FREE OUTREACH KIT

Crusade and outreach follow-up checklist

Everything to do before, during and after an outreach so that every person who responds is called within 48 hours and connected to the church within a month. Tick each item and write who owns it.

Outreach: _____ **Date:** _____ **Follow-up lead:** _____

Two weeks before · the follow-up is planned before anyone comes forward

- [ ] **Name one follow-up lead** who owns the whole process and the numbers. Who
- [ ] **Recruit follow-up workers:** about one for every five to ten people you expect to respond. Who
- [ ] **Train counsellors** (one hour): how to pray with someone, what to write on the card, asking permission to contact. Who
- [ ] **Print decision cards**, more than you think you'll need, plus pens and clipboards. Who
- [ ] **Set up the outreach in your tracking system** and give workers their logins. Who
- [ ] **Write the first messages** (same-day welcome, call request) so they're ready to send. Who
- [ ] **Book the next steps:** a new believers' class date and small groups with space. Who

On the day · capture every person clearly

- [ ] **One counsellor per person** who responds; fill in the card together, reading the number back. Who
- [ ] **Ask permission** to call and message, and tick it on the card. Who
- [ ] **Give each person something to take home:** a Gospel of John, a welcome leaflet, the church's details. Who
- [ ] **Collect every card in one envelope** before anyone leaves. Count them. Who

Within 24 hours · process the cards

- [ ] **Enter every card** into your system (type, import a spreadsheet, or photograph the cards). Who
- [ ] **Check unclear phone numbers** with the counsellor who filled in the card. Who
- [ ] **Give each person to one named worker**, close to where they live if you can. Who
- [ ] **Send the same-day welcome message** to everyone who gave permission. Who

Within 48 hours · a real conversation with everyone

- [ ] **Every worker calls every person** on their list, and records the outcome. Who
- [ ] **Follow-up lead checks who hasn't been reached** and reassigns or tries again. Who
- [ ] **Invite each person personally** to the next service, offering to meet them at the door. Who

Weeks 1 to 4 · from a decision to a church family

- [ ] **Weekly call or visit** from the same worker, recorded each time. Who
- [ ] **New believers' class:** invite, remind the day before, and notice who comes. Who
- [ ] **Introduce each person to a small group or cell** near them. Who

- [ ] **Weekly 15-minute check-in** for the follow-up team: who's reached, who's stuck, who needs a visit. Who

After one month · report and learn

- [ ] **Count:** responded · contacted within 48 hours · attended church · joined a group · still coming. Who
- [ ] **Share the numbers and stories** with the pastor and the team, and thank the workers. Who
- [ ] **Write down what to change** for the next outreach. Who

Free from HarvestFlow, church follow-up software. HarvestFlow gives every convert to a named worker, records every call, shows who hasn't been reached within 48 hours, and can read a photo of your decision cards. Free for churches during the beta: harvestflows.com