



# VISITOR • BLUEPRINT



## TOP 3

What are the top 3 reasons someone should visit our church?

## EVENTS

What are our events during Momentum Seasons that we can easily pitch to a visitor?

## 4 BIG SUNDAYS

What are the 4 big Sundays in the year that are great visitor milestones?

## KEYSTONE MINISTRIES

What are the most visitor-friendly ministries in our church? These ministries would be great as landing pages to run ads to on our website.

## WEBSITE HEADLINE

What is the one sentence that best describes our church to new people?

## VISITOR GOALS

These are visitor goals for growth this year. How many website visits? How many Plan Your Visits? What is our goal for average visitors attending per week?

## TARGET AUDIENCE

Who comes to mind when we think about inviting people to church? Who are we best equipped to serve? Young families? Men? Women?



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## OVERVIEW INFO This information should read the same on all publications.

Church Name

Website URL

Contact Phone #

Church Address

Contact Email

Church Text Number

## BRAND DESCRIPTION If we were to describe our church what would we say? What should be represented in the photos and videos people see of our church? What are our brand colors? (RGB, CMYK, Hex codes)

## MINISTRY PLATFORMS What additional ministry platforms do we use for ministry to our community? Youtube? Zoom?

## INVITES

This is the status of our 5 different types of invites

### CONGREGATION

- Ready
- In Progress
- Not Yet

### EVENT

- Ready
- In Progress
- Not Yet

### EVERGREEN

- Ready
- In Progress
- Not Yet

### MINISTRY

- Ready
- In Progress
- Not Yet

### SEARCH

- Ready
- In Progress
- Not Yet

### ANNUAL CALENDAR

We've planned out our Momentum & Ministry Seasons for the year

- Ready
- In Progress
- Not Yet

This is the link to access our Visitor Calendar