



# ENGAGE

CONFERENCE

*one day*

2021

**WORKBOOK**



# WELCOME



Thank you so much for joining us for ENGAGE One Day 2021.

If you are looking for ways to increase participation and boost engagement among your members, you are in the right place.

This one day conference is packed full of implementable, proven strategies. You are going to hear from church leaders from all different contexts on how they are using technology to increase attendance in their church and connect with their own members in ways that show they are important and cared for. And on top of being incredibly practical and implementable, these church leaders are inspiring.

You will walk away feeling encouraged and equipped. I've seen it time and time again... the right tools combined with the right training is going to help your church thrive. I'll see you at the conference.

Tyler Smith  
CEO & Co-Founder



# KICKOFF PARTY

**1 pm cst August 10**

**Over \$20K in GIVEAWAYS**  
**Don't miss out!**

## INTERVIEWS WITH



**TYLER  
SMITH**



**RASHON  
YOUNG**



**RACHEL  
O'BRIEN**



**NINA  
HAMPTON**



**AARON  
SCHEIDT**

## DON'T MISS

- Top tips about member re-ENGAGE-ment from Church Communication Experts
- **Over \$20,000 in ministry giveaways**
- And so much more!



## LEADING US IN WORSHIP

**ZACH AND  
MICHELLE HORD**



# SESSION SCHEDULE

**AUGUST 11**

10:00am

**Zach & Michelle Hord**

Welcome & Worship

10:20am

**Keynote**

**Ryan Wakefield**

4 Keys to Engage Your People and Make Heaven Crowded

11:00am

**Neill Rowe**

Small Ways to Communicate with, Reach towards, and Care for your People

11:20am

**Wanda Carter**

Why the Little Things Matter in Ministry

11:40am

**Tracy Yantzer**

3 Ways to Take your Volunteer List and Turn it into a Team

1:30pm

**Keynote**

**Tyler Smith**

3 Post-Pandemic Connection Strategies that Work for Any Church

2:00pm

**Josiah Petermann**

3 Foundations to Caring and Connecting For Your Church Community

2:20pm

**Melissa Breeden**

How to Develop Authentic Connections with Our People

2:40pm

**Amy Payne**

How to Create Connection Points In, Out, and Around Your Church





**WITH ZACH &  
MICHELLE HORD**

# WELCOME & WORSHIP

**WEDNESDAY, AUGUST 11 AT 10AM**



**DON'T MISS OUT ON OUR DAILY FREE GIVEAWAY!**



AUGUST 11

# 4 KEYS TO ENGAGE YOUR PEOPLE AND MAKE HEAVEN CROWDED



## KEY TAKEAWAYS

Learn how to recognize the bigger, broader reason that people are disengaging.

Discover how the Bible teaches us to re-engage in 4 key principles.

Hear how to tell a story that is compelling enough to re-engage your people.

## MEMORABLE QUOTES

"Let's point everyone back towards the mission of making Heaven more crowded."

"When we are engaging and re-engaging people, remind them of what God has done in their life and the calling that God has placed on their life."

"If you want to re-engage someone, you need to have a more compelling story."

## NOTES



RYAN WAKEFIELD

CHURCH MARKETING UNIVERSITY



# VIP



## IMPLEMENTATION DAY

**Exclusive for *VIP Pass Holders***  
**August 12**

- 4** Implementation Sessions  
+
- 4** Hours of Training

Now, you've probably heard the phrase, "*Knowledge is power*" and I assure you, there will be plenty of knowledge *gained* at **ENGAGE One Day**.

But, I *disagree* with that phrase. Knowledge is *potential power*. What's truly *powerful* is execution. And that is the *purpose* for this *implementation day*.

**GET ACCESS NOW!**





## SMALL WAYS TO COMMUNICATE WITH, REACH TOWARDS & CARE FOR YOUR PEOPLE

**NEILL ROWE**

SENIOR PASTOR AT WATERHOUSE CHURCH  
IN WEATHERFORD, TX

### KEY TAKEAWAYS

Learn how to effectively reach your members and let them know you care.

Develop several forms of consistent communication to stay connected with your people.

Find small ways to show you care for your people rather than just telling them you care.

### MEMORABLE QUOTES

"You can tell somebody that you care for them all day long, but until you show them in some way or fashion, it's going to be hard for them to believe it."

"Communication is the honey, the sweetness, that keeps people connected to the church."

"It's the small, consistent things over time that have the largest and longest impact."

### NOTES





# WANDA CARTER

GREATER FAITH NON-DENOMINATIONAL CHURCH  
IN AHOSKIE, NORTH CAROLINA

## KEY TAKEAWAYS

Hear why the little things matter when it comes to connecting with members.

Increase attendance and connection using the "Sermon Series Bump".

Discover why kids matter too and how to engage the youth of your congregation.

## MEMORABLE QUOTES

"We grow in the midst of challenges, and that growth often leads to better and more effective ministry."

"Little points of connection allow you to connect with your church members in the course of a busy day when people may not be thinking about church."

"Members are more than just a name; they are valued, and they are important."

## NOTES

**WHY THE LITTLE THINGS MATTER IN MINISTRY**

**DOWNLOAD THE  
ULTIMATE GUIDE FOR  
TEXTING YOUR YOUTH**

**SERMON SERIES BUMP  
EASY BUTTON**

**AUGUST 11**





# 3 WAYS TO TAKE YOUR VOLUNTEER LIST AND TURN IT INTO A TEAM

**TRACY YANTZER**

**FIRST CHRISTIAN CHURCH IN CANTON, OH**

## KEY TAKEAWAYS

**Discover great practical tools to create a team atmosphere.**

**Learn how to identify your volunteers' strongest skills and talents.**

**Create a workflow and follow-up system for your volunteer team.**

## MEMORABLE QUOTES

**"This is about showcasing their talents for God's kingdom and to make those walking through the door, member or guest, feel seen and welcomed."**

**"Invest in your volunteers outside of Sunday."**

**"The strong communication base, constant checking in and encouragement will keep that foundation of your team that it needs to be, it will help it survive and thrive."**

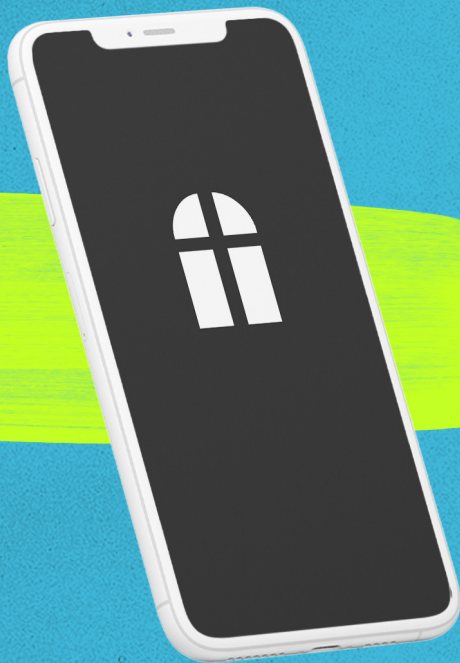
## NOTES

**AUGUST 11**



 TEXT IN CHURCH®

# FREE FOR 60 DAYS



Our proven messaging strategy will increase participation and boost engagement with your members.

Send the perfect emails and text messages to your members to make them feel important and well-cared for.

**GET ACCESS NOW!**

**Marc Ulrich**

The staff of Text In Church are extremely helpful and friendly. They have made some huge improvements in the last few years. All these improvements have helped us connect with the people in our community.



**Todd Dozon**

Absolutely LOVE Text In Church! We have a heart to communicate with excellence with those at Love Church and texting them has become the most convenient and effective way!



**Lisa Bullard**

I highly recommend Text In Church! Their staff is very responsive and helpful and the automatic follow up process templates they provide make it easy to set up your number and ensure that your prospects will not fall through the cracks!





AUGUST 11

# 3 POST-PANDEMIC CONNECTION STRATEGIES THAT WORK FOR ANY CHURCH



## KEY TAKEAWAYS

Discover 6 channels to connect with members, past attendees or new people at your church.

Learn how to humanize your communication.

Empower your members to invite others to church.

## MEMORABLE QUOTES

"If people matter, then use every means necessary to connect with them."

"If people don't know how to connect with you, it's hard to build a relationship with them."

"As people start to resume some of their pre-pandemic activities and routines, we are finding the local church is being left out."

## NOTES

EMPOWER YOUR  
MEMBERS TO INVITE  
EASY BUTTON

YOUTH FOLLOW-UP  
EASY BUTTON

SERMON SERIES BUMP  
EASY BUTTON



TYLER SMITH  
TEXT IN CHURCH



# VIP ALL ACCESS PASS



**FREE ACCESS**

to VIP Implementation Day on August 12th



Staff and Volunteer TEAM  
Access to the sessions!

**PLUS... THE TOP 5 SESSIONS**  
From Past ENGAGE Conferences

**TOP  
5**

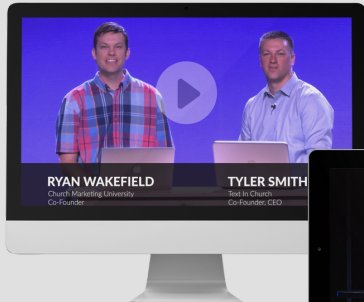


**LIFETIME ACCESS**  
to all ENGAGE One Day  
Video Sessions



**+ Audio  
Downloads**

**Every Tool You Need to  
Effectively Follow-up With Guests**



Church Marketing University  
FREE Preview in September



**BOOMERANG:**  
The Power of Effective  
Guest Follow-up





**AUGUST 11**



## **3 FOUNDATIONS TO CARING AND CONNECTING WITH YOUR CHURCH COMMUNITY**

**JOSIAH PETERMANN**

**CHRIST COMMUNITY CHURCH IN BARTLESVILLE, OK**

### **KEY TAKEAWAYS**

**Discover ways to provide excellent care for your members by gathering information and connecting.**

**Create strategies that make members feel known, noticed, and loved.**

**Incorporate a workflow that provides connection through response driven communication.**

### **NOTES**

### **MEMORABLE QUOTES**

**"Excellence honors God and inspires people."**

**"The key is WE."**

**"Follow-up is connection through response driven communication."**

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ULTIMATE GUIDE FOR  
TEXTING YOUR YOUTH**

**JOSIAH'S YOUTH  
FOLLOW-UP  
EASY BUTTON**



AUGUST 11

MELISSA BREEDEN

FIRST BAPTIST WOODSTOCK IN WOODSTOCK, GA

# HOW TO DEVELOP AUTHENTIC CONNECTIONS WITH OUR PEOPLE

## KEY TAKEAWAYS

Learn how to optimize your opportunities to strengthen relationships.

Develop skills for effective and authentic two-way communication.

Start to connect with your church members intentionally and interact organically.

## MEMORABLE QUOTES

"Developing authentic connections with our people crosses boundaries in church size."

"When you are looking to drive engagement, it's important to be intentional in how you act and communicate in every interaction."

"If your goal is authentic relationship, communication is a two-way street."

## NOTES







# AMY PAYNE

VICTORY HILL CHURCH IN SCOTTSVILLE, KY

## NOTES

### KEY TAKEAWAYS

Learn to make connection points a priority beyond your outreach events.

Lead your volunteers in a way that instills the motivation of "I get to serve", rather than "I have to".

Discover how to save time, money and resources while reaching others more effectively.

### MEMORABLE QUOTES

"It's our responsibility as church leaders to keep our volunteers mission focused."

"Serving God by Serving others."

"Purpose prevents perish."

HOW TO CREATE  
CONNECTION POINTS IN,  
OUT, AND AROUND YOUR CHURCH

**AUGUST 11**



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**THANKS**

**FOR INVESTING IN  
YOUR MINISTRY**

**SAVE THE DATE:**

**better  
TOGETHER**

**Feb 8 – 10, 2022**



**ENGAGE  
CONFERENCE**