

# SMALL GROUP CONNECTION PROCESS

## CONNECT WEEKENDS

Connect Weekends at Seacoast take place twice a year in January and August over at least 2 consecutive weekends. There are 3 goals for our Connect Weekends:

- (1) Emphasize the importance of small groups
- (2) Showcase the types of small group offerings
- (3) Create a simple next step for people to join a small group

## IMPORTANT COMPONENTS OF CONNECT WEEKENDS

**MESSAGE INTEGRATION** People need to hear the teaching pastor's heart for small groups. This will provide momentum to the connection process.

**CAMPUS PASTOR SUPPORT** People also need to hear their campus pastor's heart for small groups, motivating them to take a next step.

**CLEAR DIRECTION** How will people know what groups are available? How will people indicate their interest in joining a small group?

**FOLLOW UP** Personal connection significantly increases the likelihood that someone will actually join a small group. Effective follow up with each person is the only way we can create that kind of personal connection.

### IMPORTANT REMINDERS

- All campuses should participate in any designated Connect Weekends.
- Central Support will provide direction to all campuses to maintain a uniform appearance during Connect Weekends. This includes, but is not limited to, banners, promotional displays and other table information.

## ONGOING CONNECTION STRATEGY

In addition to Connect Weekends, all campuses should develop an ongoing connection strategy. The minimum requirements for this strategy include:

**WEEKLY CONNECT CARDS** Weekly announcements should always invite people to let us know if they are interested in joining a small group.

**INSIDE TRACK SESSION** two of the Inside Track is designed to emphasize the importance of community and encourage people to let us know what kind of group they might like to join.

## PURPOSE

If we believe that God uses authentic relationships to produce spiritual transformation and discipleship, then we must develop a strategy that makes it easy for people to approach those life-giving small group communities. James understood this in Act 15 when he encouraged his friends to make it easy for people to come to God. Establishing a clear pathway for connection helps people take their first step. Creating that pathway is a collective effort that involves staff and volunteers.

## FOLLOW UP PROCESS

This is easily the most important piece of the connection process. It is easy for people to say they want to join a small group, but it becomes real when someone reaches out to help them do it. It says, "we're listening" and "we care about helping you grow in your faith." Having a systematic follow up process will help us not to miss any opportunities to help people connect. All campuses should use the following connect process.

- Day of entry into Ministry Platform: Initial email from campus pastor (sent by person responsible for initial follow-up).
- 48 hours of entry into Ministry Platform: Phone call from ministry leader
- 7 days from initial entry into Ministry Platform: final email from ministry leader

### IMPORTANT REMINDERS

- Connect follow up is a key performance metric on which staff will be evaluated.
- All connect actions should be recorded accurately in Ministry Platform.
- Ministry Platform connections should be closed when a person responds or after step 3, whichever comes first.

*Let the peace of Christ keep you in tune with each other, in step with each other. None of this going off and doing your own thing. And cultivate thankfulness. Let the word of Christ dwell in you richly. Give it plenty of room in your lives." (Colossians 3:15-16).*

*Helping people get connected is a privilege. By introducing people to environments where God's word will have more room in their lives, we are participating in a process that will directly affect their spiritual growth.*