**New Families**

The following strategy allows us to live out our GUEST principles to serve new families and give them an excellent first-time experience.

**Strategy:**

1. Check-In – The family will be warmly greeted and added to our database. Check-In tags and security procedures will be explained.
	1. The more information we have the better we can serve them. (Ex. An email address on file will provide them with a Family Ministries update every month.)
	2. Equip the family to use Touchless CheckIn
2. Vision – The family will be gifted with a New Family Envelope and “Jesus Storybook Bible.” Check-In Leaders will use the contents to cast vison around what kids and families will experience:
	1. Envelopes
		1. New Family Brochure
		2. Meal Time Tent
		3. Kids RightNow Media Postcard
		4. You Matter Invite Card
		5. Kids Invite Card
		6. Kids Pen
		7. Airplane
	2. Jesus Storybook Bible
		1. We gift this to families as a way to bless them and highlight our desire to partner with them as they lead their children spiritually.
3. Tour – The Check-In Leader will introduce the family to a Kids Staff Member and/or DreamTeam Member who will walk the family through CedarVille. The tour is a valuable connection piece showing both the parent and the child what they can expect. A successful tour should communicate and demonstrate our CedarCreek Kids values:
	* 1. Safe – Explain our secure, age-appropriate, clean space full of qualified volunteers
		2. Fun – Show them why kids can’t wait to come back and bring a friend
		3. Known – Explain our small group model and how ratios allow us to create authentic relationships leading to growth
		4. Cared For – Demonstrate a personal desire to answer questions and meet the individual needs of the family
		5. Connected – Make Group Leader and DreamTeam introductions to foster new relationships.
4. Follow-Up – Each new minor added to the database creates a connection for Kids Directors. The follow up includes:
	1. Each new family who checks in a child from Babies-4th grade will automatically receive a welcome email with our New Family Handout attached. Replies will route to Kids@CedarCreek.tv
	2. Send the family a New Family Card the week after their first visit. (Group Leaders are also encouraged to send postcards)
	3. Create a “future follow up” connection in Rock to follow up with the family in 2-4 weeks.
	4. When that “future follow up” occurs, look at the family’s attendance and take the most appropriate approach:
* If the family has been regularly attending and they are connected *(*Ex. GrowthTrack, Group, you are personally helping them take a next step, etc.) make a note in Rock and close the connection at your discretion.
* If the family has been attending but they don’t appear to be connected, reach out and ask how their experience has been. Invite them to take a next step (Ex. GrowthTrack, Groups, etc.) Make a note in Rock and close the connection at your discretion.
* If the family has not been attending, reach out and invite them back. (Ex. Explain what our next series is for Adults and Kids why they wouldn’t want to miss it, etc.) Make a note in Rock and close the connection at your discretion.

Follow Up Strategy per Ministry – Kids Directors receive all connections for minors who are added to the database. The following workflow will be followed:

1. Babies-4th Graders will be owned by the campus Kids Directors
2. 5th- 12th Graders will be transferred to the campus Student Director
3. CR/MOMentum/Etc. will be transferred to the campus Ministry Leader