

Visitor Phone Calls

The goal of the visitor phone call is:

- To make guest feel attended to and welcome.
- To solicit information about the guest: how and why they found First Unitarian, how they feel about their visit, whether or not they might come back.
- To offer information to the guest: brief information regarding specific areas of interest, how they might pursue them, and responses to questions.
- To invite them back for specific events: events you might know of that are coming up soon and would be of interest to visitors in general or to them specifically based on something you have learned of them. Let them know about SGM if they seem to have a serious interest.
- To record information received and given during the call, for use with future follow up.

Calls should be brief and conducted in the callers own style, without seeming to read a script. Proving an authentic experience is the most important thing you can do. Follow the guest lead as far as how long the call should last or how detailed the conversation should be. Be sure to leave your name and number in case they want to call you back (or Lori's # 453-2999, if you prefer). Take notes and record the information on this form immediately afterwards. Return to Lori the next time you are at church.

Visitor's Name:

Date of Visit:

Date of Call:

Outline:

1.) Introduce yourself; ask them if you have called at a good time. If not, offer to try back at a time they suggest. Let them know you are calling from the First Unitarian Church to see if they enjoyed their visit, and wonder if they might share their impressions? It is also important to ask if they have any questions, or would like more information about our church.

2.) Information to solicit: a.) How did they hear about us?

b.) Was this their first time to First Unitarian or a UU church?

c.) Are there any questions they have or any programs they would like to learn more about?

3.) Thank them for their time and invite them to return either to Sunday service or another program you know of that might interest them.