

Visitor Course - 52 List Nurturing Ideas

A Week-by-Week Plan to Nurture Your List In A Year

Quarter 1: Fresh Starts & Building Rhythm (Jan - March)

The focus here is on new habits, overcoming winter blues, and establishing yourself as a caring voice.

1. **Idea:** Acknowledging the pressure of New Year's resolutions and offering grace.
 - **Subject:** Struggling with your resolutions already? (We get it.)
2. **Idea:** A simple, open-ended prayer check-in.
 - **Subject:** How can I pray for you this week?
3. **Idea:** MLK Day / Highlighting a local community service opportunity.
 - **Subject:** A simple way to love our neighbors this week.
4. **Idea:** Addressing winter burnout or seasonal depression.
 - **Subject:** Feeling a little overwhelmed lately?
5. **Idea:** Sharing a helpful, free resource (e.g., an article or podcast on family/finances).
 - **Subject:** A podcast recommendation you might actually find helpful.
6. **Idea:** Valentine's Day week – a quick thought on the pressure of the holiday and a reminder that they are loved.
 - **Subject:** A quick thought on love (and the pressure of this week).
7. **Idea:** Highlighting a local business to show you love the city.
 - **Subject:** Our favorite hidden gem coffee shop in [City Name].
8. **Idea:** Encouragement specifically for exhausted parents.
 - **Subject:** To the tired parents out there...
9. **Idea:** Introducing the concept of Lent or simply the benefit of taking a "pause" in a busy world.
 - **Subject:** The lost art of taking a pause.
10. **Idea:** Daylight Saving Time (Spring Forward) lighthearted check-in.
 - **Subject:** We lost an hour of sleep, but gained some light!

11. **Idea:** March Madness or Spring Break – asking a fun, low-stakes question to spark replies.
 - **Subject:** The great debate: Are you a basketball fan or just waiting for spring?
12. **Idea:** Low-pressure Easter invite focusing on community (e.g., an Easter Egg Hunt).
 - **Subject:** Looking for some free family fun this Easter?
13. **Idea:** A short, uplifting text/email of hope for Easter weekend.
 - **Subject:** A quick message of hope for your weekend.

Quarter 2: Growth & Transitions (April - June)

The focus shifts to spring renewal, honoring family milestones, and checking in as the year moves fast.

14. **Idea:** Post-Easter check-in. Just a friendly hello.
 - **Subject:** Happy Tuesday! How are you doing today?
15. **Idea:** "Spring cleaning" for the mind – a short thought on decluttering mental anxiety.
 - **Subject:** Spring cleaning for your mind and soul.
16. **Idea:** Invite them to a "no strings attached" volunteer day (e.g., sorting food at a local pantry).
 - **Subject:** Want to help us bless the local food bank?
17. **Idea:** National Day of Prayer – letting them know your staff is actively praying for the city's residents.
 - **Subject:** We're taking time to pray for our city today.
18. **Idea:** Mother's Day prep – acknowledging it's a beautiful day for some, but a painful day for others.
 - **Subject:** Mother's Day plans? (And a note if it's a hard week).
19. **Idea:** Sharing a practical tip for managing a busy family schedule.
 - **Subject:** 3 practical ways to find peace in a chaotic schedule.
20. **Idea:** Graduation season – encouragement for those navigating life transitions.
 - **Subject:** Navigating a big life change right now?
21. **Idea:** Memorial Day – a message honoring sacrifice and wishing them a restful long weekend.
 - **Subject:** Remembering, honoring, and resting this weekend.

22. **Idea:** Summer kickoff – acknowledging the chaos of kids getting out of school.
- **Subject:** Surviving the first week of summer break?
23. **Idea:** Father’s Day prep – celebrating dads and offering a word of encouragement to those who step up.
- **Subject:** Celebrating Dads (and a quick word of encouragement).
24. **Idea:** Providing a list of fun, free local things to do.
- **Subject:** 5 free things to do with kids in [City Name] this summer.
25. **Idea:** Mid-year check-in. Half the year is gone; how are they holding up?
- **Subject:** We're halfway through the year. How are you holding up?
26. **Idea:** Text-friendly direct prayer or support request.
- **Subject/Text:** Hey [Name], pastor [Your Name] here. Is there anything I can pray about for you this week?

Quarter 3: Rest & Rhythms (July - Sept)

The focus is on summer rest, back-to-school transitions, and getting back into routines.

27. **Idea:** 4th of July – wishing them well and offering a thought on true freedom.
- **Subject:** Happy 4th! Hoping you get some well-deserved rest.
28. **Idea:** Beating the heat – a lighthearted text/email checking in on their summer.
- **Subject:** Staying cool? (A quick summer check-in).
29. **Idea:** A resource for strengthening marriages/relationships.
- **Subject:** A great (free) resource for strengthening your relationships.
30. **Idea:** Celebrating a community win (e.g., *"Our church just donated 500 lbs of food, thanks for being in our community!"*).
- **Subject:** Look what our community accomplished together!
31. **Idea:** Back-to-school anxiety – empathy for parents and kids feeling the pressure.
- **Subject:** Anxious about the school year starting?
32. **Idea:** Invitation to participate in a backpack or school supply drive.
- **Subject:** Help us load up backpacks for local kids!
33. **Idea:** Blessing the teachers – asking them to reply with the name of a teacher they can pray for.
- **Subject:** Know any teachers who need a boost this week?
34. **Idea:** Encouragement on finding healthy rhythms as summer ends.

- **Subject:** Finding your daily rhythm again.
- 35. **Idea:** Labor Day – a message about the importance of rest and work-life balance.
 - **Subject:** What does true rest actually look like?
- 36. **Idea:** Grandparents Day – a tribute to the quiet heroes and elders in our lives.
 - **Subject:** A quick note about the quiet heroes in our lives.
- 37. **Idea:** Suicide Prevention Month – a serious, compassionate message with local mental health resources.
 - **Subject:** You are not alone. (Important resources inside).
- 38. **Idea:** Fall kickoff – celebrating the changing weather.
 - **Subject:** Sweater weather is (almost) officially here!
- 39. **Idea:** A fun, engaging debate question to get replies (good for text).
 - **Subject/Text:** The great debate: Pumpkin Spice or regular coffee? Reply and let me know!

Quarter 4: Gratitude, Generosity & Holidays (Oct - Dec)

The focus is on navigating holiday stress, practicing gratitude, and warm, inviting seasonal events.

- 40. **Idea:** World Mental Health Day (Oct) – normalizing counseling and therapy.
 - **Subject:** A quick reminder: It's okay to not be okay.
- 41. **Idea:** Fall Festival / Trunk-or-Treat invite (high fun, low barrier).
 - **Subject:** Candy, costumes, and a safe place for kids!
- 42. **Idea:** Addressing cultural anxiety – a message of peace when the news cycle is exhausting.
 - **Subject:** What to do when the world feels loud and heavy.
- 43. **Idea:** Fall Back (Time Change) – lighthearted reminder.
 - **Subject:** Enjoy that extra hour of sleep this weekend!
- 44. **Idea:** A 7-day gratitude challenge leading up to Thanksgiving.
 - **Subject:** Are you up for a 7-day gratitude challenge?
- 45. **Idea:** Veterans Day – expressing gratitude for those who served.
 - **Subject:** Honoring those who have served us.
- 46. **Idea:** Acknowledging that the holidays can be intensely lonely for some.
 - **Subject:** Are the holidays a difficult time for you?
- 47. **Idea:** Thanksgiving Day message of pure gratitude for them being in your community network.
 - **Subject:** So incredibly thankful for you today.

48. **Idea:** Giving Tuesday – highlighting a local charity (not the church) they can support.
- **Subject:** A simple way to give back to [City Name] today.
49. **Idea:** De-stressing December – tips on not losing your mind during the Christmas rush.
- **Subject:** How to not lose your mind this December.
50. **Idea:** Christmas outreach – inviting them to help sponsor a local family in need.
- **Subject:** Let's bless some local families this Christmas.
51. **Idea:** Christmas Eve Service invite – positioning it as a peaceful, beautiful tradition.
- **Subject:** You're invited to a quiet, beautiful evening.
52. **Idea:** End-of-year reflection – helping them leave the heavy stuff behind before January.
- **Subject:** Leaving the heavy stuff behind in [Current Year].