

# ASSIMILATION TRAINING GUIDE



**CCM**  
Church Coach Ministries

Cass City Missionary Church

[ChurchCoachMinistries.org](http://ChurchCoachMinistries.org)



# CONNECTION THROUGH ASSIMILATION

**Our purpose with Assimilation Training is to prepare ourselves as a church body to take in and receive the lost people that God sends our way.** The individuals who walk through our main doors are looking for relationships both with Christ and with those who are already inside these walls—that's you. We need to be aware that on any given Sunday, God is strategically placing people in our paths and giving each of us the opportunity to minister with a friendly greeting and a kind smile... sometimes it's just that simple.

**God builds the Church by reaching out to His lost sheep.** We need to build from the *outside-in* and keep our focus *outward*. We have to be aware of guests at our church so we can welcome them with the warmth and compassion that Christ would have us offer. We need to genuinely and intentionally receive those who the Lord directs here, to our church, for His purpose.

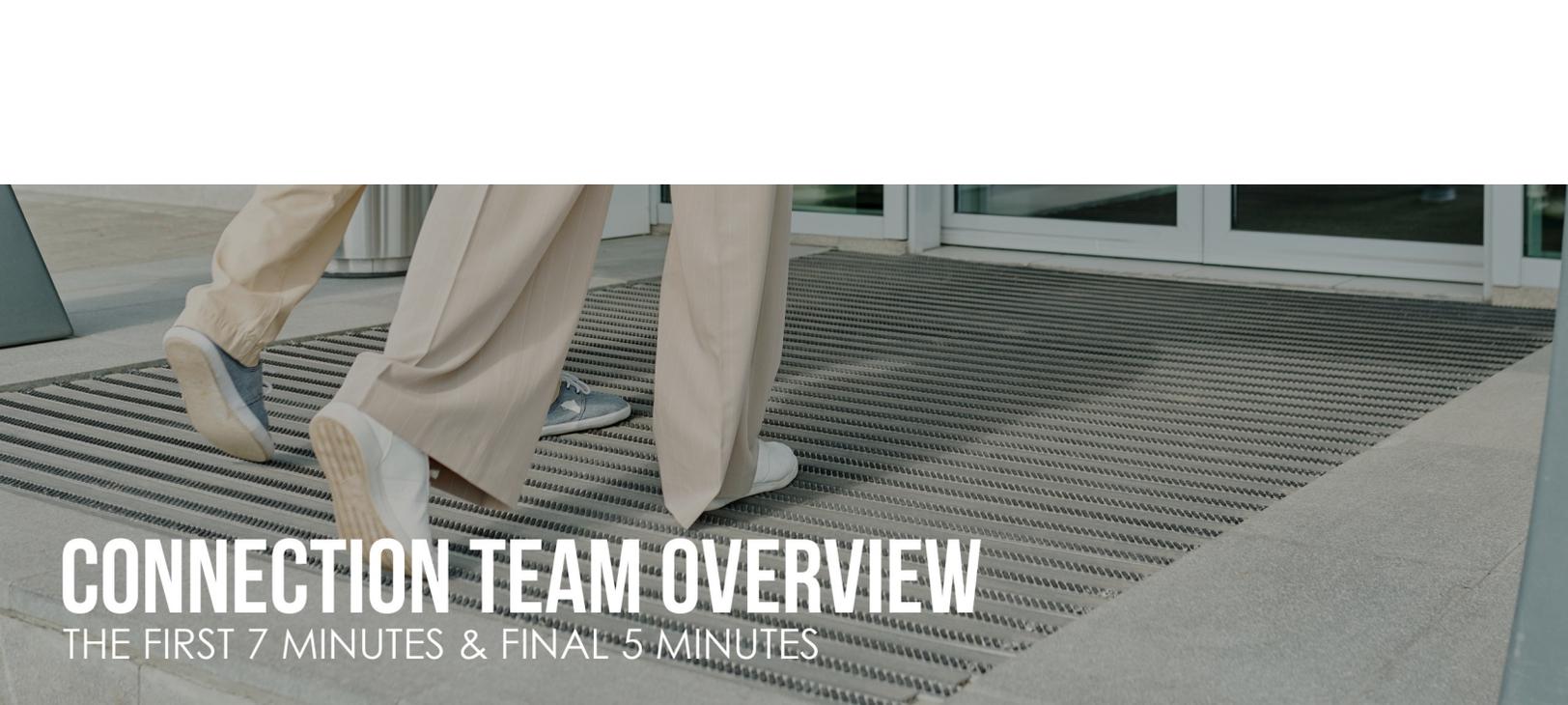
**Visitors vs. Guests** - Visitors are often unwanted while guests are expected. Visitors tend to have a finite amount of time attached to their stay while guests have an open invitation. Visitors are often seen as foreign and different while guests are accepted and welcomed.

*“Healthy churches take responsibility for welcoming guests, which includes helping new people understand and become involved in the life of the church.”*

—Gary L. McIntosh

## STATISTICS

- **Nearly 90% of all guests have checked out the church ahead of time via the internet.** You must have a relevant and effective site, otherwise, you will discourage people from even coming in the first place.
- A guest will form an initial opinion of your church in the **first seven minutes**, even before the message.
- A church will keep about **85% of the guests who return for a second time.**



# CONNECTION TEAM OVERVIEW

THE FIRST 7 MINUTES & FINAL 5 MINUTES

**PRE-SERVICE / MOMENT OF TRUTH** – It's within the first 7 minutes that a first-time guest will form their initial opinion of Cass City Missionary Church. This is an extremely critical time for the guest. Because they are often filled with anxiety, we want to make them feel comfortable and put them at ease. The pre-service will consist of the Welcome Table/ Greeters, Guest Spotters, and the Cafe Team (Hospitality Ministry).

**DURING SERVICE** – We will always have a guest welcome announcement from the platform or in the announcement video.

## CONNECTION CARD

- This is the most effective way to follow-up with guests. (It's imperative to collect the proper information or you won't be able to follow-up.)
- All new people fill out a connection card each week and place in offering. (This makes it easier on the guests.) The card may

also be filled out and collected at the Welcome Center. There can also be a digital option available.

**POST-SERVICE** – The final 5 minutes is also crucial. It is important that you not allow the guest to leave the church property without an acknowledgment or connection.

## **WELCOME TEAM – ROLES & RESPONSIBILITIES**

**Bonnie Cybulski & Craig Sanford** - will oversee the Welcome Team (Welcome Table, Greeters, and Guest Spotters).

**Welcome Team Leader** – Will report and coordinate with Pastor Jeremy; WTL will be responsible for scheduling the Welcome Table, Greeters, and the Guest Spotters.

### **Welcome Table Greeters**

- Welcome Table and Greeter need to arrive 20 minutes before service begins, since most first-time guests arrive 10 to 15 minutes before service.
- The greeting should be warm and comfortable without bombardment. Statements like “We’re glad you’re here” keep it simple and sincere. Never ask someone if it is their first time at Cass City MC. It makes them feel like an outsider. Instead, use statements like, “Hi, my name is John. I don’t believe we’ve met before.” This will allow them to say it’s their first time here. The vocabulary we use here will be very important in determining how comfortable the guest feels.

- Guest name tags should have different designation (shape and/or color). This will differentiate first time guests from regular attendees. This will help those on the Connection Team and staff to pinpoint any first-time guests. To help alleviate the feeling of standing out that first time guests often have, regular attendees can simply wear a name tag every week!

## **Guest Spotters**

- Guest Spotters need to arrive 20 minutes before service begins, since most first-time guests arrive 10 to 15 minutes before service.
- Guest Spotters (2 to 3) should be available at the point(s) of entry. Their primary responsibility will be to direct the guests from the Welcome Center and point out restrooms, service location, and kids' check-in. If they have children, lead them into the kids' area for a smooth and comfortable hand-off. This step will lower the guest's anxiety dramatically. A guest's biggest fear is finding their way around without standing out.

## **CAFE TEAM – ROLES & RESPONSIBILITIES**

Deb Ross will oversee the Cafe Team.

**Cafe Team Leader** - Will report and coordinate with Pastor Jeremy. The Cafe Team Leader will be responsible for scheduling the Cafe' area for each service and making sure supplies are fully stocked.

It's imperative that this ministry is more engaging than simply setting up and cleaning up the coffee area. This role will add to the overall guest experience in allowing the guest to be at ease. A Cafe Team member should hang out near the coffee area to offer a warm welcome and friendly conversation to people as they help themselves to coffee and treats.

- Server needs to arrive 30 minutes before service to set things up and ensure that coffee and treats are ready for people when they begin arriving. Remember, most first-time guests arrive 10–15 minutes before service!
- Server needs to stay positioned near the coffee table until service starts. Use this time to interact with people and refresh supplies.
- Server needs to clean up the coffee table after service concludes.

The Cafe Team will also help provide hospitality at special church events.

## **POST-SERVICE**

As a Connection Team—which includes Welcome Table Greeters, Guest Spotters, and Cafe Team—the final 5 minutes are crucial.

After service, we do not want a guest to leave without being acknowledged. This final personal touch makes a tremendous

difference on their decision to return to Cass City Missionary Church.

We need to become guest locators. We need to seek out and greet the guests as they leave. Let them know how nice it was to have them here and that you're looking forward to seeing them again. Keep it simple and sincere.

## **FOLLOW-UP TEAM OVERVIEW**

The follow-up process as it pertains to first-time guests is essential. Our ministry focus will center on connecting in various ways with the first-time guests in the week that follows them attending service. We will function as the first response team, with each of the team members carrying out a specific responsibility throughout the week. Our goal is to have 3 touches with the first-time guest throughout that initial week.

- Each guest will receive a welcome email from a member of the church staff within 48 hours.
- Each guest will receive a handwritten welcome card from Pastor Jeremy within 72 hours. (If possible, include a \$5.00 gift card to a coffee shop, Chick-Fil-a, or something useful.)
- Each guest will receive a Cass City MC welcome gift delivered to their home before the following Sunday.

Once the guest's information is captured on the connection card, they will be entered into our database (we will remove the one

time, out-of-town guests from the follow-up list). This list will be sent to the staff/elders each week. The staff's role will be to look for an opportunity to make an additional connection. (Example: If the family has a middle or high school student, the youth leader should call and invite them to youth group.)

## SECOND-TIME GUESTS

- Invite them to “Meet the Staff” or other upcoming events. It’s imperative to have regular “Meet the Staff” events (every 6 to 8 weeks). Intentionally invite all new guests during that 6- to 8-week period. Use this meeting to offer additional connection opportunities.

### FOLLOW-UP TEAM – ROLES & RESPONSIBILITIES

Pastor Jeremy & Caleb Schonschack will oversee the Follow-Up Team.

**Follow-up Team Leader** – The Follow-Up Team Leader will oversee the Follow-Up Team defined below.

The Follow-up team will consist of 4 couples. When a guest fills out a connection card, Pastor Jeremy will email the list of first-time guests to the Follow-up Team Leader. Then the Follow-Up Team Leader will email their team to then deliver the welcome gift to the home of the guest. Please simply go together and ring the door and welcome them to Cass City Missionary Church.

At times, they will engage in conversation or have questions about the church. This provides an excellent opportunity to connect and encourage. If they aren't home, simply leave the gift at their doorstep. After the weekly deliveries are completed, the Follow-Up Team must confirm with the Follow-Up Team Leader (via email) that the gift has been delivered.

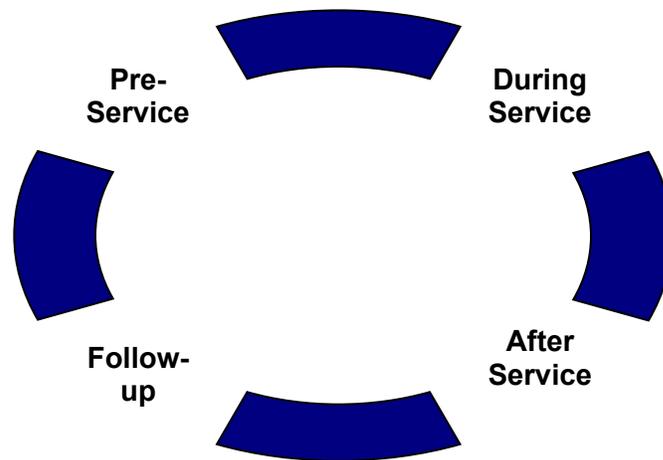


## **IT'S ALL ABOUT INTENTIONAL RELATIONSHIPS!**

As a Connection Team Member, whether you serve at the Welcome Table, on the Cafe or Follow-Up Team, or as a Guest Spotter, or Staff Member, we need to be intentional about connecting with new people and building intentional, sincere relationships.

The whole key is intentional relationships. This practice will go so much further towards deepening the church community as a whole.

Through fostering intentional relationships, you can speed up the level of connectivity for guests by months! In most cases, you're allowing people the opportunity to connect on a personal level in ways they never could under a traditional format.



## Key Dates

- Training Date: March 25, 2026
- Soft Launch Date: March 29, 2026
- All Systems Go Launch Date: April 5, 2026  
(Easter)