google Ad Grant. If you're denied, we'll do what we can to help you reapply. If it doesn't work out, we'll gladly refund your investment, no questions asked.

ANNUAL BONUS

Branding boost package + “two months free”
$4999/year

365 DAYS GUARANTEE

Our team will show up for daily live support at 11am Central to coach you each step of the way so that you can make the most of your investment.

If we fail to show-up (outside of weekends and holiday breaks) we'll gladly give you your money back.

FIRST TEN IN BONUS

Church Fuel includes Facebook Plan Your Visit and Prayers Ads!

The first ten churches to enroll will also get your Facebook + Instagram Easter and Christmas Campaigns.

$1000 Value

LIVE BONUS

Enroll during the live workshop and get...

🤯 Unlimited 1:1 Coaching 🤯

You'll get unlimited ministry coaching your first year in the program.

Currently $199/month

DEADLINE BONUS

Enroll before Thursday January 29th at midnight and get...

🤯 Lifetime Education 🤯

You'll get lifetime access to all the Church University and Leaders.Church courses.

Currently $8177

Church University

SIX TRAINING TRACKS





This course equips pastors and worship leaders to lead dynamic worship, build healthy teams, and prepare people to experience God’s presence.

LEARN MORE



We help leaders clarify pathways and understand best practices to see online viewers, guests, and regular attenders increase engagement with the church.

Learn More



The Preaching Track helps pastors overcome the weekly grind to be more focused, more efficient, and more effective at sermon prep and delivery.

Learn More



We help full-time, part-time, and volunteer Kids Pastors create a dynamic ministry that



The Church Board Track helps pastors and board members understand the proper



The Church Audio Track provides hands-on, practical training for staff and

Leaders.Church

65 CHURCH GROWTH SERIES

Leaders.Church Video Series



The Decision-Making Pastor

0% COMPLETE 0/5 Videos



Your Best Year Yet

0% COMPLETE 0/7 Videos



Succession Planning for Lead Pastors

0% COMPLETE 0/9 Videos



Credibility in Ministry

0% COMPLETE 0/5 Videos



How To Develop Core Values In Ministry

0% COMPLETE 0/4 Videos



Module 1: Ministry Essentials

0% COMPLETE 0/9 Videos



Budget Cut Workshop

0% COMPLETE 0/1 Videos



Online Conne Navigating th



Unified Church Board Members Workshop

0% COMPLETE 0/1 Videos



Unleashing your Leadership Influence

0% COMPLETE 0/14 Videos



The Pastor and Conflict

0% COMPLETE 0/6 Videos



Module 2: Developing your Plan in Ministry

0% COMPLETE 0/5 Videos



Module 3: Building a Healthy Ministry Team

0% COMPLETE 0/9 Videos



Module 4: How to Leverage Momentum in Ministry

0% COMPLETE 0/9 Videos



Leading A Missions Giving Church

0% COMPLETE 0/4 Videos



Raising Up an Young Leade



How to Experience Successful Church Events

0% COMPLETE 0/4 Videos



How to Lead the Church in Prayer

0% COMPLETE 0/4 Videos



Overcoming Leadership Barriers in your Ministry

0% COMPLETE 0/9 Videos



Clarifying Ministry Vision

0% COMPLETE 0/22 Videos



5 Systems Every Church Needs

0% COMPLETE 0/6 Videos



7 Practices You Need to Succeed in Ministry

0% COMPLETE 0/7 Videos



5-Day Leadership Challenge for Pastors

0% COMPLETE 0/7 Videos



Leading Your

Enroll in Church Fuel at

churchfuel.com/order



★★★★★

"Got our first plan your visit within a couple of days of the Google Ad going live. People are already looking."

– Pastor Joyce

leaders.church/order



Pastor Doug

“I just wanted to encourage some of the smaller churches. In 3 weeks we have had 5 children and 4 adults receive Christ! We are thriving...guests are coming in and saying I found you on Google!”



leaders.church/order



Pastor Antonio

“As a pastor I can personally tell you...Get ready! If you follow the recommendations and stick with it, the results are going to be better than you ever thought.”

ORDER MONTHLY OR ANNUALLY

churchfuel.com/order

QUESTIONS?

churchfuel.com/talk

Jump into a Zoom room and talk with our team or put your question in the Zoom chat.

✅ WORKSHOP SURVEY

YOUR FEEDBACK

Church Fuel Test Drive

Take the workshop survey and unlock your workshop gift! 🎁

Text "Survey" to 417-788-6783 or go to churchfuel.com/survey

Here’s What You Get When You Enroll

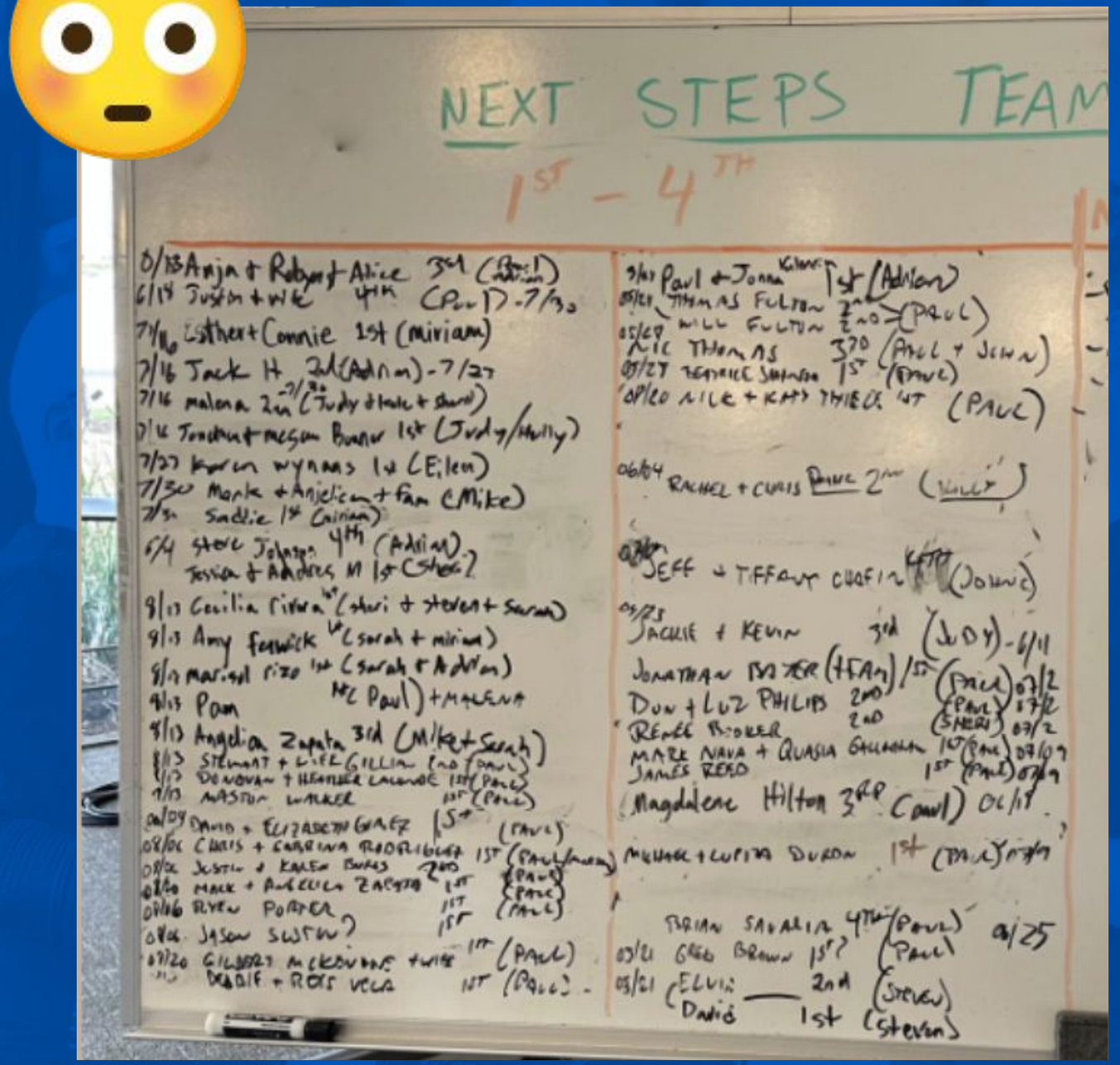
1. **Onboarding Call:** Schedule your time with your account representative.
2. **Setup:** We’ll help you secure and setup the Google Ad Grant.
3. **Automatic Invite System:** $10k / month in Google Ads Management
4. **Monthly Plan:** The invite plan we talked about today!
5. **Facebook + Instagram Campaigns:** We build our your Plan Your Visit, and Prayer Facebook Ad Campaigns
6. **Church Visitor Software:** We set up your Automatic Invite System, Visitor System, Connections System, and Communications System.
7. **Daily Live Support:** Every weekday at 11am Central we meet together as a group to help you keep making progress reaching as many people as possible. **churchfuel.com/order**

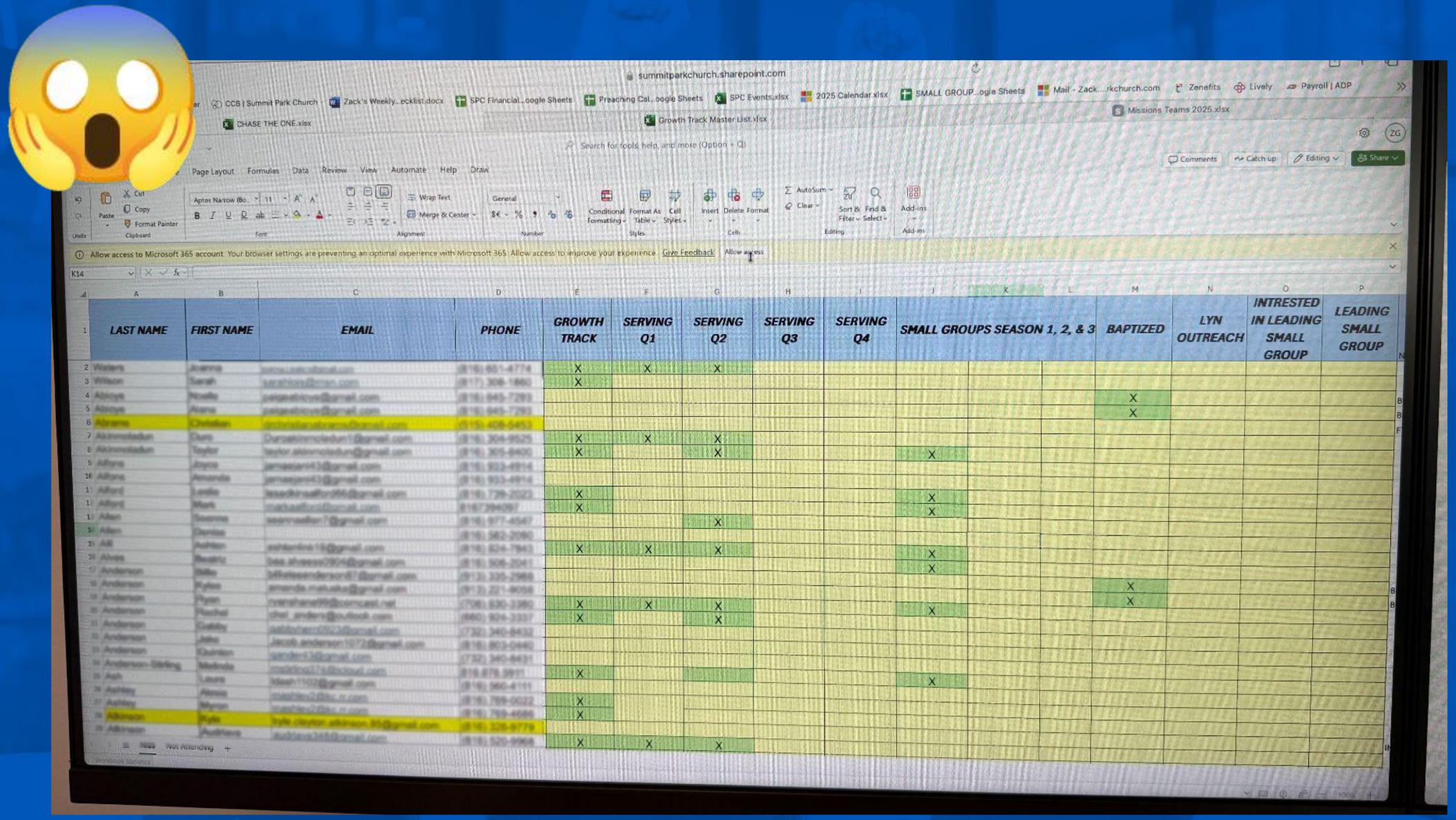






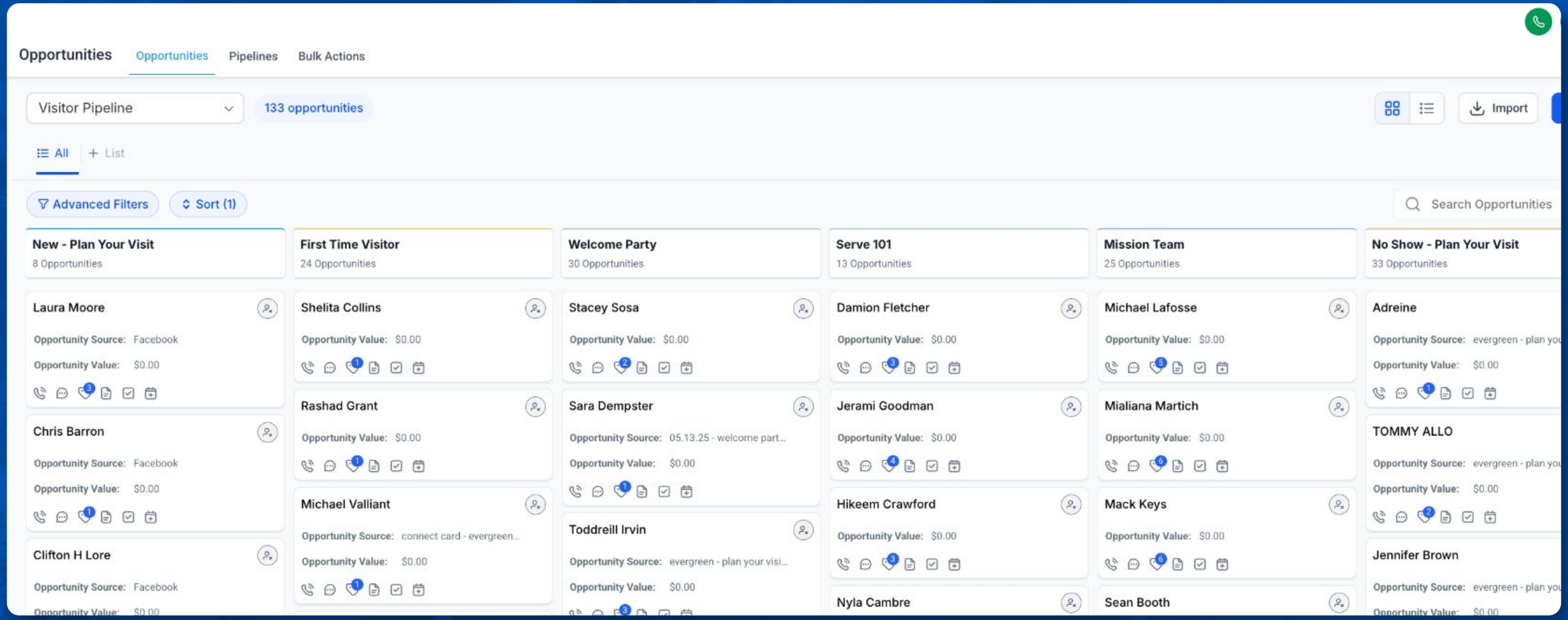
Q&A


NEXT STEPS TEAM
1ST - 4TH

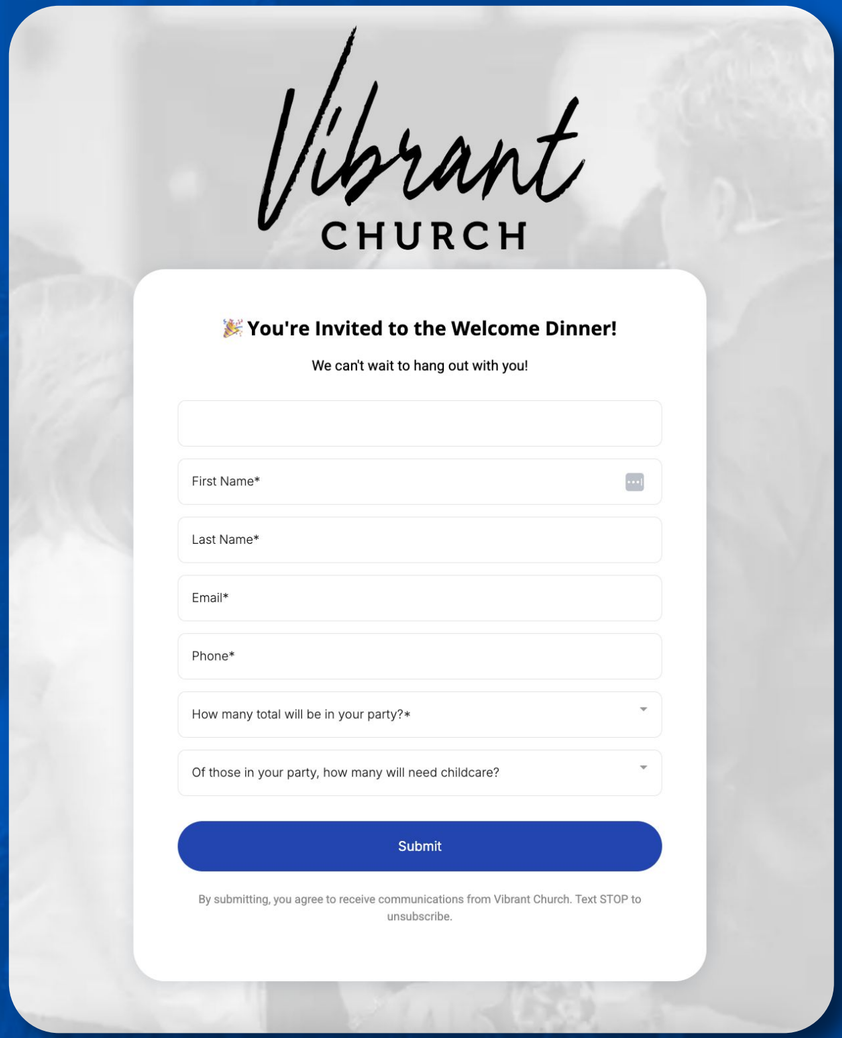


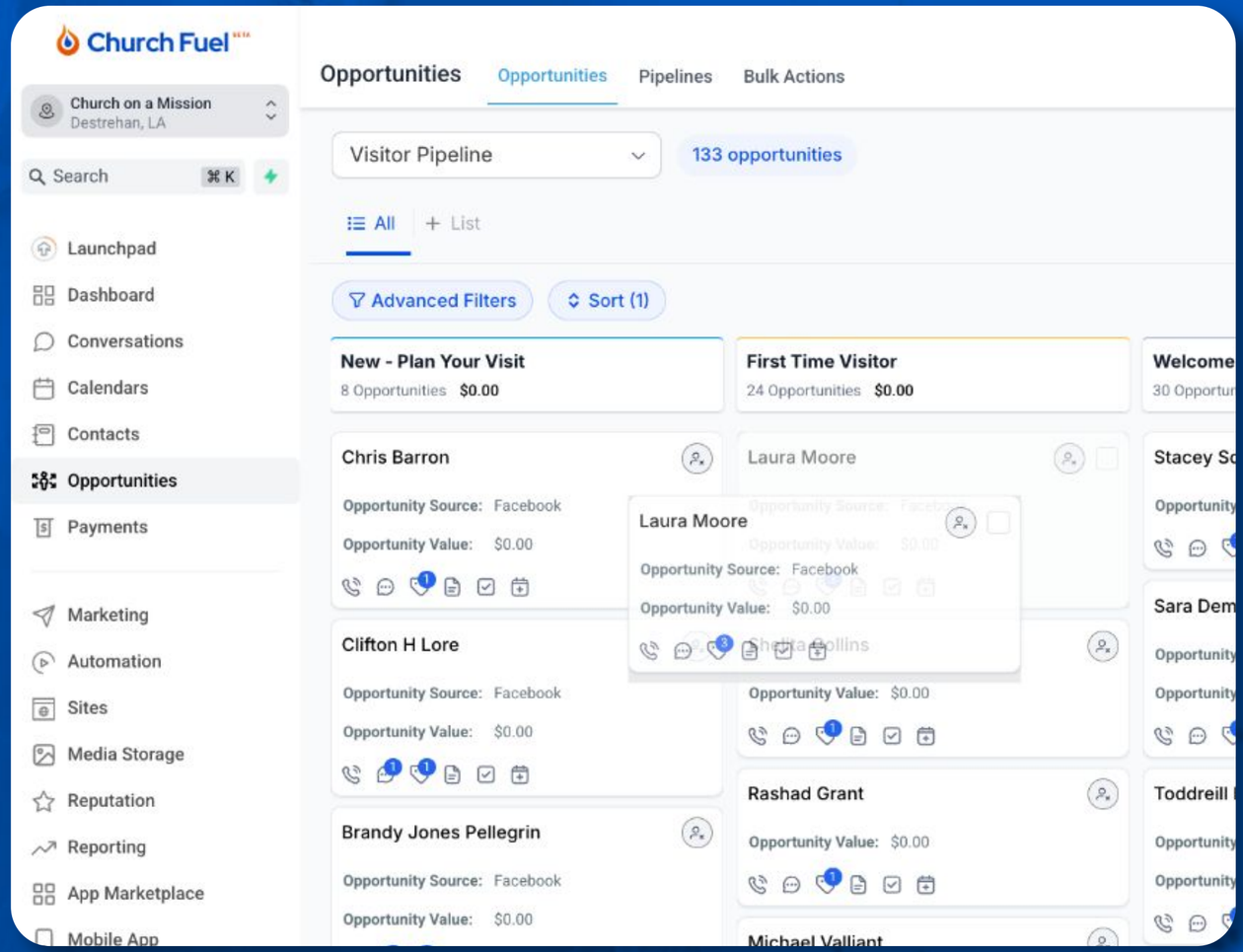
LAST NAME	FIRST NAME	EMAIL	PHONE	GROWTH TRACK	SERVING Q1	SERVING Q2	SERVING Q3	SERVING Q4	SMALL GROUPS SEASON 1, 2, & 3	BAPTIZED	LYN OUTREACH	INTRESTED IN LEADING SMALL GROUP	LEADING SMALL GROUP
Waters	Joanna	[redacted]	[redacted]	X	X	X							
Wilson	Sarah	[redacted]	[redacted]	X									
Abioye	Noella	[redacted]	[redacted]							X			
Abioye	Alana	[redacted]	[redacted]							X			
Abrams	Christian	[redacted]	[redacted]										
Akinmoladun	Dunni	[redacted]	[redacted]	X	X	X							
Akinmoladun	Taylor	[redacted]	[redacted]	X		X			X				
Alfons	Joyce	[redacted]	[redacted]										
Alfons	Amanda	[redacted]	[redacted]										
Alford	Leslie	[redacted]	[redacted]	X					X				
Alford	Mark	[redacted]	[redacted]	X					X				
Allen	Seanna	[redacted]	[redacted]			X							
Allen	Denise	[redacted]	[redacted]										
Alli	Ashten	[redacted]	[redacted]	X	X	X			X				
Alves	Beatriz	[redacted]	[redacted]						X				
Anderson	Billie	[redacted]	[redacted]							X			
Anderson	Kylee	[redacted]	[redacted]							X			
Anderson	Tyler	[redacted]	[redacted]	X	X	X			X				
Anderson	Rachel	[redacted]	[redacted]	X		X							
Anderson	Gabby	[redacted]	[redacted]										
Anderson	Jake	[redacted]	[redacted]										
Anderson	Quinton	[redacted]	[redacted]										
Anderson-Sterling	Melinda	[redacted]	[redacted]										
Ash	Laura	[redacted]	[redacted]	X					X				
Ashley	Alexis	[redacted]	[redacted]										
Ashley	Myron	[redacted]	[redacted]	X									
Atkinson	Kyle	[redacted]	[redacted]	X									
Atkinson	Audriana	[redacted]	[redacted]										
				X	X	X							

Connections Pipeline 🚀



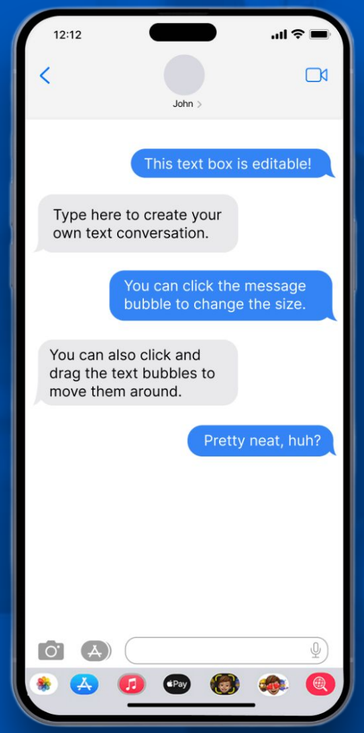
People move AUTOMATICALLY as they take steps.



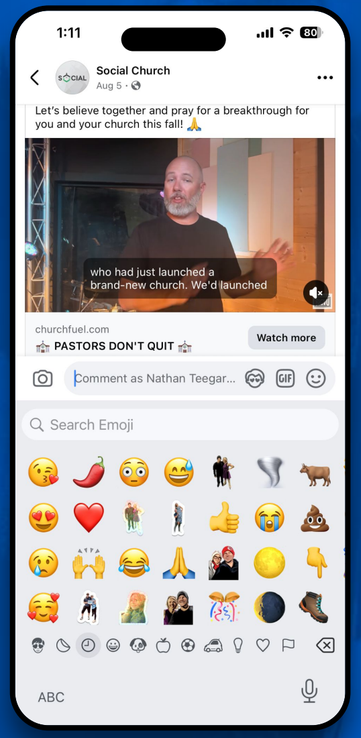


Ways People ENTER & MOVE in the Pipeline

Text Keyword



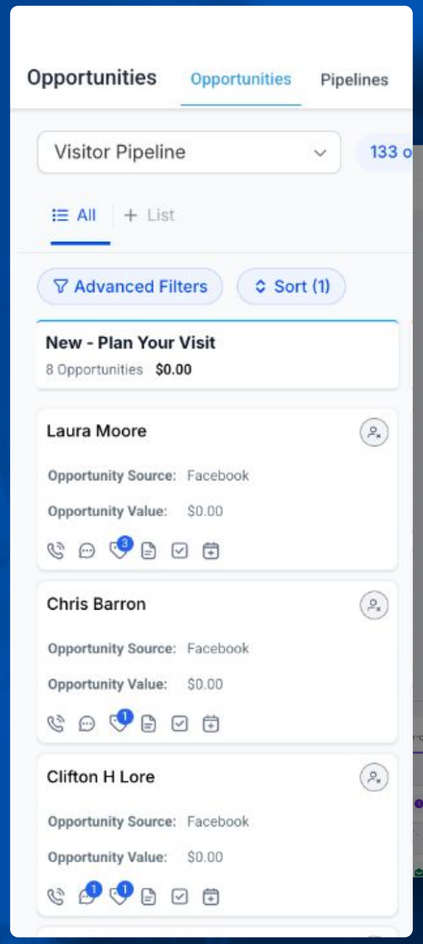
Social Comment



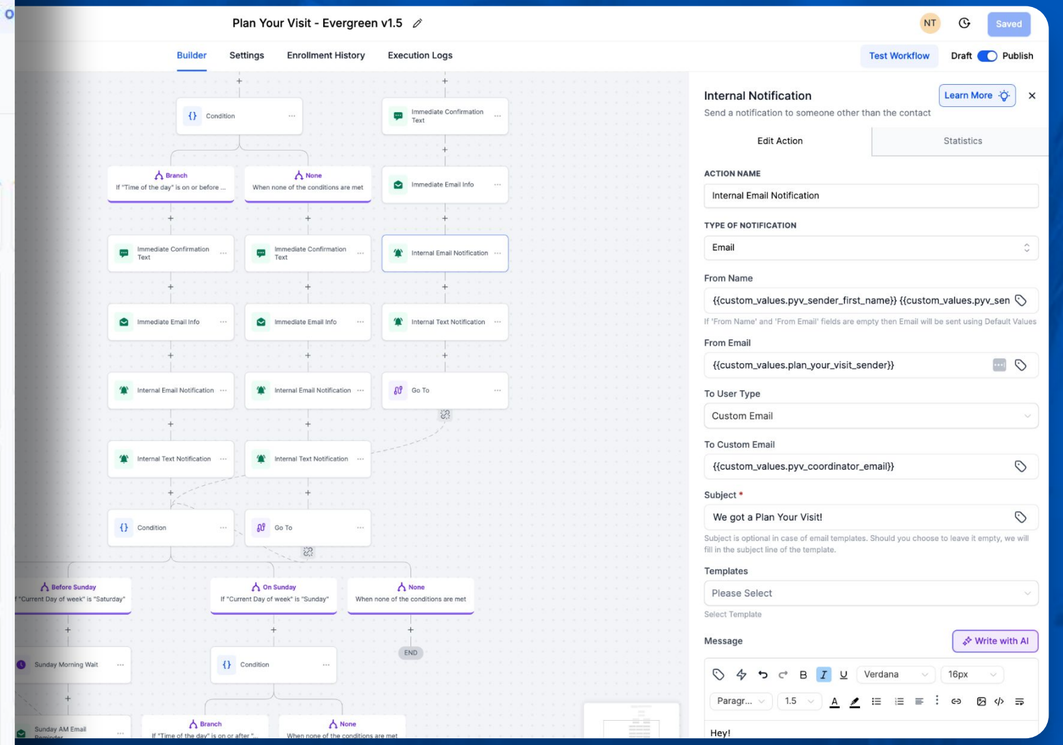
QR Code

Connections Pipeline

Plan Your Visit
Stage #1

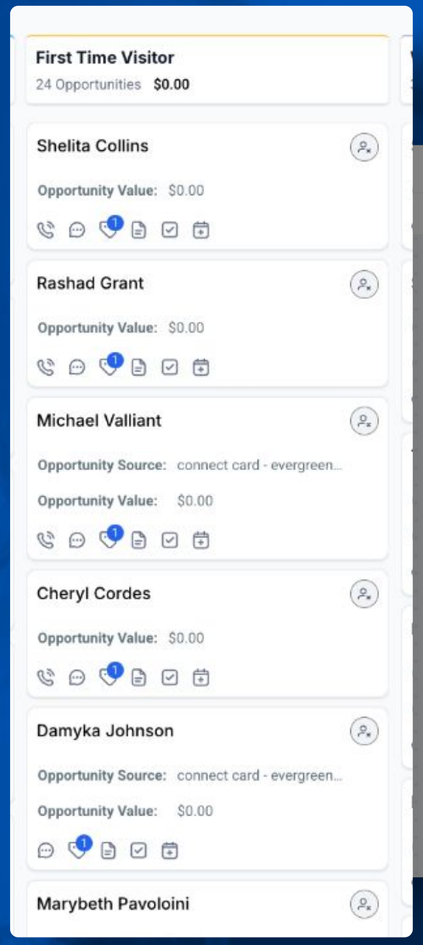


Plan Your Visit
Automation

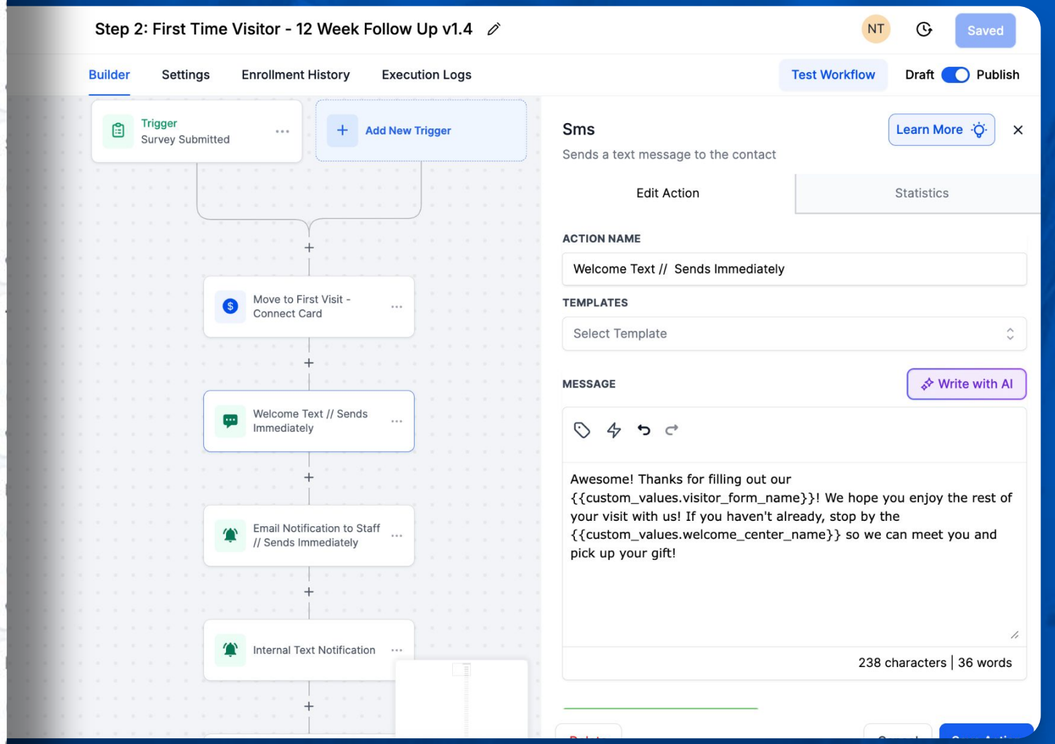


Connections Pipeline

First Time Visitor
Stage #2

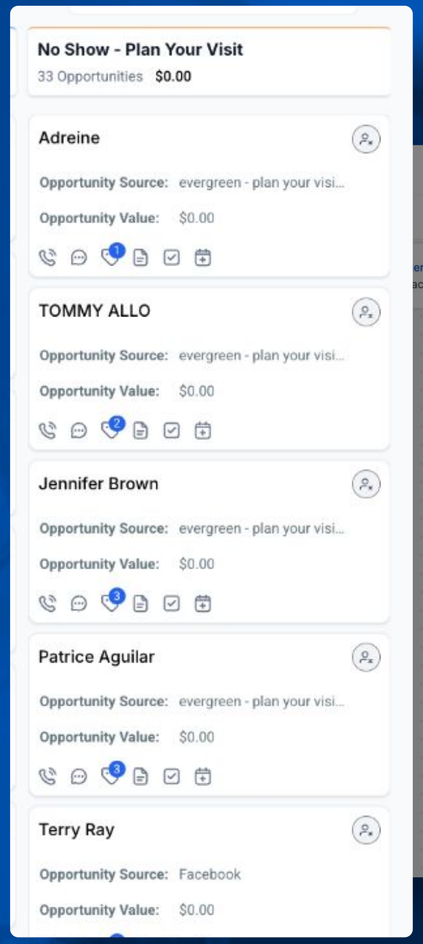


First Time Visitor
Automation

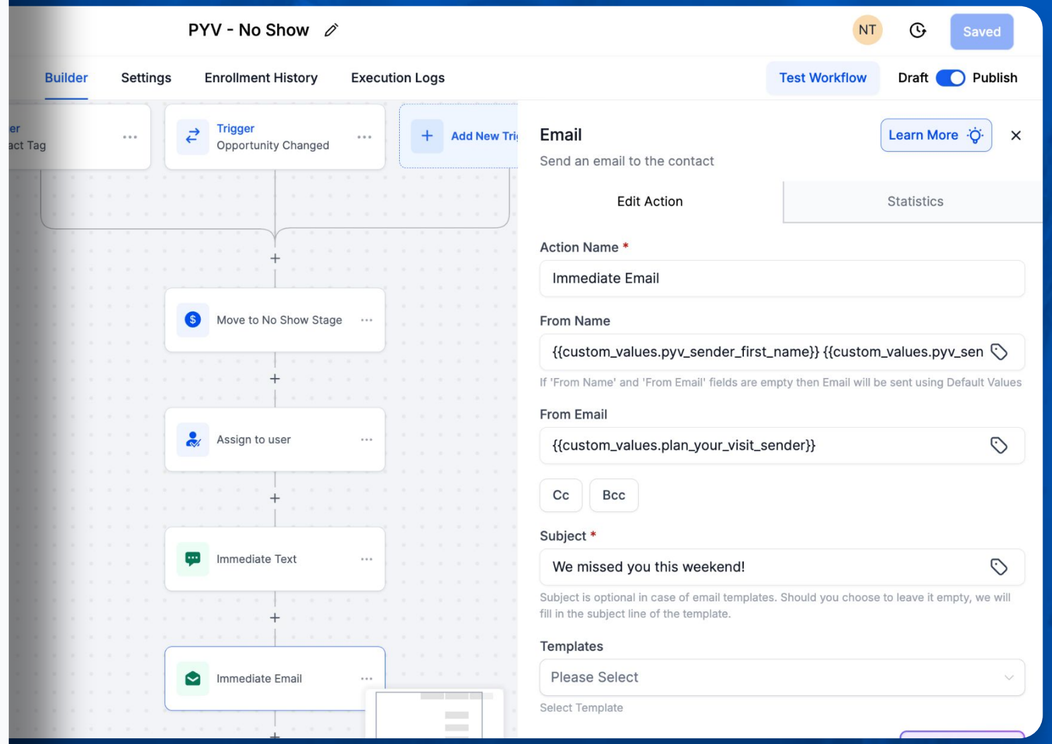


Connections Pipeline

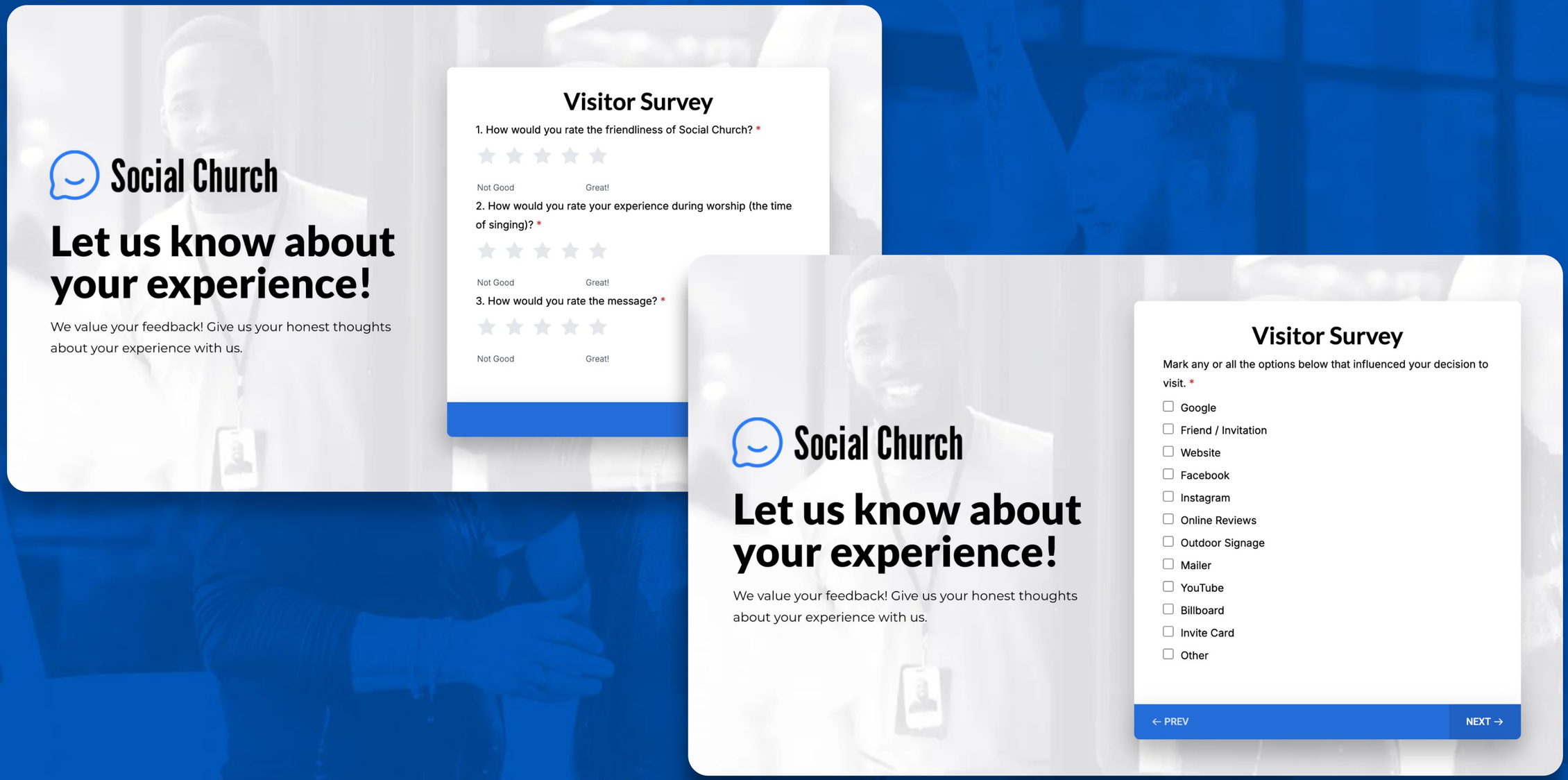
No Show - PYV
Stage



No Show - PYV
Automation

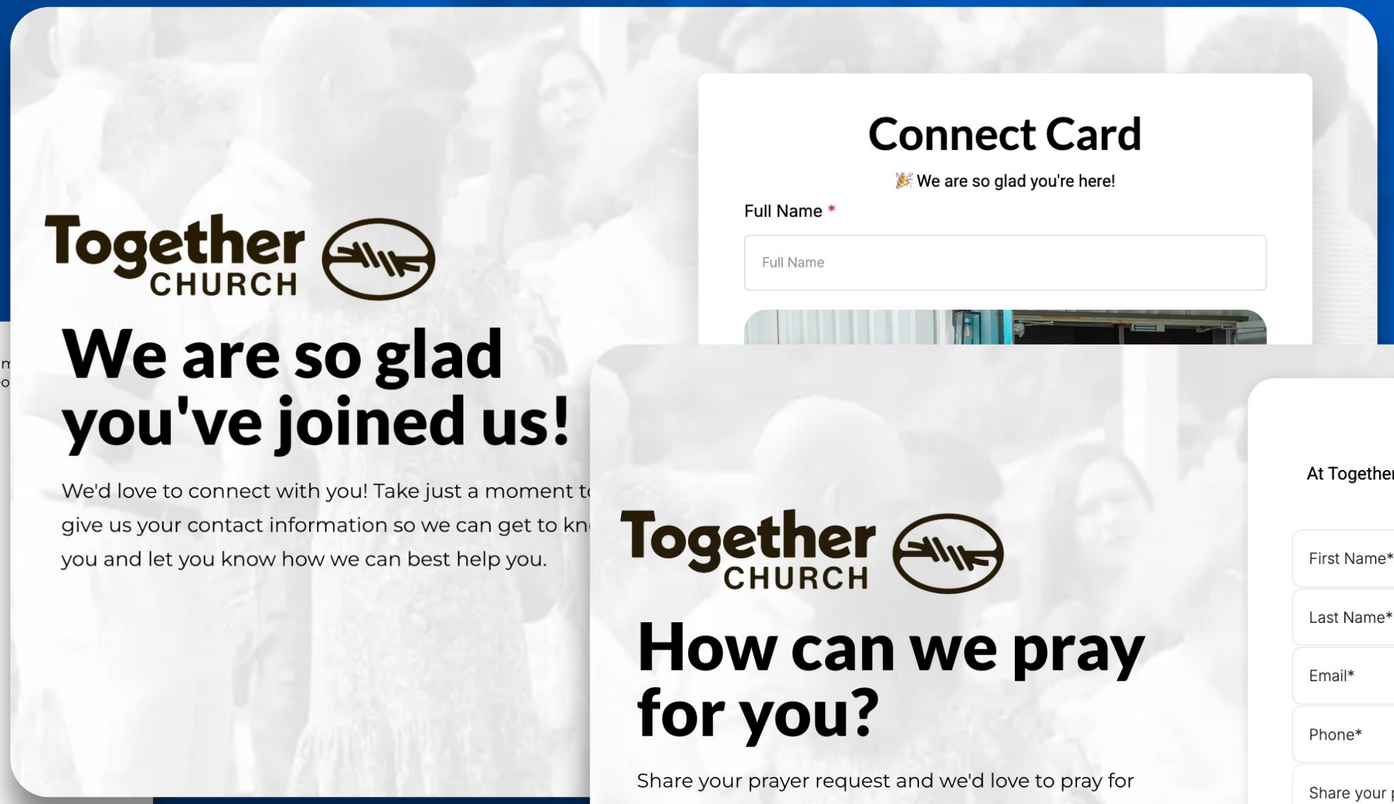


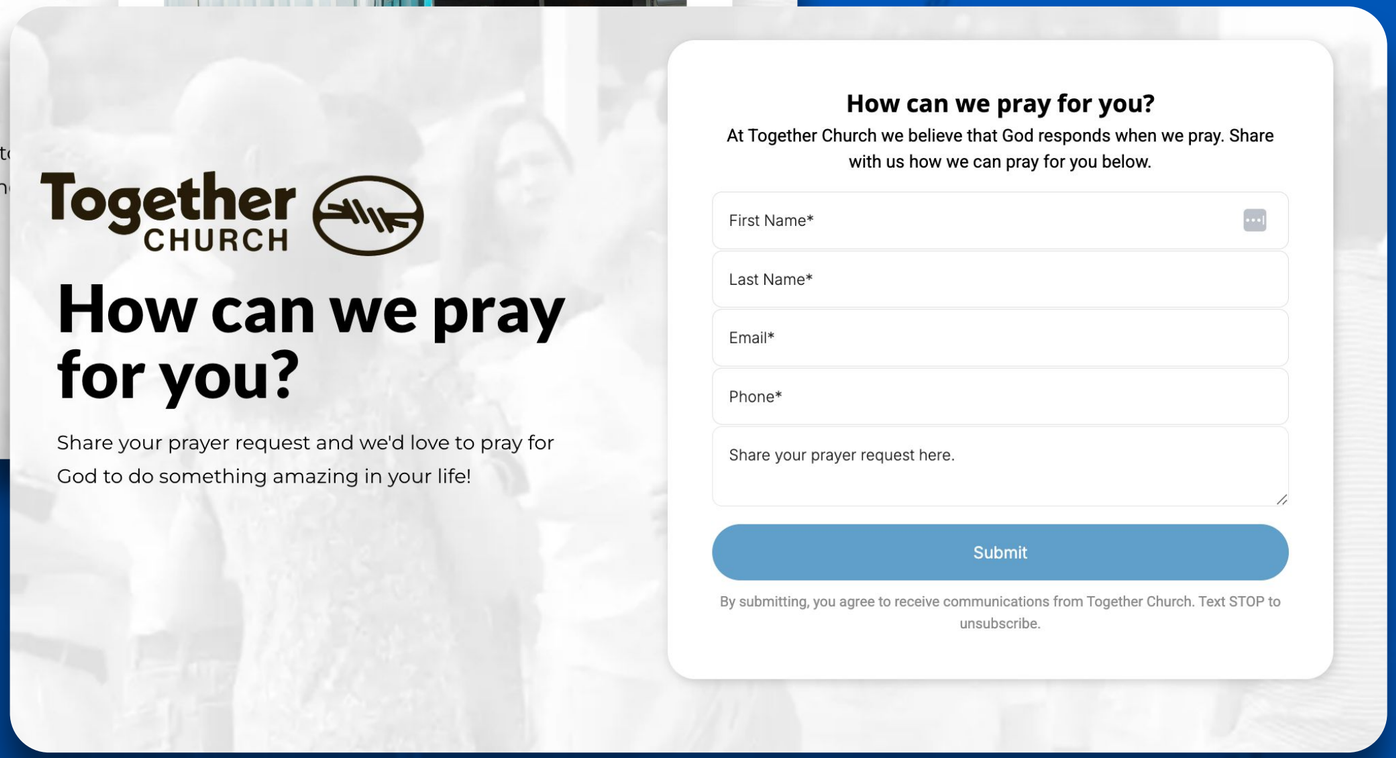
Guest Survey



Done for you forms, QR-codes, Keywords.







Done for you workflows to follow up with guests.

Vibrant CHURCH

We can't wait to welcome you to a service.

Our church is for you and your family. We'd love to host you for an upcoming service. Share your information so we can better prepare for your visit.

Plan Your Visit!

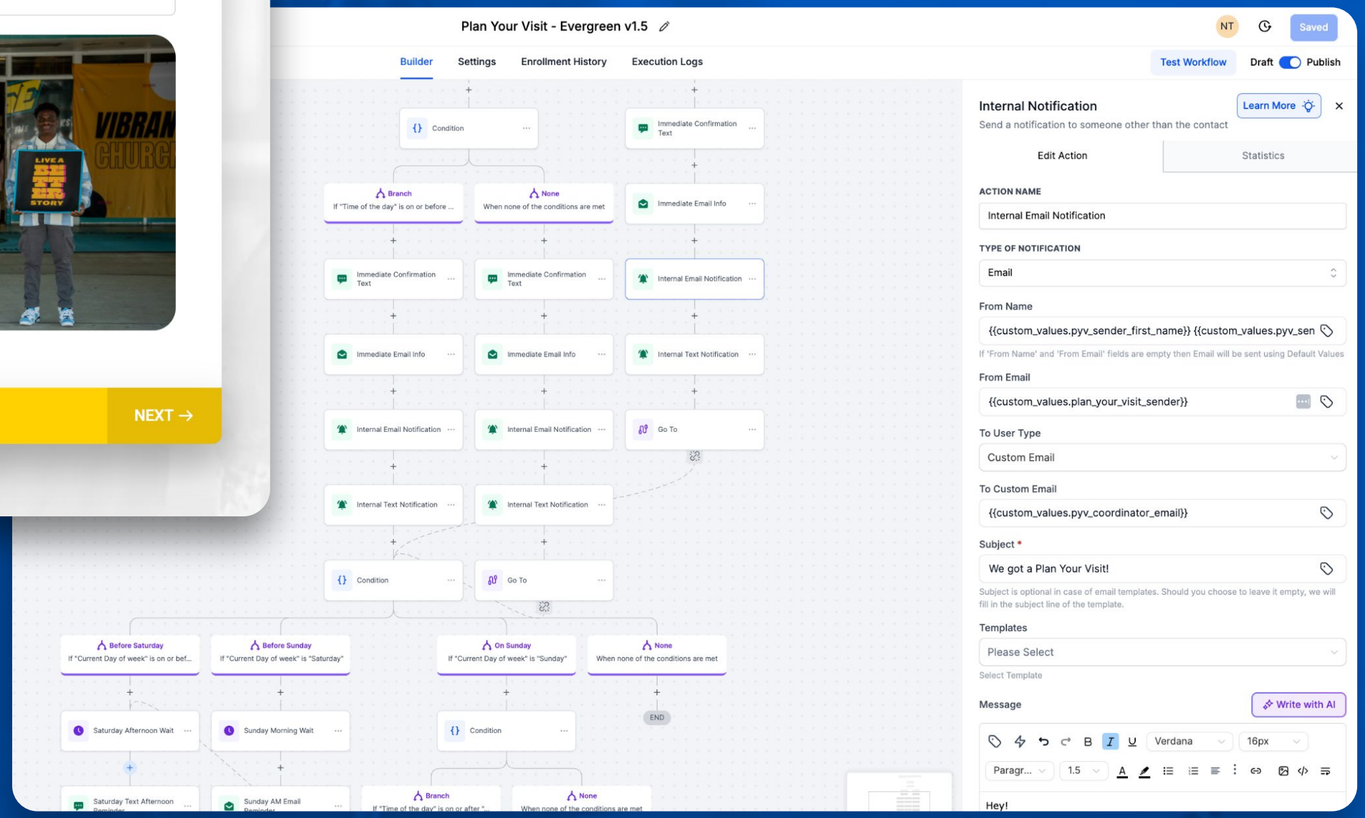
🎉 We can't wait to meet you!

Full Name *

Nathan Teegarden



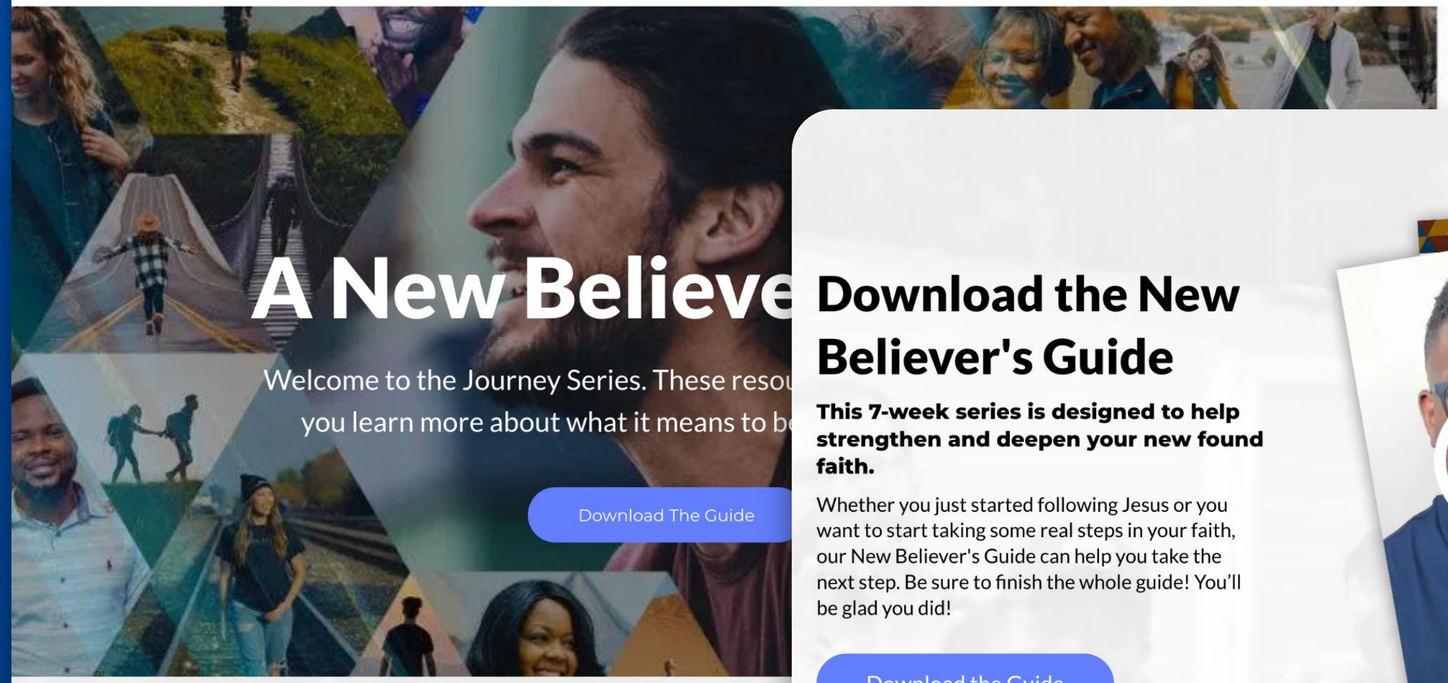
NEXT →



New Believer – Landing Page

EASTGATE CHARLOTTE

Plan Your Visit



A New Believe

Welcome to the Journey Series. These resou
you learn more about what it means to b

Download The Guide

Download the New Believer's Guide

This 7-week series is designed to help strengthen and deepen your new found faith.

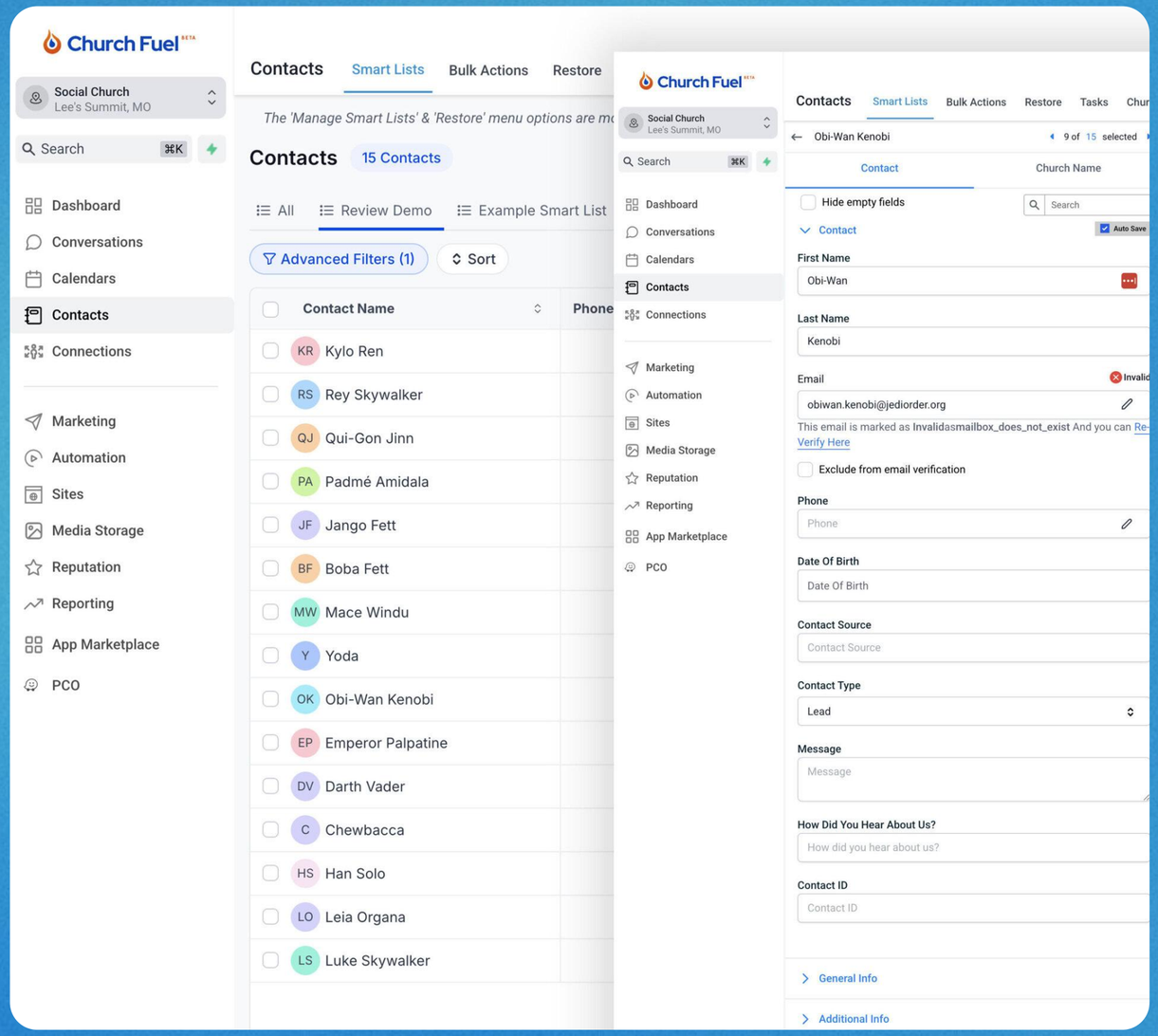
Whether you just started following Jesus or you want to start taking some real steps in your faith, our New Believer's Guide can help you take the next step. Be sure to finish the whole guide! You'll be glad you did!

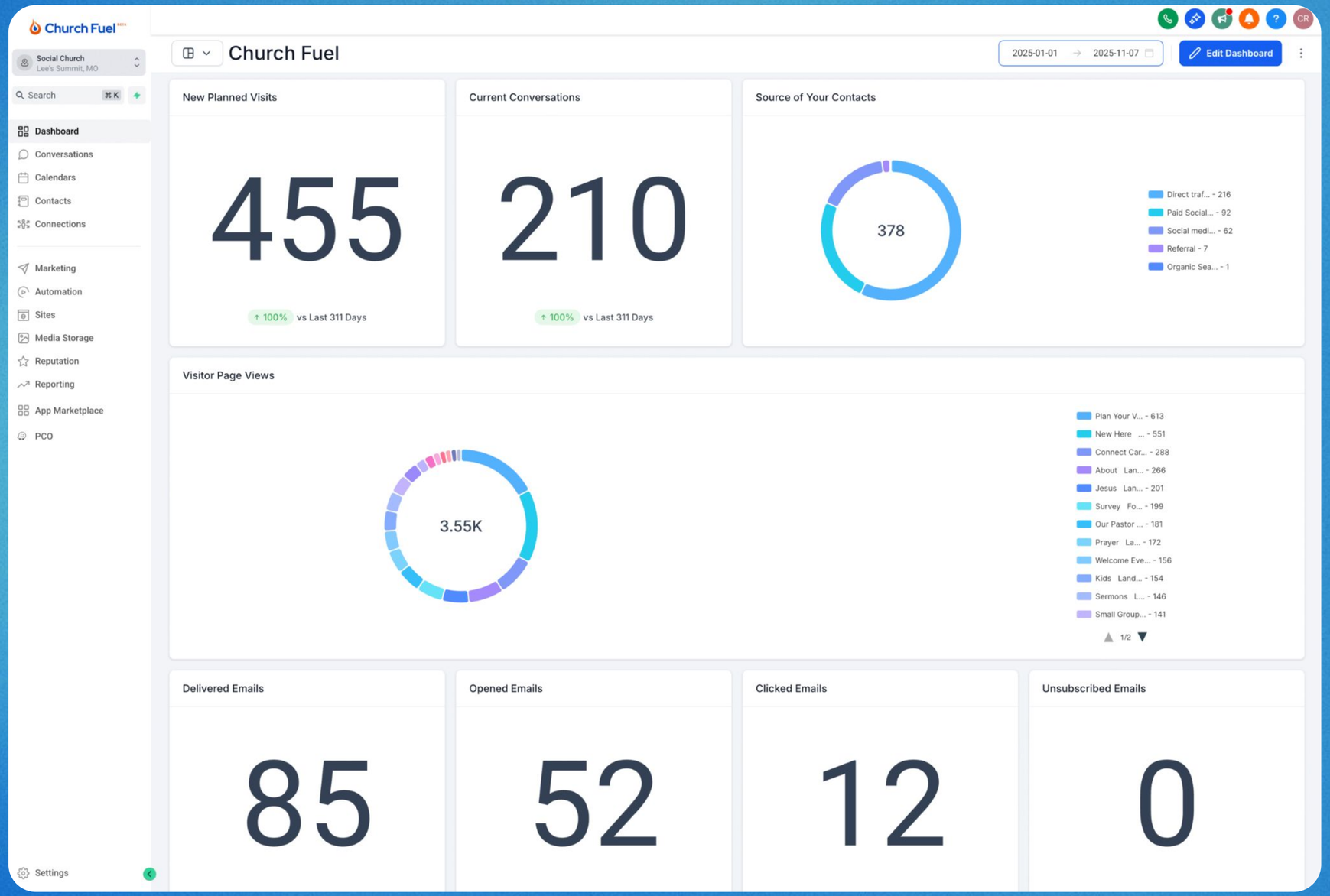
Download the Guide

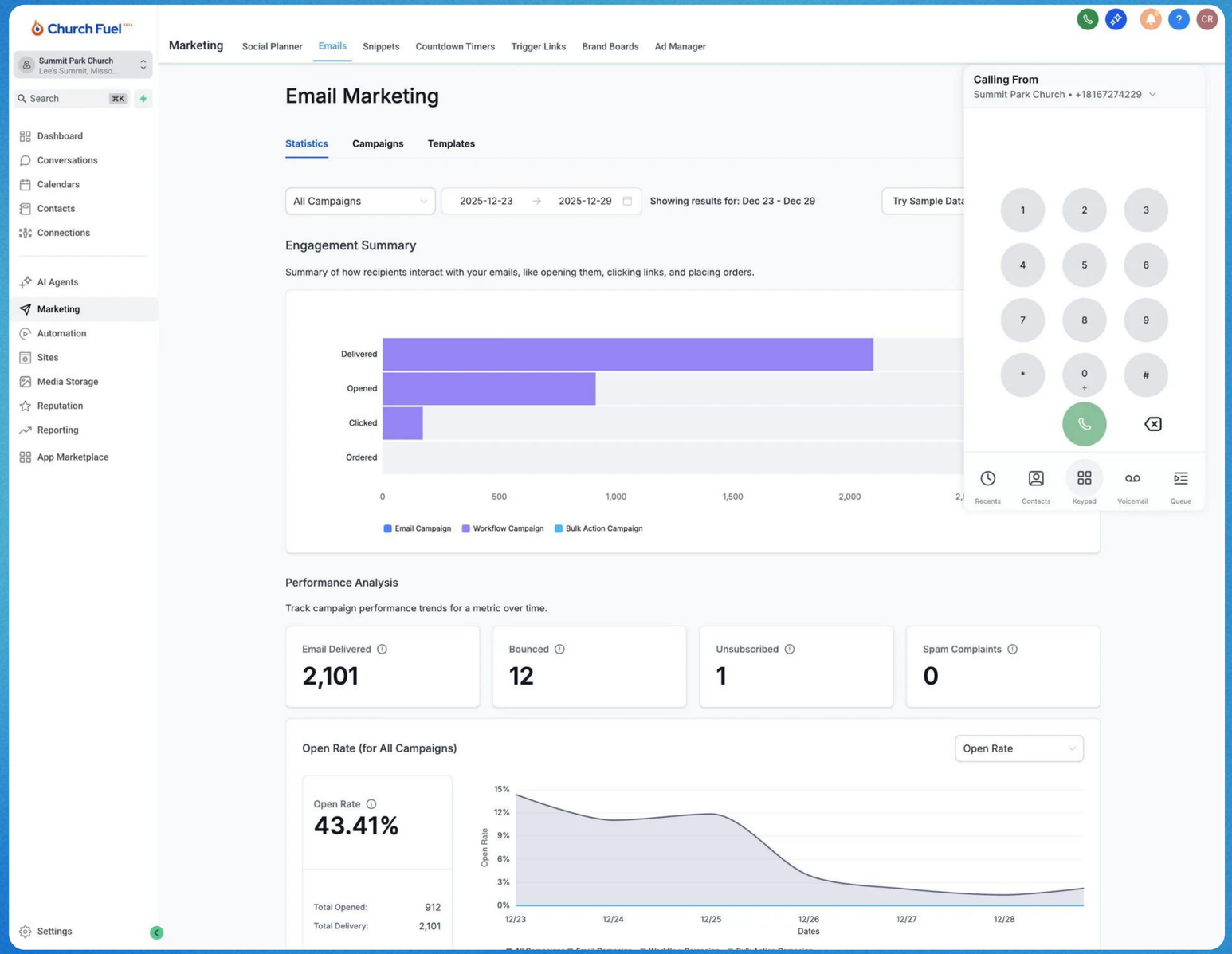


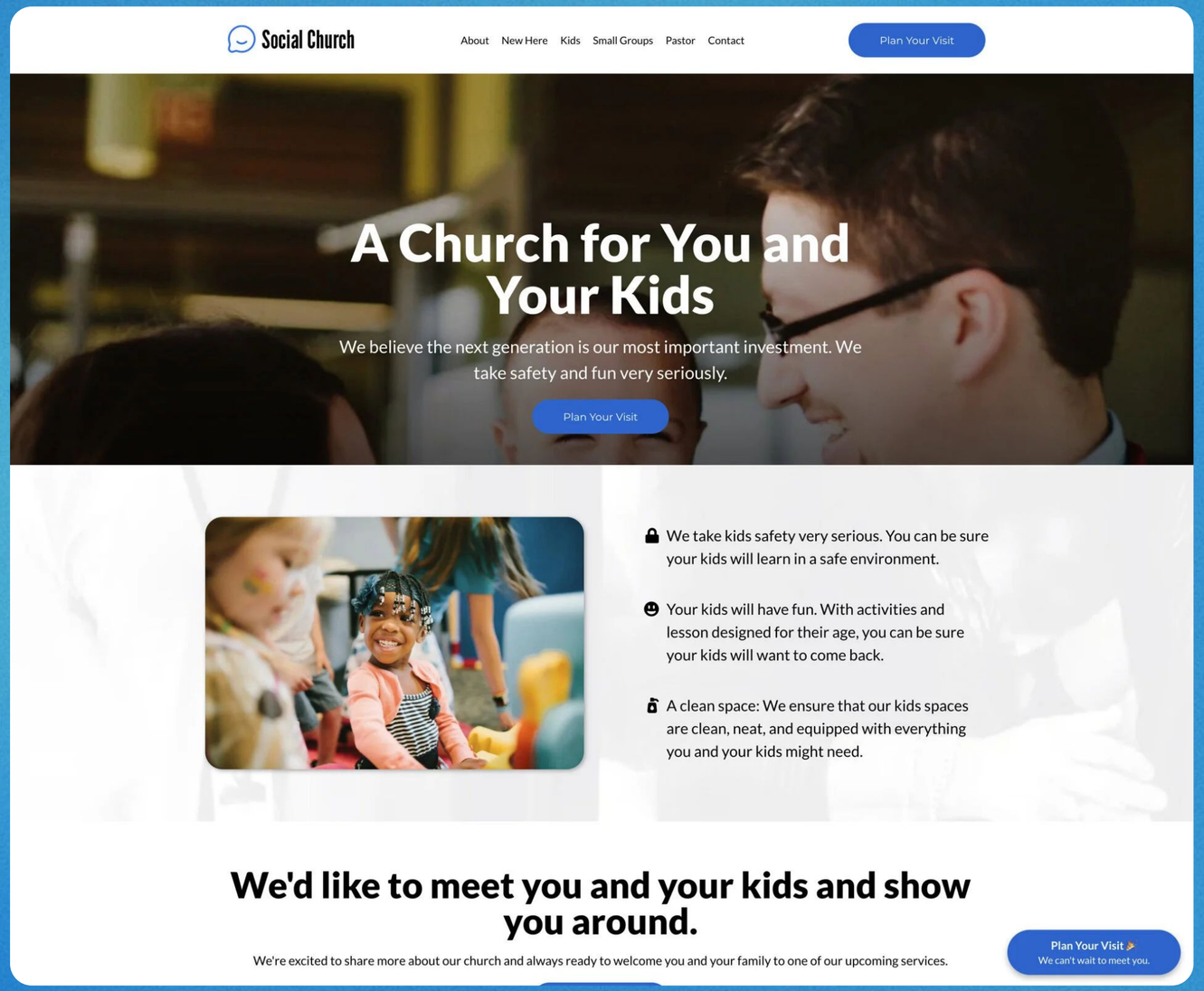


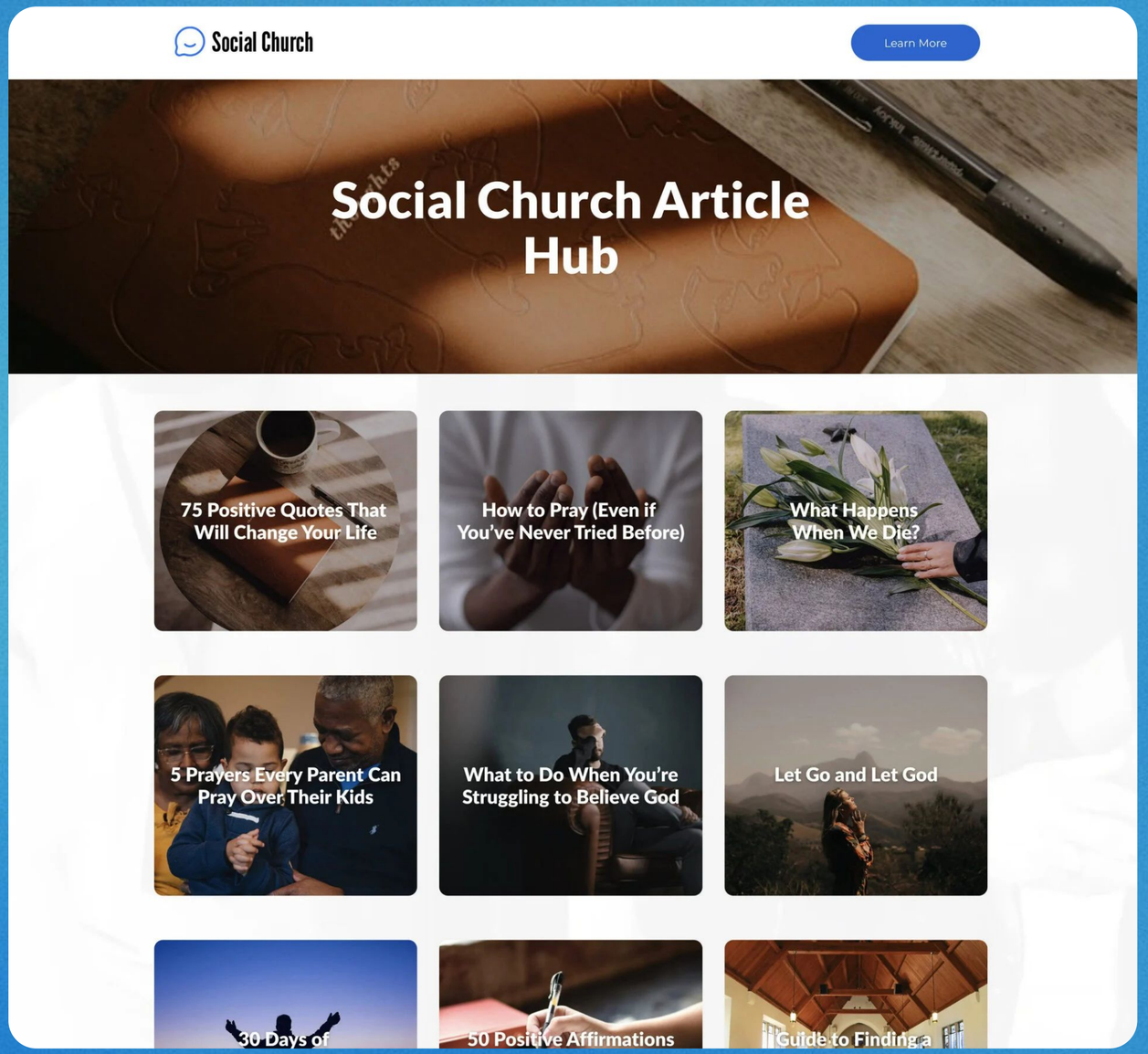
Plan Your Visit!
We can't wait to meet you!

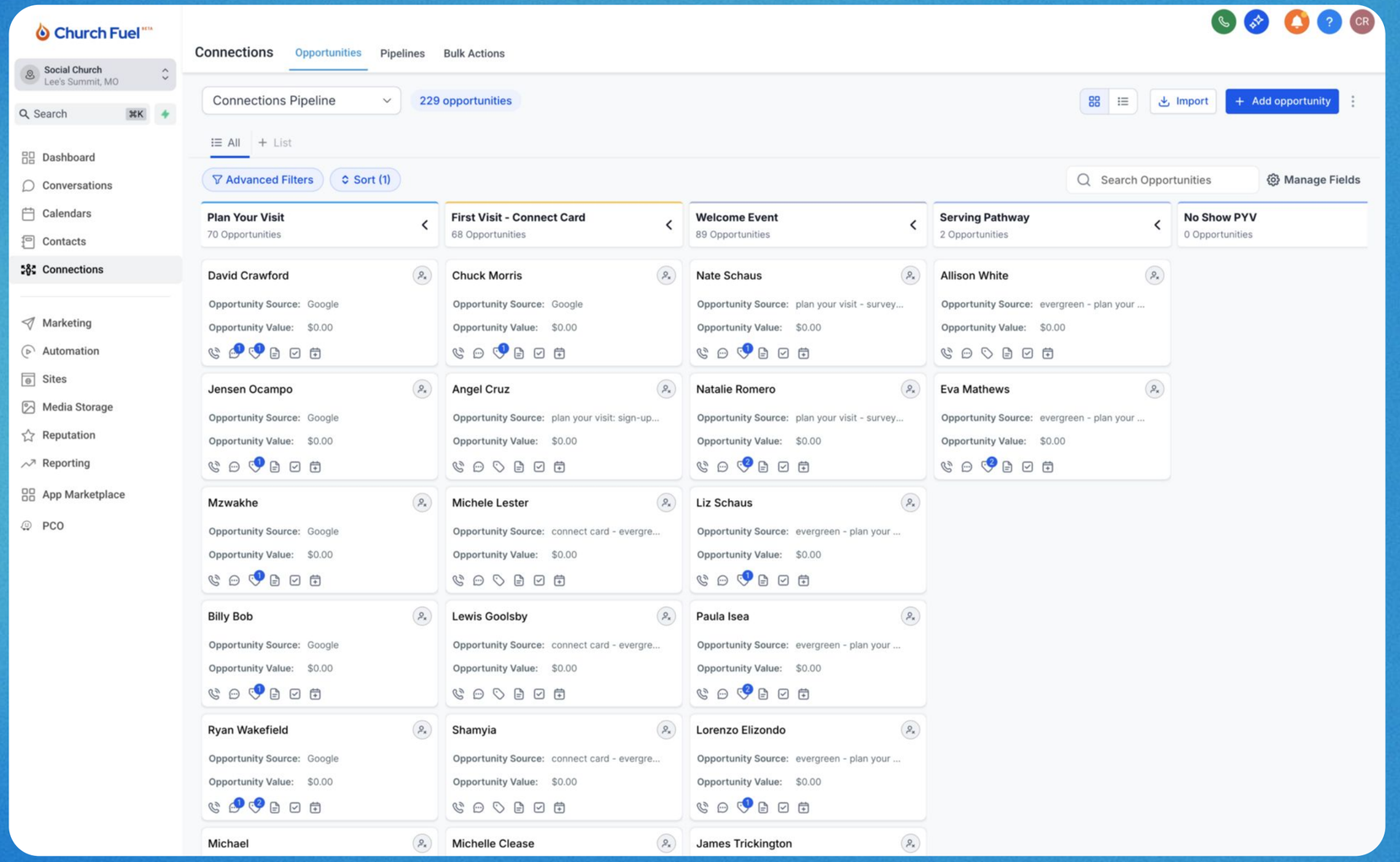

Church Fuel
Social Church
Lee's Summit, MO
Search ⌘K
Dashboard
Conversations
Calendars
Contacts
Connections
Marketing
Automation
Sites
Media Storage
Reputation
Reporting
App Marketplace
PCO
Contacts
Smart Lists
Bulk Actions
Restore
15 Contacts
All
Review Demo
Example Smart List
Advanced Filters (1)
Sort
Contact Name
Phone
Kylo Ren
Rey Skywalker
Qui-Gon Jinn
Padmé Amidala
Jango Fett
Boba Fett
Mace Windu
Yoda
Obi-Wan Kenobi
Emperor Palpatine
Darth Vader
Chewbacca
Han Solo
Leia Organa
Luke Skywalker
Obi-Wan Kenobi
9 of 15 selected
Contact
Church Name
Hide empty fields
First Name
Obi-Wan
Last Name
Kenobi
Email
obiwan.kenobi@jediorder.org
Exclude from email verification
Phone
Date Of Birth
Contact Source
Contact Type
Lead
Message
How Did You Hear About Us?
Contact ID
General Info
Additional Info


Church Fuel
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Dashboard
Conversations
Calendars
Contacts
Connections
Marketing
Automation
Sites
Media Storage
Reputation
Reporting
App Marketplace
PCO
Settings
Church Fuel
2025-01-01
2025-11-07
Edit Dashboard
New Planned Visits
455
↑ 100% vs Last 311 Days
Current Conversations
210
↑ 100% vs Last 311 Days
Source of Your Contacts
378
Direct traf... - 216
Paid Social... - 92
Social medi... - 62
Referral - 7
Organic Sea... - 1
Visitor Page Views
3.55K
Plan Your V... - 613
New Here ... - 551
Connect Car... - 288
About Lan... - 266
Jesus Lan... - 201
Survey Fo... - 199
Our Pastor ... - 181
Prayer La... - 172
Welcome Eve... - 156
Kids Land... - 154
Sermons L... - 146
Small Group... - 141
1/2
Delivered Emails
85
Opened Emails
52
Clicked Emails
12
Unsubscribed Emails
0


Church Fuel
Summit Park Church
Lee's Summit, Misso...
Search ⌘K
Dashboard
Conversations
Calendars
Contacts
Connections
AI Agents
Marketing
Automation
Sites
Media Storage
Reputation
Reporting
App Marketplace
Settings
Marketing
Social Planner
Emails
Snippets
Countdown Timers
Trigger Links
Brand Boards
Ad Manager
Email Marketing
Statistics
Campaigns
Templates
All Campaigns
2025-12-23
2025-12-29
Showing results for: Dec 23 - Dec 29
Try Sample Data
Engagement Summary
Summary of how recipients interact with your emails, like opening them, clicking links, and placing orders.
Delivered
Opened
Clicked
Ordered
0
500
1,000
1,500
2,000
Email Campaign
Workflow Campaign
Bulk Action Campaign
Calling From
Summit Park Church • +18167274229
1
2
3
4
5
6
7
8
9
*
0
+
#
Recents
Contacts
Keypad
Voicemail
Queue
Performance Analysis
Track campaign performance trends for a metric over time.
Email Delivered
2,101
Bounced
12
Unsubscribed
1
Spam Complaints
0
Open Rate (for All Campaigns)
Open Rate
Open Rate
43.41%
Total Opened: 912
Total Delivery: 2,101
15%
12%
9%
6%
3%
0%
Open Rate
12/23
12/24
12/25
12/26
12/27
12/28
Dates


Social Church
About
New Here
Kids
Small Groups
Pastor
Contact
Plan Your Visit
A Church for You and Your Kids
We believe the next generation is our most important investment. We take safety and fun very seriously.
Plan Your Visit
We take kids safety very serious. You can be sure your kids will learn in a safe environment.
Your kids will have fun. With activities and lesson designed for their age, you can be sure your kids will want to come back.
A clean space: We ensure that our kids spaces are clean, neat, and equipped with everything you and your kids might need.
We'd like to meet you and your kids and show you around.
We're excited to share more about our church and always ready to welcome you and your family to one of our upcoming services.
Plan Your Visit
We can't wait to meet you.


Social Church
Learn More
Social Church Article Hub
75 Positive Quotes That Will Change Your Life
How to Pray (Even if You've Never Tried Before)
What Happens When We Die?
5 Prayers Every Parent Can Pray Over Their Kids
What to Do When You're Struggling to Believe God
Let Go and Let God
30 Days of
50 Positive Affirmations
Guide to Finding a


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Media Storage
Reputation
Reporting
App Marketplace
PCO
Connections
Opportunities
Pipelines
Bulk Actions
Connections Pipeline
229 opportunities
Import
Add opportunity
All
List
Advanced Filters
Sort (1)
Search Opportunities
Manage Fields
Plan Your Visit
70 Opportunities
First Visit - Connect Card
68 Opportunities
Welcome Event
89 Opportunities
Serving Pathway
2 Opportunities
No Show PYV
0 Opportunities
David Crawford
Opportunity Source: Google
Opportunity Value: $0.00
Chuck Morris
Opportunity Source: Google
Opportunity Value: $0.00
Nate Schaus
Opportunity Source: plan your visit - survey...
Opportunity Value: $0.00
Allison White
Opportunity Source: evergreen - plan your ...
Opportunity Value: $0.00
Jensen Ocampo
Opportunity Source: Google
Opportunity Value: $0.00
Angel Cruz
Opportunity Source: plan your visit: sign-up...
Opportunity Value: $0.00
Natalie Romero
Opportunity Source: plan your visit - survey...
Opportunity Value: $0.00
Eva Mathews
Opportunity Source: evergreen - plan your ...
Opportunity Value: $0.00
Mzwakhe
Opportunity Source: Google
Opportunity Value: $0.00
Michele Lester
Opportunity Source: connect card - evergre...
Opportunity Value: $0.00
Liz Schaus
Opportunity Source: evergreen - plan your ...
Opportunity Value: $0.00
Billy Bob
Opportunity Source: Google
Opportunity Value: $0.00
Lewis Goolsby
Opportunity Source: connect card - evergre...
Opportunity Value: $0.00
Paula Isea
Opportunity Source: evergreen - plan your ...
Opportunity Value: $0.00
Ryan Wakefield
Opportunity Source: Google
Opportunity Value: $0.00
Shamyia
Opportunity Source: connect card - evergre...
Opportunity Value: $0.00
Lorenzo Elizondo
Opportunity Source: evergreen - plan your ...
Opportunity Value: $0.00
Michael
Michelle Clease
James Trickington

Getting Started



Enroll in Church Fuel

Enroll by Thursday at 11:59pm Central

Order at **leaders.church/order** before the special closes Thursday, January 29th at 11:59pm Central.

Schedule Your Setup Call

Pick Your Account Rep Time

After you order you'll book your time to meet with your Account Rep. We'll get what we need to set up your **Church Fuel Visitor Software**.

6-Week Visitor Growth Engine Buildout

Let's Secure Those Grants

Now we'll help your church get into the **Google For Nonprofits Program** and secure the Google Ad Grant and the Google Workspace Grant.

Automatic Invite System™

You're Setup for Success

We set up and manage your invite campaigns with the goal of helping your church **grow to the next level** and spend over $2,000/month in grant ads.

Schedule Your Church Fuel



STRATEGY CALL

- **Text “TALK” to 417-788-6783**
- Let’s talk through your situation.
- Determine the best way for our team to help.

✅ CHURCH FUEL WORKSHOP

Text ENCORE to 417-788-6783

To get be invited to come back next week.

Text ENCORE if you'd like us to register you for our next live workshop.

Bring your team or invite another pastor!

FAQs

Software Types

- Church Visitor Software vs. Church Management Software
- Integrates with what you are using now.
- Eliminates 5-7 other software accounts.
- Focus specifically on getting Invites Out, Visitors In, Connected Fast
- Doneware! 🎉

Church Fuel + Leaders.Church

Grow Your Church
Workshop ‘26

Invites Out
Visitors In
Connected Fast