



Join us LIVE | January 2026
Tuesdays or Thursdays @ 12 PM CT
churchfuel.com/live



Grow Your Church Workshop

WORKBOOK

GROW YOUR CHURCH WORKSHOP

Workbook - Please note that this is a basic first draft of Church Fuel's *Grow Your Church Workshop Workbook!* Our team will continue to refine this content the closer we get to the live workshop. But, please feel free to look through this workbook to get a head start with your team!

PART 1: A YEAR IN REVIEW + A LOOK AT THE YEAR AHEAD

Celebrate last year!

How many visitors did you see at your church this last year?

What is one new-visitor testimony?

What was your favorite ministry testimony from this last year?

Look ahead to the New Year with Hope!

What's something you're looking forward to in 2026?

The Church Fuel - Annual Visitor Plan Workshop

PART 2: WORKSHOP OUTLINE + 7 RULES FOR VISITOR GROWTH + ANNUAL VISITOR PLAN

GOAL - Church Fuel's goal, in partnership with the local church, is to *Make Heaven Crowded!*

NEXT STEP - **REPLAY + NOTES** - Get the replay from our LIVE workshop and the comprehensive notes!

- Text WATCHING to 417-788-6783

WORKSHOP OUTLINE

- 7 Rules for Visitor Growth
- Your Annual Visitor Plan
 - *Goal*
 - *Plan*
 - *System*
 - *Budget*
 - *Allocate your budget*
 - *Ways to Save*
- The Visitor Growth Engine
 - *Automatic Invites System*
 - *Automatic Visitors System*
 - *Automatic Connections System*
 - *What you Need for your Visitor Growth Engine*
- How Church Fuel Can Help
 - *Enrollment*
- Post Workshop Content
 - *Suggested Annual Visitor Calendar*
 - *Google Ads Annual Visitor Calendar*
 - *Facebook Ads Calendar*
 - *Church Fuel Annual Resource Calendar*

7 Rules for Visitor Growth

7 RULES FOR VISITOR GROWTH

1. Want more visitors? Get out more invites!
2. Prioritize reaching the next generation!
 - a. Does your church prioritize reaching kids, youth, and/or young families?
 - b. ___ Yes ___ No
3. Your contact list should always be growing.
 - a. Do you measure where your contact list starts at the beginning of the year and where it is at at the end of the year?
 - b. ___ Yes ___ No
 - c. If so, did it grow?
4. Connect fast, but have a long-term view of the relationship.
5. Do the boring things consistently for years.
6. Visitors don't show up by accident.
7. Start with your Visitor "GPS"

Your Annual Visitor Plan

PART 3: YOUR ANNUAL VISITOR PLAN: Your Visitor GPS + BUDGET

What is your overall approach to prepare for church growth in the new year?

Let's start with your GPS!

Goal - What is your visitor goal for this year?

Option A: One visiting family a Sunday.

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

Option C (custom for your church): _____

Plan - What is your plan to hit that goal?

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

Fill out a basic plan you have to hit your visitor goal: _____

System -

What is a system? _____

What systems does your church have in place to make sure you can execute the plan above in an easy and repeatable way?

BUDGET

Do you have a Local Missions/Visitor budget for the year?

Yes No

Typical budget allocation for a Visitors budget = 1%-10% of your budget

Budget based on church Type:

- 10% Church Plant
- 3-5% Normal Sized Church
- Start by adding 1% every year

What makes up this budget?

Ad Investment

- Facebook + Instagram Invites
 - Recommendation - Invest \$5 - \$25 a day
 - \$20 - \$40 for a Plan Your Visit - 30%
 - \$5 - \$10 for a Prayer Request - 10%
 - \$3 - \$10 for an Event Reminder - 15%

Calculate your budget below! 💰

- Determine what your overall Visitors budget will be and write the answer below.

- Based on the recommendation above, determine how much money in Ads you would like to invest monthly, then multiply that by 12 to your annual ad spend and write the answer below.

- Determine if you will use Church Fuel.
 Yes No
- Take your ad investment + Church Fuel investment, to evaluate if that falls in line with your annual visitor budget. Write the amount below.

- Does this fall in line with your annual visitor budget?
 Yes No

WAYS TO SAVE

Review the software/platform/subscriptions list below. Church Fuel can help you replace all of these on this list! 🙌 Circle any that you may have and write the annual amount next to each.

\$___ Sites

\$___ Texting

\$___ Pipelines

\$___ Email

\$___ Coaching

\$___ Phone System

\$___ Resources

\$___ Cloud Storage

\$___ Professional Email

\$___ Canva

\$___ Workspace Tools

\$___ Database

\$___ Google Ad Spend

\$___ AI Tools

\$___ Booking Calendar

Add the amounts listed above to see how much you could be saving and write the amount below!

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

The Visitor Growth Engine

PART 4: THE VISITOR GROWTH ENGINE

What is the Visitor Growth Engine?

The proven Church Fuel method that helps you grow your church by automatically getting invites out, visitors in, and connecting them fast.



INVITES OUT: Automatic Invite System

What is an Automatic Invite System? - A system to invite people to your church 24/7 that runs automatically, even when no one is working!

Here are the 3 elements we'll cover this year that will fuel your Automatic Invite System.

- Google Grant + Google Ads - Is my Church a good fit for the Google Ad Grant?
 - Evaluate your church by giving yourself the correct amount of points based on the criteria below:
 - (2 points) If you have a Thriving Kids Ministry

- (2 points) If you have great Community Events
 - (1 point) If you have attractational Care Ministries
 - (1 point) If you have Community Programs
 - (1 point) If you have a Good Connections System
 - (1 point) If you have 25,000+ in your Surrounding Population
 - (1 point) If you have an updated Church Website
 - (1 point) If you have a Multi-Purpose Facility
 - Calculate your score from 1-10
 - 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!
- Facebook - COMING SOON
 - Congregation Invites - COMING SOON

VISITORS IN: Automatic Visitors System

What is an Automatic Visitors System? - A system that turns a person who has been invited to your church into a first-time visitor at your church!

- Visitors Pages + Contact Forms
- Pre-visit Workflow
- Plan Your Visit Pipeline

CONNECTED FAST: Automatic Connections System

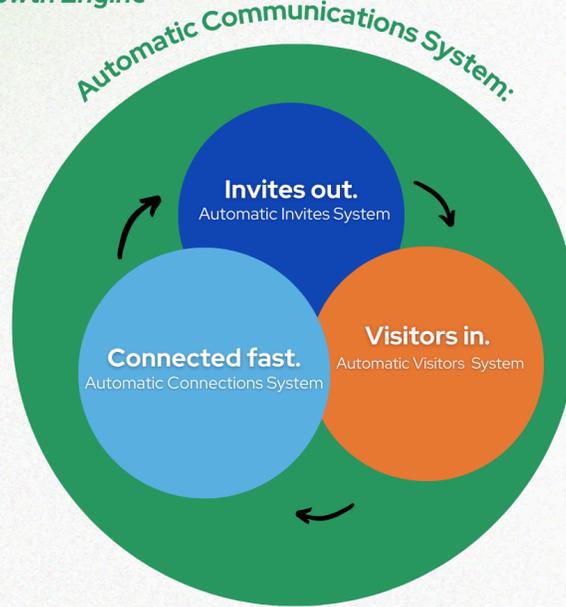
What is an Automatic Connections System? - A system that helps people have a great experience, make a friend and keep them coming back!

- Super host strategy
- Connections Pipeline
- Follow-up Workflow

WHAT YOU NEED FOR YOUR VISITOR GROWTH ENGINE:

A Communications System

Don't duct tape a bunch of different platforms and softwares together to reach out to visitors and your congregation consistently. We can give you all of that in one Communications System at Church Fuel.



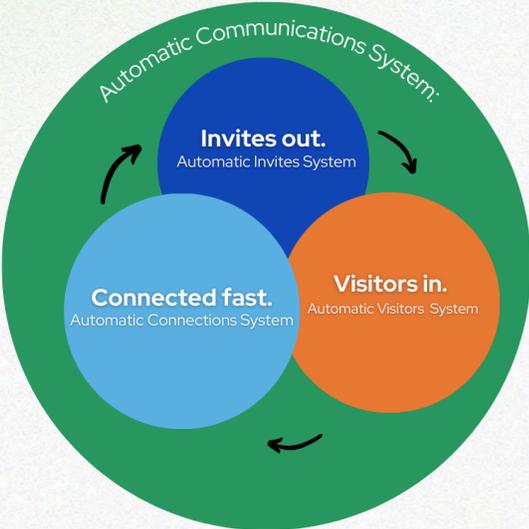
- Text
- Email
- Phone call
- Voice Messages
- Digital Phone Calls
- Social Integrations
- Dashboards and Reporting
- Domain Optimization
- Professional Email Integration
- Database Integrations
- Communications workflows + automations built for you

Do you have a platform to communicate with visitors who plan to attend or actually show up on a weekend?

- | | |
|---|--|
| <ul style="list-style-type: none"> • Text • Email • Phone call • Voice Messages • Digital Phone Calls • Social Integrations • Dashboards and Reporting | <ul style="list-style-type: none"> • Domain Optimization • Professional Email Integration • Database Integrations • Communications workflows and automations built for you • Visitor Pages done for you • Digital Connect Cards • Connection Pipeline Automations |
|---|--|

Church Fuel Visitor Software VS Management Software

 **Visitor Software**



Church **Management** Software



POST WORKSHOP CONTENT

PART 6: Corresponding Help for your Annual Visitor Plan

Recommended Comprehensive 2026 Visitor Calendar

As a reminder, we recommend the following activities every month to ensure a steady stream of visitors to your church every single week.

Church Fuel 2026 ANNUAL VISITOR CALENDAR

MONTH	MONTHLY ADS	CHURCH FUEL RESOURCES	SEASONAL FAN POINT
JANUARY	<ul style="list-style-type: none"> Google Ads <ul style="list-style-type: none"> Services Child Devoting Plan Church Hour Mtg Sunday Fellowship Facebook Ads <ul style="list-style-type: none"> Plan Your Visit 	<ul style="list-style-type: none"> Annual Visitor Calendar Two Page Flyer / Pastor Planner Connective System 	<ul style="list-style-type: none"> SEASONAL FAN POINT: 2026 (Jan-Feb)
FEBRUARY	<ul style="list-style-type: none"> Google Ads <ul style="list-style-type: none"> Black History Month LMH Orphan Ministry Conference Facebook Ads <ul style="list-style-type: none"> Plan Your Visit 	<ul style="list-style-type: none"> Visitors System Visitors Country Introduction Connective System PHV / Pastor Connect Card 	<ul style="list-style-type: none"> SEASONAL FAN POINT: New Year / Pastor Prayer
MARCH	<ul style="list-style-type: none"> Google Ads <ul style="list-style-type: none"> Events Expenses Holy Week Women's Ministry Facebook Ads <ul style="list-style-type: none"> Plan Your Visit Radio 	<ul style="list-style-type: none"> Visitors System Volunteer System Volunteer Feedback Galat 5:22 	<ul style="list-style-type: none"> SEASONAL FAN POINT: Easter Season
APRIL	<ul style="list-style-type: none"> Google Ads <ul style="list-style-type: none"> Services Good Friday Summer Logistics HOPE Facebook Ads <ul style="list-style-type: none"> Family Radio 	<ul style="list-style-type: none"> Connective System Grand Pastor / Welcome Party Mother's Day Kit Plant and Nurseries Kit The Fight 	<ul style="list-style-type: none"> SEASONAL FAN POINT: Mother's Month
MAY	<ul style="list-style-type: none"> Google Ads <ul style="list-style-type: none"> Women's Day Radio Personal Day Value Retail Facebook Ads <ul style="list-style-type: none"> Learn Mother's Day 	<ul style="list-style-type: none"> Connective System Google Ads / New Website / Joomla Radio / Logo 	<ul style="list-style-type: none"> SEASONAL FAN POINT: Mother's Day Visitors
JUNE	<ul style="list-style-type: none"> Google Ads <ul style="list-style-type: none"> Radio / Logo Radio / Logo Summer Day Camp Volunteer Bible School Facebook Ads <ul style="list-style-type: none"> Prayer Ads 	<ul style="list-style-type: none"> Prayer App System Radio / Logo Radio / Logo Summer Camp Playlist 	<ul style="list-style-type: none"> SEASONAL FAN POINT: Summer Bible Plan
JULY	<ul style="list-style-type: none"> Google Ads <ul style="list-style-type: none"> July 4th Summer Events Senior Citizens Ministry Business Seminars Facebook Ads <ul style="list-style-type: none"> Plan Your Visit Prayer Ads 	<ul style="list-style-type: none"> Volunteer System Volunteer Feedback Leadership System Two Page Flyer / Booking 200 	<ul style="list-style-type: none"> SEASONAL FAN POINT: Summer Bible Plan
AUGUST	<ul style="list-style-type: none"> Google Ads <ul style="list-style-type: none"> Wish 1927 Back to School Christian Schools 14 October / Day 92 Facebook Ads <ul style="list-style-type: none"> Plan Your Visit 	<ul style="list-style-type: none"> Radio to School Program Radio / Logo 	<ul style="list-style-type: none"> SEASONAL FAN POINT: Fall / Grand Visitors
SEPTEMBER	<ul style="list-style-type: none"> Google Ads <ul style="list-style-type: none"> Plan Your Visit Coffee Shop Radio / Logo Radio / Logo Facebook Ads <ul style="list-style-type: none"> Plan Your Visit 	<ul style="list-style-type: none"> Visitors System Connective System PHV / Pastor Connect Card 100 Questions 	<ul style="list-style-type: none"> SEASONAL FAN POINT: Fall / Grand Visitors
OCTOBER	<ul style="list-style-type: none"> Google Ads <ul style="list-style-type: none"> Fall Outreach Fall Events Prayer Radio Facebook Ads <ul style="list-style-type: none"> Plan Your Visit Events / Fall Outreach 	<ul style="list-style-type: none"> Leadership System Leadership System / Welcome Card / Welcome Kit Fall Festival Playlist 	<ul style="list-style-type: none"> SEASONAL FAN POINT: Fall Outreach Visitors
NOVEMBER	<ul style="list-style-type: none"> Google Ads <ul style="list-style-type: none"> Thanksgiving LMH Gift Shop Advent Facebook Ads <ul style="list-style-type: none"> Prayer Ads 	<ul style="list-style-type: none"> Prayer App System Connective System Class Follow up / Welcome Flyer Christmas Kit Advent Kit 	<ul style="list-style-type: none"> SEASONAL FAN POINT: Christmas Season
DECEMBER	<ul style="list-style-type: none"> Google Ads <ul style="list-style-type: none"> Services Events Family Activities Gift Basket Plan Facebook Ads <ul style="list-style-type: none"> Family Christmas 	<ul style="list-style-type: none"> Advent Kit Christmas Kit 2027 Visitor Plan Leadership System Leadership System / Annual Leadership Calendar New Year's Sermon Plan New Year's Sermon Plan / The Day After 	<ul style="list-style-type: none"> SEASONAL FAN POINT: Christmas Visitors - 2027 Visitor Plan

[Annual Visitor Calendar Download](#)

Recommended 2026 Google & Facebook Ad Placement

We recommend the following ad strategy each month throughout the year to add fuel to the fire and capitalize on that steady visitor stream – in a “best case scenario” we recommend both Google (free using the Google Ad Grant) and Facebook (paid by the church) ads in the following order.

ANNUAL GOOGLE AD PLAN 2026

CHURCH FUEL + GOOGLE ADS

Month	Ad Placement
JANUARY	<ul style="list-style-type: none"> Sermons Bible Reading Plans Church near me School/Pre-school
FEBRUARY	<ul style="list-style-type: none"> Black History Month Lent Groups Marriage Conference
MARCH	<ul style="list-style-type: none"> Events Egg Hunt Holy Week Women's Ministry
APRIL	<ul style="list-style-type: none"> Services Good Friday Sports Leagues MOPS
MAY	<ul style="list-style-type: none"> Mother's Day Kids Memorial Day Service Venue Rental
JUNE	<ul style="list-style-type: none"> Father's Day Food Pantry Summer Day Camp Vacation Bible School
JULY	<ul style="list-style-type: none"> July 4th Summer Events Senior Citizen Ministry Backpack Giveaway
AUGUST	<ul style="list-style-type: none"> Movie Night Back to School Christian Schools 75 Quotes to Live By
SEPTEMBER	<ul style="list-style-type: none"> Plan Your Visit Coffee Shop Bible Reading Plans Game Night
OCTOBER	<ul style="list-style-type: none"> Fall: Outreaches Fall: Events Prayer Kids
NOVEMBER	<ul style="list-style-type: none"> Food Pantry Jesus Grief Share Advent
DECEMBER	<ul style="list-style-type: none"> Services Events Family Activities Bible Reading Plans

[Annual Google Ad Calendar Download](#) / [Annual Facebook Ad Calendar Download](#)

ANNUAL FACEBOOK AD PLAN 2026

CHURCH FUEL + FACEBOOK ADS

Month	Ad Placement
JANUARY	<ul style="list-style-type: none"> Plan Your Visit
FEBRUARY	<ul style="list-style-type: none"> Plan Your Visit
MARCH	<ul style="list-style-type: none"> Plan Your Visit Events <ul style="list-style-type: none"> Easter
APRIL	<ul style="list-style-type: none"> Events <ul style="list-style-type: none"> Easter
MAY	<ul style="list-style-type: none"> Events <ul style="list-style-type: none"> Mother's Day
JUNE	<ul style="list-style-type: none"> Prayer Ads
JULY	<ul style="list-style-type: none"> Plan Your Visit Prayer Ads
AUGUST	<ul style="list-style-type: none"> Plan Your Visit
SEPTEMBER	<ul style="list-style-type: none"> Plan Your Visit
OCTOBER	<ul style="list-style-type: none"> Plan Your Visit Events <ul style="list-style-type: none"> Fall Outreach
NOVEMBER	<ul style="list-style-type: none"> Prayer Ads
DECEMBER	<ul style="list-style-type: none"> Events <ul style="list-style-type: none"> Christmas

Recommended 2026 Congregation Invites

We recommend the following strategy to equip and engage your congregation to invite their friends and your community to church monthly and weekly!

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**

[Annual Congregation Invites Calendar Download](#)

How Church Fuel Can Help

Church Fuel has literally thousands of resources available for member churches to utilize to help get invites out, visitors in and connected fast. This is just a quick look at some of those resources that correspond to the recommendations we've made for your 2026 Visitor Calendar.

This will be the focus of our weekly live member calls, each Thursday at 11 am Central.

ANNUAL RESOURCE PLAN 2026

CHURCH FUEL
+
RESOURCE PLAN

MONTH	RESOURCES
JANUARY	<ul style="list-style-type: none">• GYC workshop• Grow cohorts• Annual Visitors Calendar• Leadership System• Connections System• <small>Two page plan / Pastor's planner</small>• <small>Discipleship / New Believer's Journey</small>
FEBRUARY	<ul style="list-style-type: none">• Visitors System• <small>Visitors course / invites course</small>• Easter kit launch• Connections System• <small>PRV / Pipeline / Connect card</small>
MARCH	<ul style="list-style-type: none">• Volunteers System• <small>Volunteer Fuel - recruit</small>• Easter kit• GYC Easter workshop?
APRIL	<ul style="list-style-type: none">• Connections System• <small>Guest follow-up / Welcome party</small>• Mother's Day kit• Post event sermon kit• <small>The Fight</small>
MAY	<ul style="list-style-type: none">• Connections System• <small>Discipleship / New believer's - Journey</small>• Mother's Day kit
JUNE	<ul style="list-style-type: none">• Prayer SW System• Father's Day kit• Summer Slump Playbook
JULY	<ul style="list-style-type: none">• Volunteers System• <small>Volunteer pipeline</small>• Leadership System• <small>Two page plan / breaking 200</small>
AUGUST	<ul style="list-style-type: none">• GYC Workshop• Grow cohorts• Back to school playbook
SEPTEMBER	<ul style="list-style-type: none">• Visitors System• <small>Visitors course / invites course</small>• CandyPalooza kit launch• Connections System• <small>PRV / Pipeline / Connect card</small>• 101 outreach ideas
OCTOBER	<ul style="list-style-type: none">• Leadership System• <small>Leadership pipeline / course</small>• CandyPalooza kit• Fall festival playbook• Christmas kit launch
NOVEMBER	<ul style="list-style-type: none">• Prayer SW System• Connections System• <small>Guest follow-up / Welcome party</small>• Christmas kit• Advent kit
DECEMBER	<ul style="list-style-type: none">• Christmas kit• 2027 visitor plan• Leadership System• <small>Leadership blueprint / Annual leadership calendar</small>• New Year's sermon kit• <small>New beginning / Sun to win / The Big win</small>

[Annual Resource Calendar Download](#)

Additional Links:

- [Need to Enroll in Church Fuel?](#)
- Need to talk to someone? [Book a Strategy Call!](#)
- [FAQs](#)