

Law of the List

A Growing List is Crucial to a Growing Church

Remember, every "click," every "lead," and every email address represents a soul in your community. When we use these tools well, we aren't just building a list. We are building the Kingdom.

1. Guiding Principle

The Law of the List = A growing list is crucial to a growing church.

- a. List = a database of contact information.
 - i. This should include at least the first and last name, email, and mobile phone number.
- b. If you want to be a growing church, you should always be growing your list.
- c. "Ministry flows out of relationships and relationships take time" Pastor Scotty Gibbons.
 - i. Relationships can start when you have someone's contact information.
- d. **Your list represents your church's relationship opportunities.**
 - i. **As your list grows, your ability to disciple more people grows with it.**
 - ii. **The larger your list becomes, the more people you can invite, follow up with, and help take next steps.**
- e. **The larger your list gets, the more people you can invite to church.**
- f. Very basic ideas but growing churches get really good at the basics.

2. Rent vs Own Assets

FB vs Your Database

- a. **Use assets you rent to build assets you own**
 - i. I.e. anyone joining your FB group gives you email address
- b. **Use your Facebook Evergreen Ads to build your list all year long.**
- c. **Promote your events to your growing list instead of inventing a different event marketing strategy each time.** 💡


3. Different Types of Lists

Segmentation

- a. Examples:
 - i. People who are regular attenders
 - ii. Parents of middle schoolers
 - iii. People who have had some kind of experience with your church
 - iv. Next level -- you can have many types of lists segmented many ways

4. Nurture Your List!

If family, send messages that are going to relate to that

- a. Get to know them!
- b. Thoughtfully communicate in a way that adds value to their day
- c. What separates business from churches
 - i. Businesses look at getting more customers,
 - ii. Churches = want to create relationships
- d.  Visitor Course - 52 List Nurturing Ideas
- e. Being frustrated that a new lead didn't show up on week 1 is like being upset that you didn't get a marriage proposal on your first date.

5. Focus On:

- a. First name & last name
- b. Email
- c. Phone Numbers/ texting
 - i. Mobile / text messaging is so vital now - it's a game-changer
 - ii. Open rates:
 - 1. Email 20% doing really well
 - 2. Text message = 98% open rate
 - 3. 94% of people in US keep cell phone within 3 feet 24 hours a day

6. Remember Less is More!

- a. Only collect information you'll use - typically:
 - i. name
 - ii. email
 - iii. mobile number
- b. The more info you ask for, the less likely they are to give you any information
- c. Don't ask for more information than you actually need

7. Everything Your Church Does Should be an Opportunity to Collect Contact Information and Start / Nurture Relationships

- a. Gather contact information through Connect Cards, website Plan A Visit / Kids' Pre-registration, event attendance, etc. - anytime you're encountering people
- b. Make sure you're gathering info for a purpose - have a plan


8. Do a list-building Sunday

- a. Have a call-to-action during service.
 - i. Mention the connect card 3 times - beginning, middle, end
- b. Very simple connect card
 - i. [Best Connect Card Examples](#)
- c. Practice this element of your service
- d. Offer a printed method and digital method
- e. Think through practical elements (bring lights up when asking them to fill out, have pens available)
- f. Make it fun, like the \$25 giveaway
- g. Commit to keeping the list updated and growing

9. Follow-up Purpose

- a. No Longer be Designed to Get People to Come Back to Church
 - i. **Follow-up should be designed to get to know people and build relationships**
- b. Review your new visitor follow-up sequence and see how much of it is relationship-based vs getting someone to, or back to church – Make one adjustment to move in the relationship direction

10. To Get Leadership Buy-In

- a. Be sure you make a connection between collecting info and how that is crucial to the mission/vision of the church.
- b.  It's Not Marketing. It's Ministry. *A Pastor's Guide to Marketing Terms, Frameworks, and Language — Through the Lens of Ministry*

Bonus Insights Into Church Plant Marketing Plans

Where They Are Weak

- **Vague Digital Strategies:**
 - While almost every sheet mentions "Social Media," "FB/IG/TikTok," or "Digital Ads," the plans lack strategic depth
 - Mentioning a platform is not a strategy
 - There is little indication of *how* they will use these platforms (e.g., targeted local ad spending, specific content pillars, local SEO optimization, or lead magnets)

- **Lack of Measurable Goals (KPIs):**
 - The plans are very heavy on activities (doing things) but light on metrics (measuring things).
 - For example, how many people do they need on an email list by month 6?
 - How many "coffee meetups" need to translate into launch team members?
 - Without Key Performance Indicators, it will be hard to tell if their marketing is actually working before launch day

- **Potential for Leader Burnout:**
 - The sheer volume of "Ground Game" and "Personal" tasks (weekly team evangelism, canvassing, attending every local event, 1-on-1s) is incredibly time-consuming
 - Unless they have a massive, highly trained volunteer core early on, these plans risk burning out the lead planters before the church even opens

- **Missing Lead Capture / Nurture Systems:**
 - A few mention a website, but there is no clear plan for capturing information. If they meet someone at a town parade or a chili cook-off, what is the system to follow up with them?
 - They need a clear plan for capturing emails/phone numbers and putting those contacts into an automated nurture sequence

Summary:

These are excellent relational and community-building roadmaps, but as marketing plans, they need more focus on digital strategy, measurable data, and automated follow-up systems to truly be effective.