

 TEXT IN CHURCH®

The **Ultimate** Guide For Texting Your Youth



We live in a world of nearly constant and mostly digital communication. People are staying connected to work, friends, family, even complete strangers, at all hours of the day through various messaging platforms. This is especially true for young people. Many church leaders we talk to feel immediate overwhelm when we discuss communicating with youth. There are so many apps and platforms, most youth leaders don't know where to start!

The answer is really quite simple.

What are young people using to access these apps and messaging platforms?

Their cell phones.

We don't want to compete with social media influencers and their friends with the best snapchat filters. So, don't worry, we aren't going to encourage you to go sign up for TikTok. However, we know they have their phones, so let's use the one method that we know has the highest read and response rate... text messaging!


We have included 5 text messaging strategies you can't do without PLUS over 20 text message templates you can use right away to start connecting with the youth at your church!



#/

MUST-HAVE MESSAGES

There are a handful of text messages that you should have cued up and scheduled so that they do NOT get forgotten. These don't need to be long or overly thought out. They are simple and personalized, so the youth at your church always feel thought of by you on these significant days.

A close-up photograph of a woman with long, wavy brown hair, her eyes closed and mouth open as if blowing out candles. In front of her is a large, round chocolate cake with white frosting, topped with several lit candles. The scene is dimly lit, with the primary light source being the flames of the candles, creating a warm, intimate atmosphere. A blue speech bubble is overlaid on the image, containing a birthday message.

Happy Birthday {First Name}!
Thankful for your life, hope you
feel loved and celebrated today!

Must-Haves #1 **BIRTHDAYS**

Make note of every student's birthday and have a message template ready to send out.

Pro Tip: Using Text In Church, you can schedule these out once a year so you can be sure no birthday slips through the cracks!


Must-Haves #2

GRADUATIONS

For any of your graduating seniors, send this quick text message the morning of their graduation. Also, bonus points for sending text #2 to their parents/guardians- this is a big day for them, too!

To student: It's graduation day, {First Name}! I'm so excited for you and proud of you! Praying for you as you start this new adventure!

To parent: Hey {First Name}, what a big day! Praying for you as you watch your student walk that stage. You've done an incredible job!



On Christmas Morning: Merry Christmas {First Name}! Christ came for YOU and His birth is as impactful today as it's ever been. Praying you feel His presence today!

Before Christmas Services: Hey {First Name}, don't forget our Christmas services are this Saturday at 8:00pm and Sunday at 9:00am and 11:00am. Hope to see you there!

Must-Haves #3


CHRISTMAS

Send a Merry Christmas text message to all of your students on Christmas morning! This makes them feel thought of and also helps point them back to why we celebrate this holiday. Also, for some students holidays can be very difficult depending on their situation at home. This simple message from a safe and loving adult is an impactful reminder that they are seen and loved.

Must-Haves #4

EASTER

Just like Christmas, don't let Easter pass you by without extending a thoughtful message to everyone in your youth group. Make sure they are reminded why this holiday is so important and that there is someone who is thinking of them on such a special day.



On Easter Sunday: Happy Easter, {First Name}!
Christ is Risen, He is Risen Indeed! So thankful
we can worship a risen Savior! Hope to see you
at our Easter services today!

Hey {First Name}, I just wanted to reach out and let you know I'm thinking of you today. I'm praying you feel God's comfort, and if you want to talk or need anything at all, just let me know.

Must-Haves #5

SIGNIFICANT ANNIVERSARIES

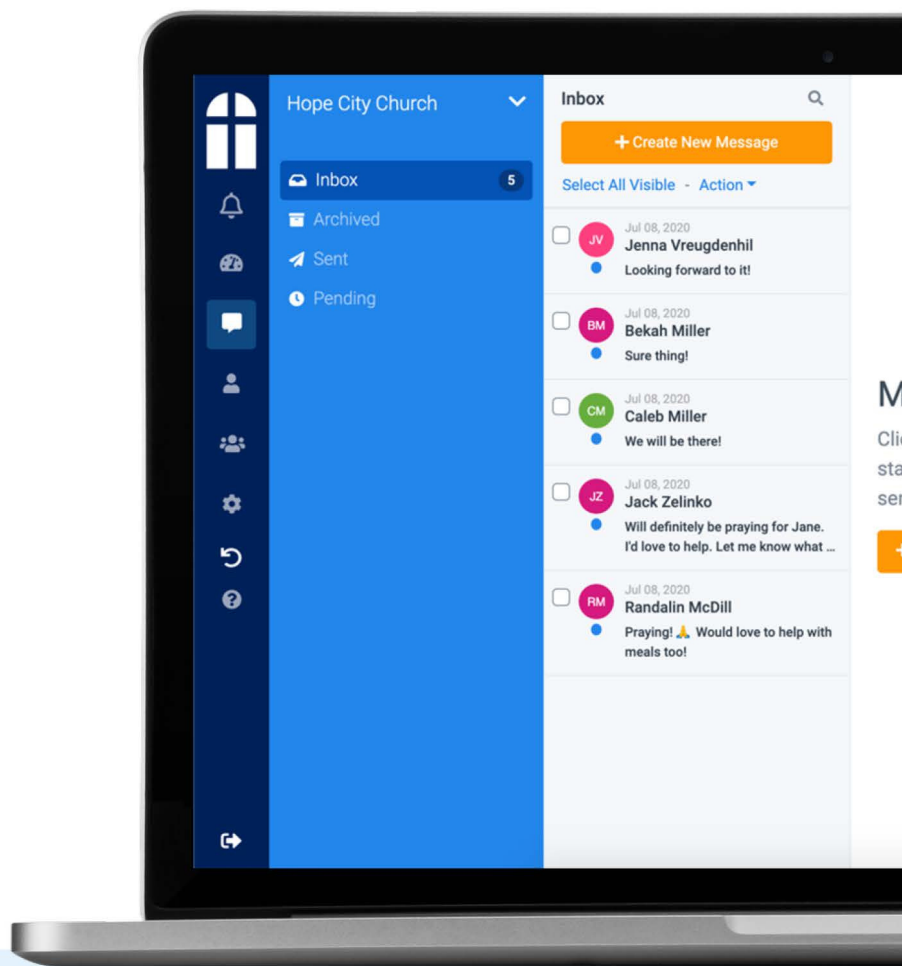
If you have a student in your youth group who has experienced great loss, like the loss of a parent or sibling, has survived a horrific accident or cancer treatments, etc. mark those days and remember to reach out. These messages should be incredibly personal to their specific situation, but they can still be scheduled out through a system like Text In Church so you don't forget in all of the busy-ness of life.

FREE FOR 14 DAYS

TEXT IN CHURCH®

Our proven 6 week follow-up system saves you time. Automatically send the perfect emails and text messages to your first time guests to make them feel important and well cared for.

SIGN UP HERE



The best way for us to get a message out

Text in Church is the best way for us to get a message out to the church that we want to make sure everyone sees.



April Nank
First Church
Columbia, MO



Super easy!

We love that we can follow up with people with out a ton of work! This makes it so that as we get bigger we can still have a personal message to people! We also love that when things happen we can send out info to our entire church super easy!



Liz Rick
Administration and
Children's Pastor
Hydrant Church



One family said they had never felt so cared for by a church.




David Grieve,
First Church
Columbia, MO



#2

EVENT MESSAGING

Youth groups are active! You have lots of opportunities to gather and do activities; that's a lot of information these students need to have. Texting them is the best way to ensure they actually read the information you send and will respond back if you need them to.



Hey {First Name}! We are so excited to head to camp tomorrow! A couple reminders: bring your signed consent forms and a pillow with your overnight bag. We are leaving at 7:30am sharp! See you then :)

Event #1

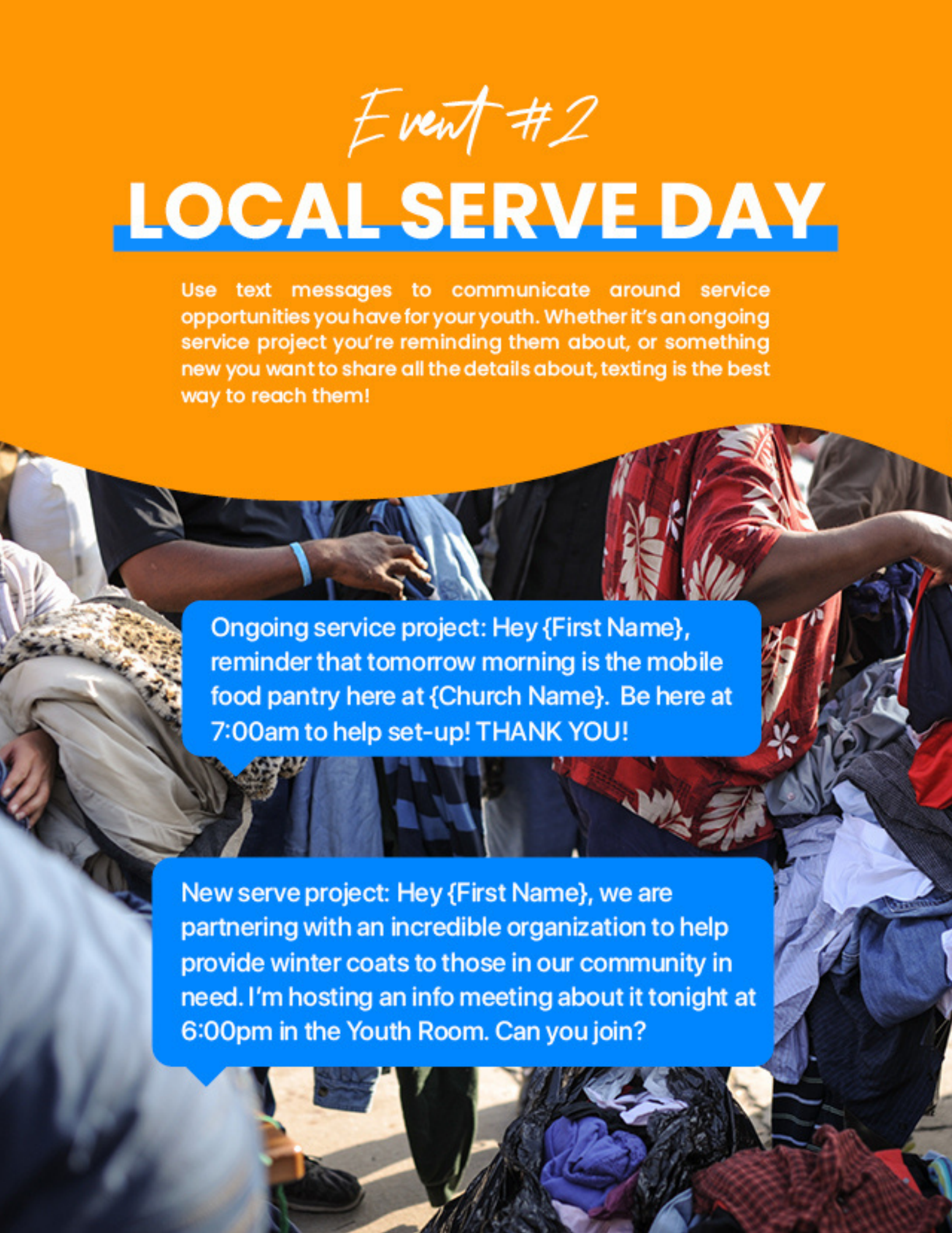
SUMMER CAMP MESSAGING

Use texting to remind students about forms they need, what time the bus leaves, etc.

Event #2


LOCAL SERVE DAY

Use text messages to communicate around service opportunities you have for your youth. Whether it's an ongoing service project you're reminding them about, or something new you want to share all the details about, texting is the best way to reach them!

A background photograph showing a group of people, mostly young adults, sorting through large black plastic bags filled with various items of clothing. One person in the foreground is wearing a red shirt with a white floral pattern. The scene appears to be outdoors, possibly at a community service event or a clothing drive.

Ongoing service project: Hey {First Name}, reminder that tomorrow morning is the mobile food pantry here at {Church Name}. Be here at 7:00am to help set-up! THANK YOU!

New serve project: Hey {First Name}, we are partnering with an incredible organization to help provide winter coats to those in our community in need. I'm hosting an info meeting about it tonight at 6:00pm in the Youth Room. Can you join?



Happy Friday {First Name}! Our youth group has 6 lanes reserved at City Bowl tonight from 7-9pm! Hope to see you there!

Event #3

BOWLING NIGHT

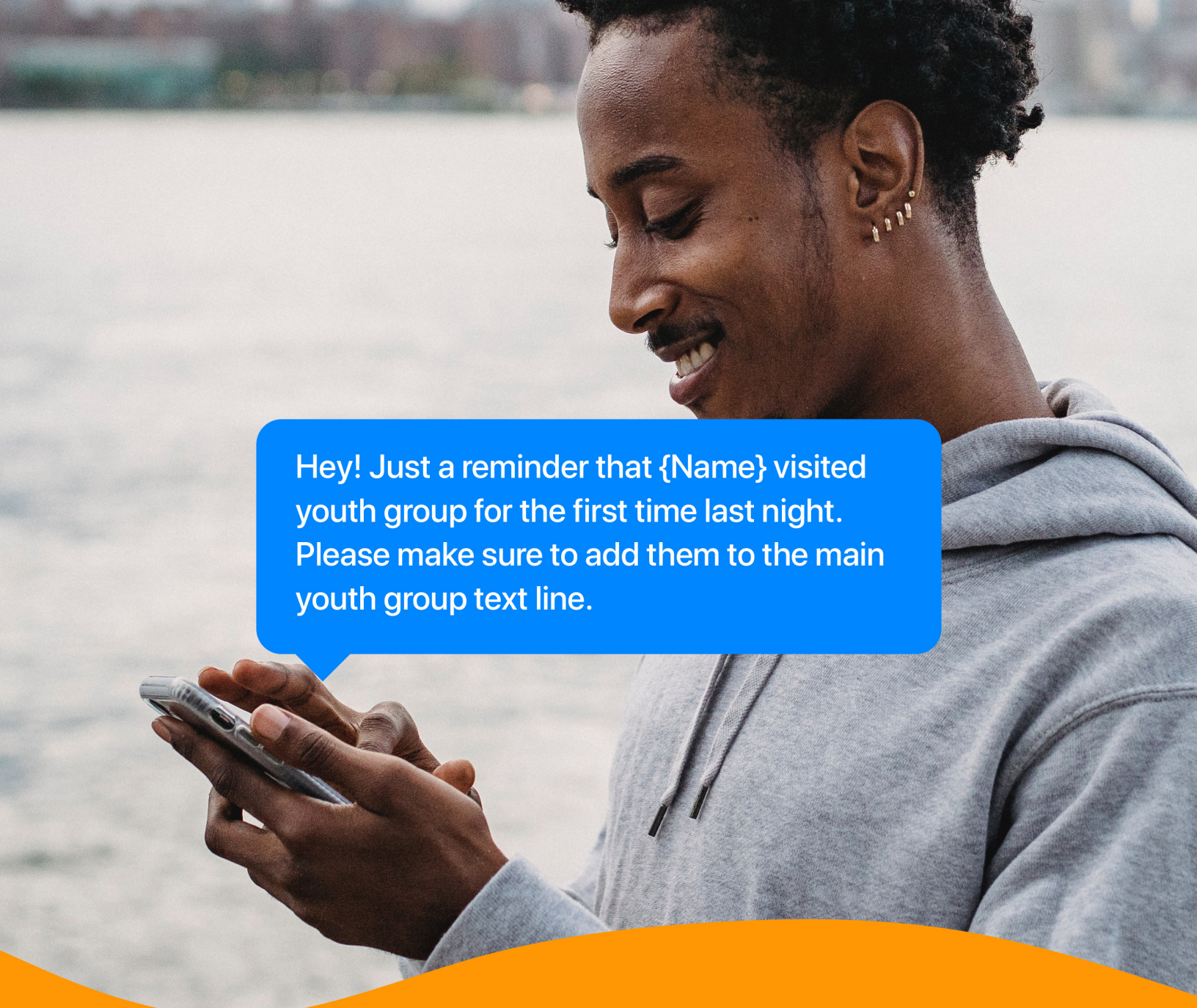
How about just a night of fun with your youth group? Use text messaging to make sure everyone is included and in-the-know!



#3

NEW YOUTH FOLLOW-UP

Seeing new faces at your youth group is always the hope! And now, with text messaging, you can stay connected to them after your gatherings so they feel encouraged, thought of, and, hopefully, motivated to come back to worship with you again!



Hey! Just a reminder that {Name} visited youth group for the first time last night. Please make sure to add them to the main youth group text line.

Follow-Up #1


SEND YOUR STAFF A REMINDER

Send a text message to one of your leaders or whoever does your data management to make sure this new student is added and followed-up with.


Follow-Up #2

THANK THEM FOR COMING

Send a text message to the new student thanking them for coming to your gathering and inviting them to attend again.



Hey {FIRST_NAME}, it was AWESOME having you at our Wednesday night gathering! Quick question: What's your favorite candy? :)
-INSERT NAME at {CHURCH_NAME}




Send on a Wednesday or Thursday at least 1 week after first visit: Hey, Jim here from {Church Name}. How's your week going? Just wanted you to know I'm praying for you!

We're getting together again this week and we'd love to see ya. Will you make it?

Follow-Up #3

CHECK IN

Send a text message just to check in. This reminds them of you and their experience at your church, but also reiterates to them that they're not alone. This is huge for young people today.



I was reading in scripture of God's promises to His people. His love for them was relentless and unyielding; it's the same for us! Praying you feel that today. - Pastor Jim

Follow-Up #4

ENCOURAGE THEM

They came to your church maybe because their friend begged them to, maybe because they had nothing better to do, or maybe because they're seeking some truth! Take any opportunity you can get to encourage them.

Follow-Up #5

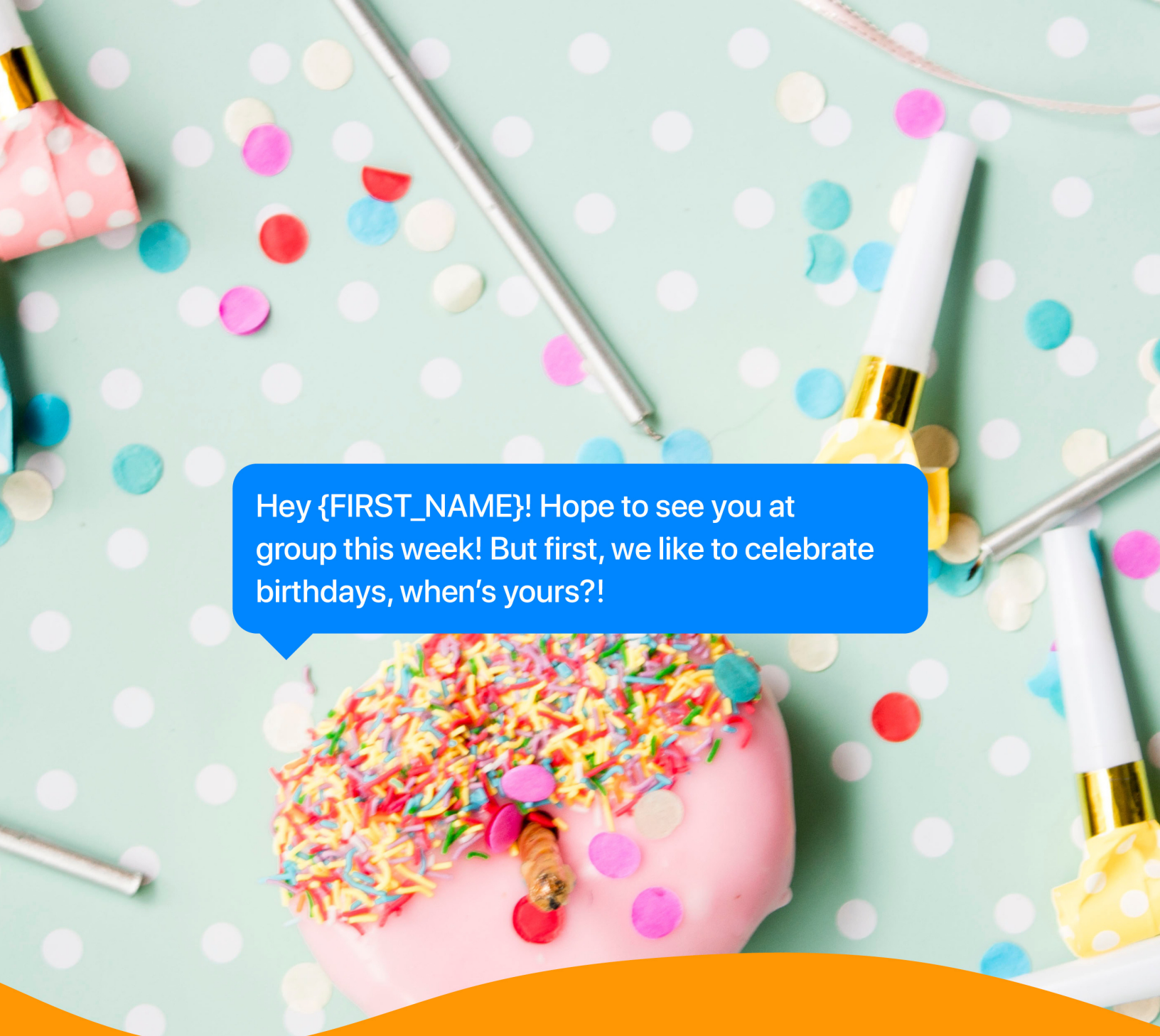
CONNECT WITH PARENTS

Send yourself a reminder message to find a way to connect with the new student's parents. This will not only re-iterate how important their kid is to the church, but it might start a line of conversation between you and the people who are encouraging them to show up at group!

Hey! {FIRST_NAME} came to youth group a few weeks back. I'd love for you to see if you can find a way to connect with their parents. Here is an easy message to share with them:

It was so fun to have {FIRST_NAME} join us at Youth Group! If you or they have any questions, don't hesitate to reach out! Hope we see them again next week!

Plus, if you haven't already, give them a follow & add on Instagram & Facebook



Hey {FIRST_NAME}! Hope to see you at group this week! But first, we like to celebrate birthdays, when's yours?!

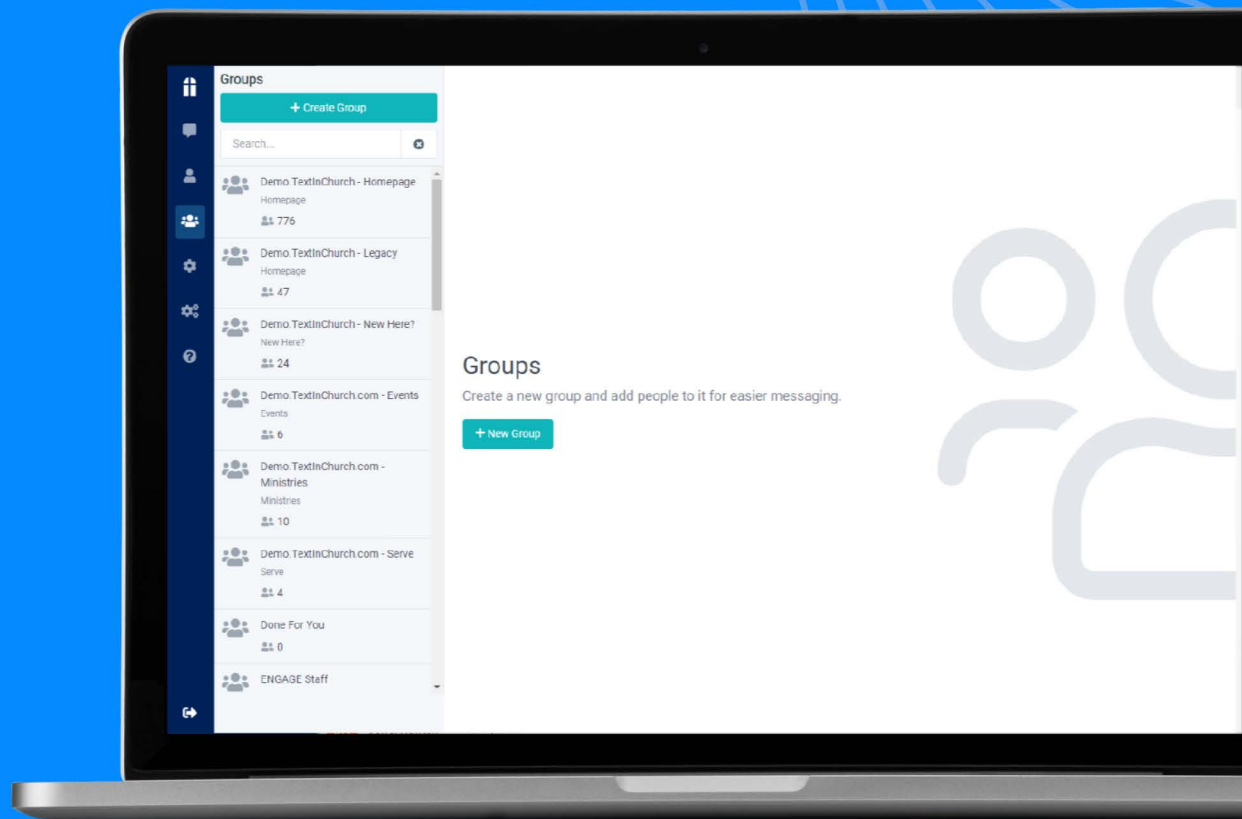
Follow-Up #6

REQUEST BIRTHDAY

Send a quick text asking when their birthday is. Sending a birthday message is one of the must-have messages from section one, and this is the perfect way to get this information from the new kids!

ADD THIS WORKFLOW TO YOUR TEXT IN CHURCH ACCOUNT!

MEMBERS CLICK HERE



Not a Text In Church member?
Get started with a 14 day FREE
membership trial right now!

TRY IT FREE TODAY

 **TEXT IN CHURCH®**

THOUSANDS OF CHURCHES ❤️ TEXT IN CHURCH®



DREW KELLER
ELEVATE CHURCH



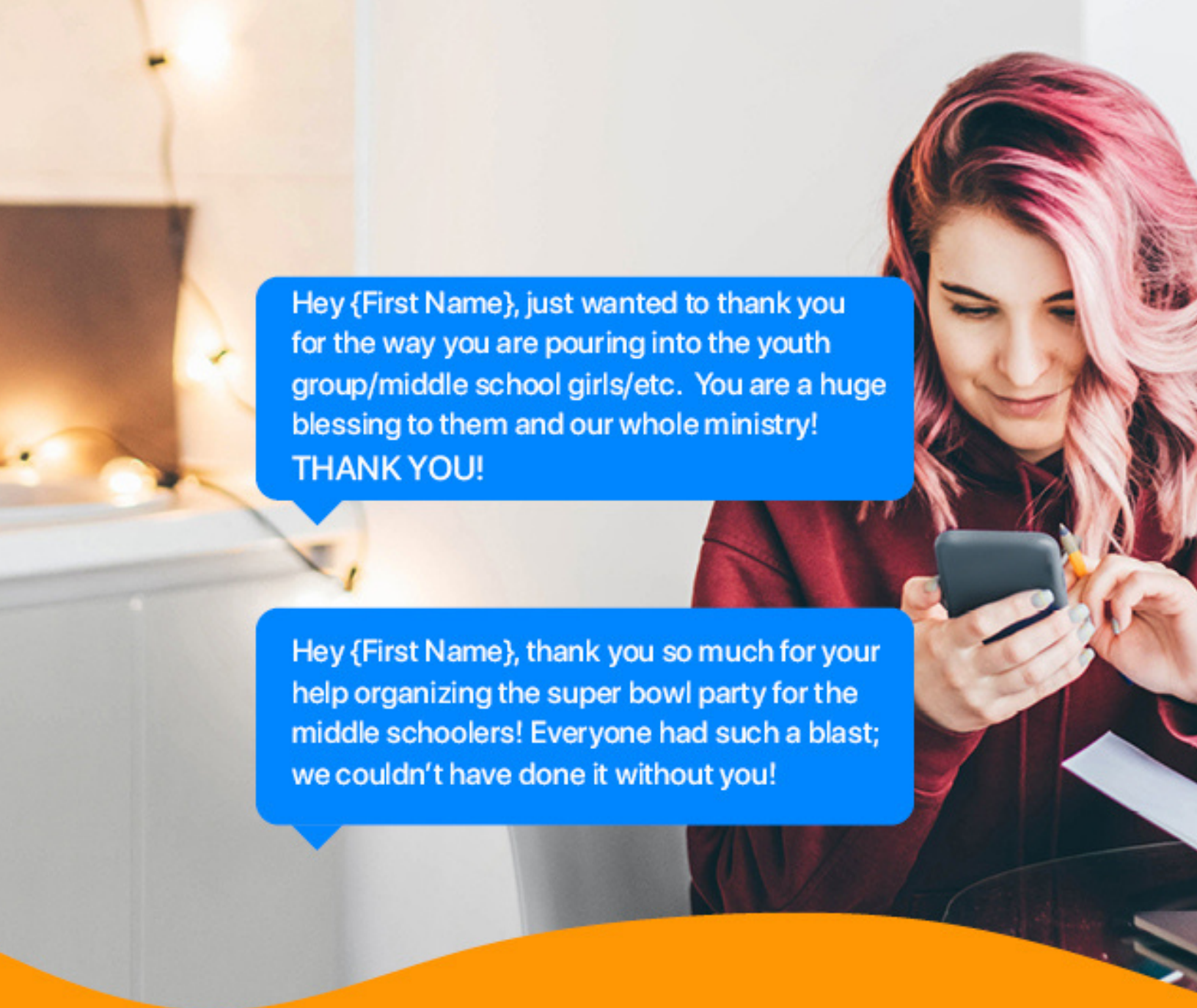
Our church is less than 2 years old and has grown extensively in the last 9 months because of our excellent culture, amazing worship, and thorough follow-up process. TIC offers a follow up process and templates that we fully use and integrates into our culture. We have a lot of millennials welcoming people in the lobby, parking lot, etc... the follow up process for 6 weeks is just an extension of that welcoming feeling that the visitor had not their first Sunday. We are using TIC for not just a 6 week follow up, we also use it to send emails and texts out to our congregation to let them know about events. We have found having TIC is a great service to our people for them to text in and ask for prayer, ask questions about the church, or location of an event. Overall TIC is invaluable to Elevate and I would recommend it to any church, of any size, regardless of their culture, demographic, or existing systems they have in place.



#4

MESSAGES TO SEND YOUR YOUTH LEADERS

Your youth leaders are a huge part of what keeps this ministry moving. Plus, it is so important for young people to have multiple safe adults in their life they can count on. The more committed and engaged your volunteers are, the more the students in your youth ministry will benefit. Communication plays a huge role in that! Utilize text messaging to encourage your volunteers, thank them, and check-in on them!

A young woman with long, wavy pink hair is looking down at a black smartphone in her hands. She is wearing a dark red hoodie. In the background, there are warm, glowing string lights and a white surface.

Hey {First Name}, just wanted to thank you for the way you are pouring into the youth group/middle school girls/etc. You are a huge blessing to them and our whole ministry!
THANK YOU!

Hey {First Name}, thank you so much for your help organizing the super bowl party for the middle schoolers! Everyone had such a blast; we couldn't have done it without you!

Messages to Send

Youth Leaders #1

THANK THEM

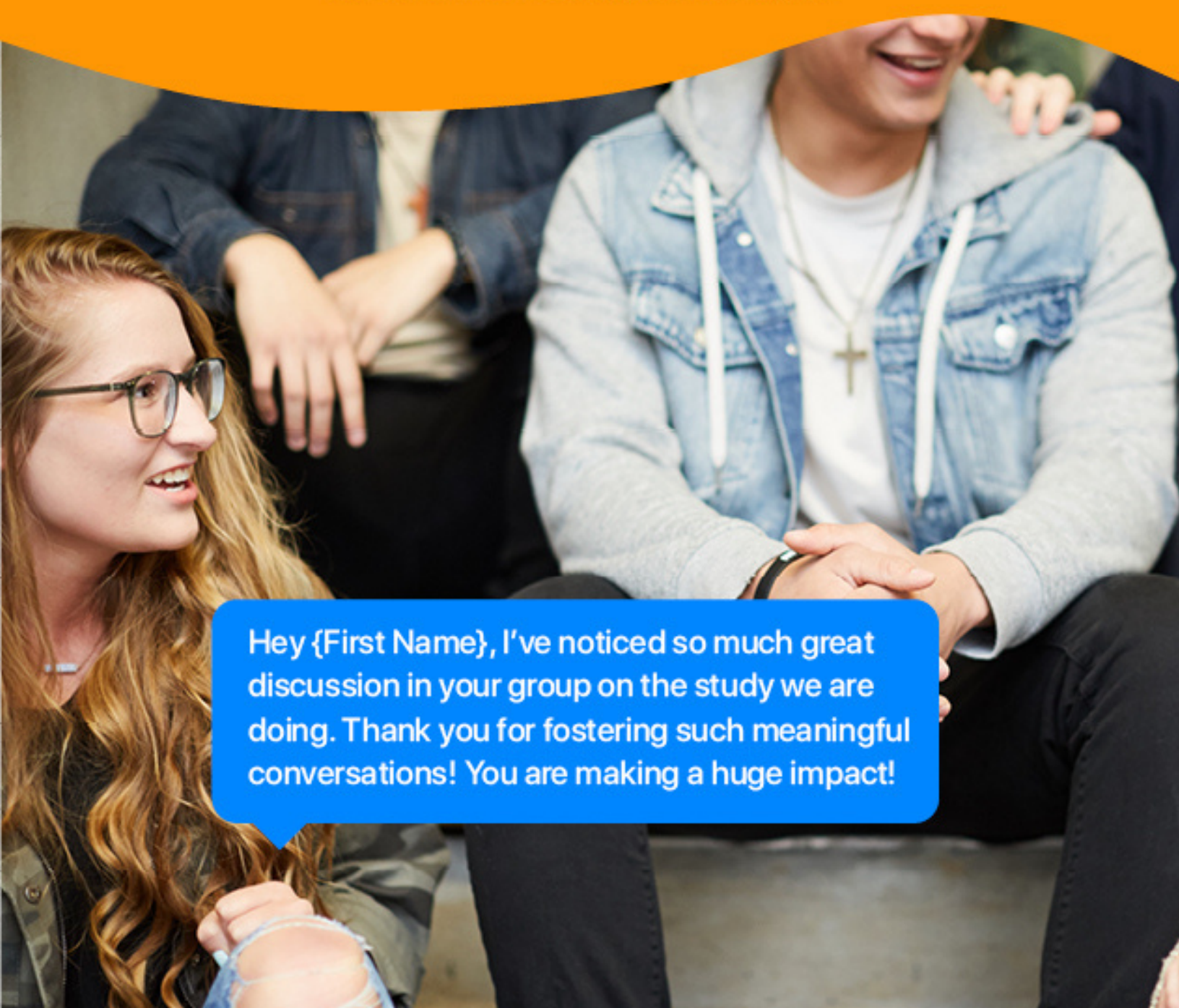
Send both general and specific thank you messages to your volunteers so they feel known, noticed, and loved!

Messages to Send


Youth Leaders #2

ENCOURAGE THEM

Send this encouraging message to your youth group volunteers once every quarter so they are reminded how significant their role is and that it is so appreciated by you!



Hey {First Name}, I've noticed so much great discussion in your group on the study we are doing. Thank you for fostering such meaningful conversations! You are making a huge impact!

A close-up photograph of a woman with long brown hair looking down at a black smartphone in her hands. She is wearing a ring on her left ring finger. A bright blue speech bubble with white text is positioned over the phone. The background is a blurred outdoor scene with greenery and a white architectural element.

Hey there {First Name}! Just wanted to check in. How are you feeling in your role as small group leader? You're doing a fantastic job! Any questions or concerns you have?

Messages to Send

Youth Leaders #3

CHECK-IN

Make sure you are checking in with your volunteers at least once every 6 months to make sure they are feeling okay about their time commitment, see if they've encountered any issues, or if they need additional training or support, etc. Don't assume they will!



SIGN UP

FREE WEBINAR

3 STEP FOLLOW-UP FORMULA

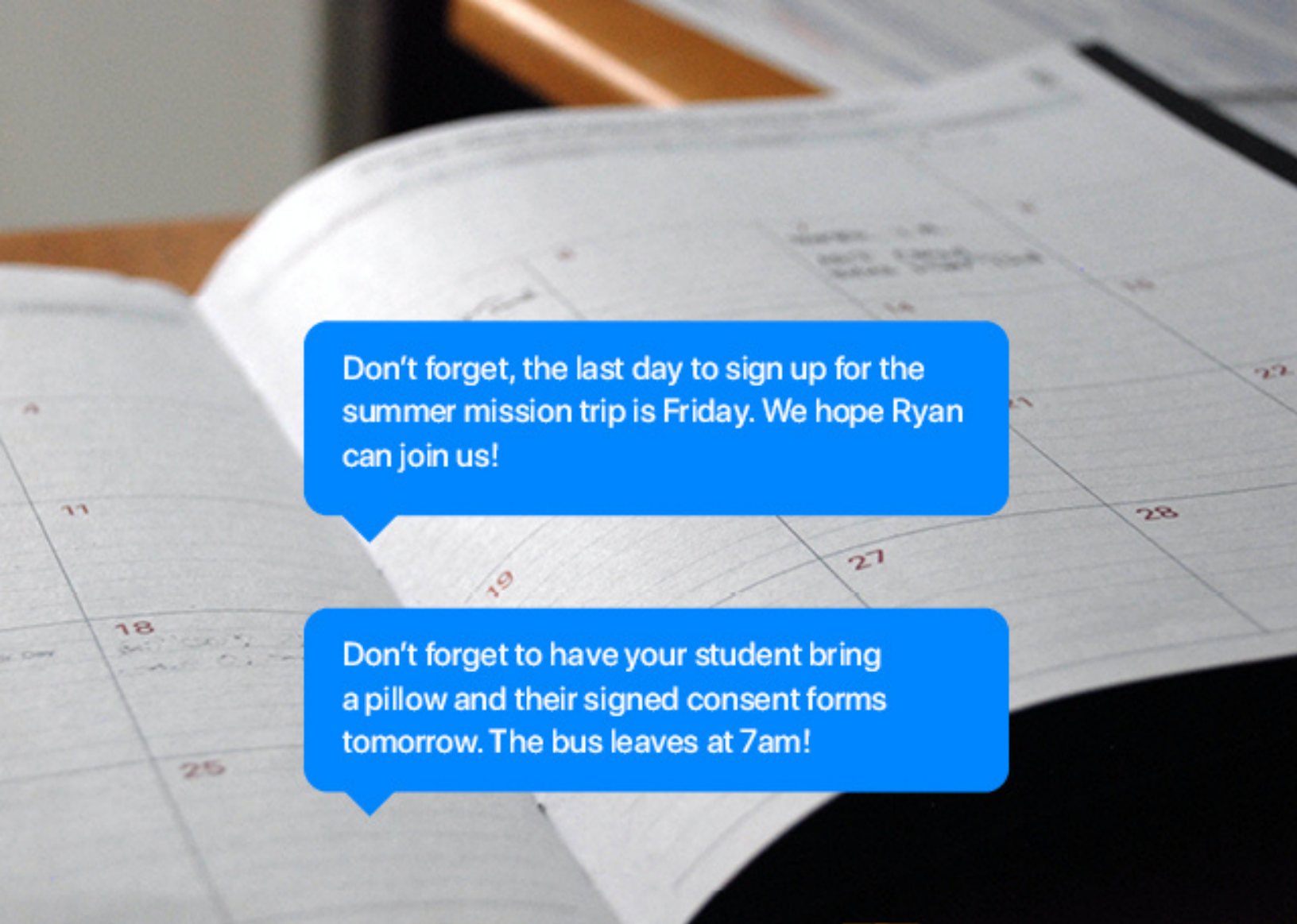
- ▶ Simple 4 step formula we call “The Cornerstone Method” that was carefully designed to engage guests and gather their contact information -- a great way to **master your Sunday morning announcements!**
- ▶ Detailed step by step method to ensure your guest follow-up connects with your guests in **relevant ways**
- ▶ 3 elements of an **effective follow-up** calendar
- ▶ Why both text messaging and **personal contact** should be a part of your guest follow-up strategy
- ▶ Real life examples and **proven templates** of churches’ guest follow-up systems
- ▶ Guests often have bad habits...the habit of NOT coming to church. **We’ll show you how** to break that
- ▶ Options for guests to **sign in and get connected** in Church (connection card, texting in, tablet, etc)
- ▶ **Ideas to connect outside of church** by hosting and getting involved in community events



#5

MESSAGES TO SEND YOUR MIDDLE SCHOOL YOUTH PARENTS (SHEPHERDING)

As a best practice, we recommend text messages go to the parents of middle school aged students. This can create really awesome opportunities for you to help equip parents to talk with their kids about their spirituality and get more involved in what they're processing at church, school, and home. We use 3 different messaging themes to the parents that still have a positive impact on keeping the child connected to your youth group: Informing, Connecting, Building.



Don't forget, the last day to sign up for the summer mission trip is Friday. We hope Ryan can join us!

Don't forget to have your student bring a pillow and their signed consent forms tomorrow. The bus leaves at 7am!

Messages to Send *Middle School Parents #1*


INFORMING

Informing messages are self-explanatory. They provide information to the parent that can also be passed along to the student. This keeps everyone in-the-know and engaged so you see more participation and attendance during events, service, and studies!

Messages to Send *Middle School Parents #2*

CONNECTING


A connecting message serves to keep the student and his/her family connected to the church. These are invites and check-in's that we are extending regularly to keep the lines of communication open.



Hey Mike, it's Josh with City Church. Thanks for bringing Margaret to Youth Group last night. It was so fun to have her! If you or her have any questions, don't hesitate to reach out! Hope we see her again next week.

How can I be praying for your family this week?

Hey Jill, we've missed seeing Ryan at youth group! Are y'all doing okay? We are trying a new game this week at youth group; I think he'll love it. Hope to see you soon! -Jack



Hey Jill! We've challenged all the students to invite a friend to youth group tonight! Thanks for being ministry partners with us!

Youth serve day is this Saturday! I'll bring the donuts and cocoa. Meet at City Church at 9am!

Alex and Anna made it to state choir! I announced Wednesday night that I'm taking a van down on Saturday for anyone who wants to go with me to cheer her on; if Margaret wants to join let me know! - Sam

Messages to Send

Middle School Parents #3

BUILDING

Building messages are sent to start creating that sense of community and outreach in the students' hearts. These messages are reminders to parents, and their students, of the tangible things they can do to start "Building" these meaningful relationships.



#6

MESSAGES TO SEND YOUR HIGH SCHOOL YOUTH (WITH PARENTAL CONSENT)

Similar to the text messages to parents of middle schoolers, we have 3 different themes we recommend when texting your high school youth: Informing, Connecting, and Building.



Hey Ryan, are you planning to go on summer mission trip with us? Don't forget, the last day to sign up is Friday. Here's the link: www.citychurch.com/youthmission

Woo hoo camp is tomorrow! Don't forget to bring a pillow and your signed consent forms tomorrow. The bus leaves at 7am!

Messages to Send *High School Youth #1* **INFORMING**


Informing messages are self-explanatory. They provide necessary information to the student. This keeps everyone in-the-know and engaged so you see more participation and attendance during events, service, and studies!

Messages to Send

High School Youth #2

CONNECTING


A connecting message serves to keep the student and his/her family connected to the church. These are invites and check-in's that we are extending regularly to keep the lines of communication open.



Hey Mitch, it's Josh with City Church. It was great to see you at youth group last night! If you have any questions, don't hesitate to reach out! Hope to see you again next week.

Hey Mitch, we are putting together our prayer list for the youth group leaders; anything we can be praying for you about?

Hey Mitch we've missed you at youth group! Are you doing okay? We are trying a new game this week; I think you'll love it. Hope to see you soon!
-Jack



Hey Jill! Remember the challenge this week: bring a friend to youth group! Love doing ministry with you!

Youth serve day is this Saturday! I'll bring the donuts and cocoa. Meet at City Church at 9am!

Mitch's soccer team made it to state! I'm taking a van down on Saturday for anyone who wants to go with me to cheer him on; let me know! - Sam

Messages to Send

High School Youth #3

BUILDING

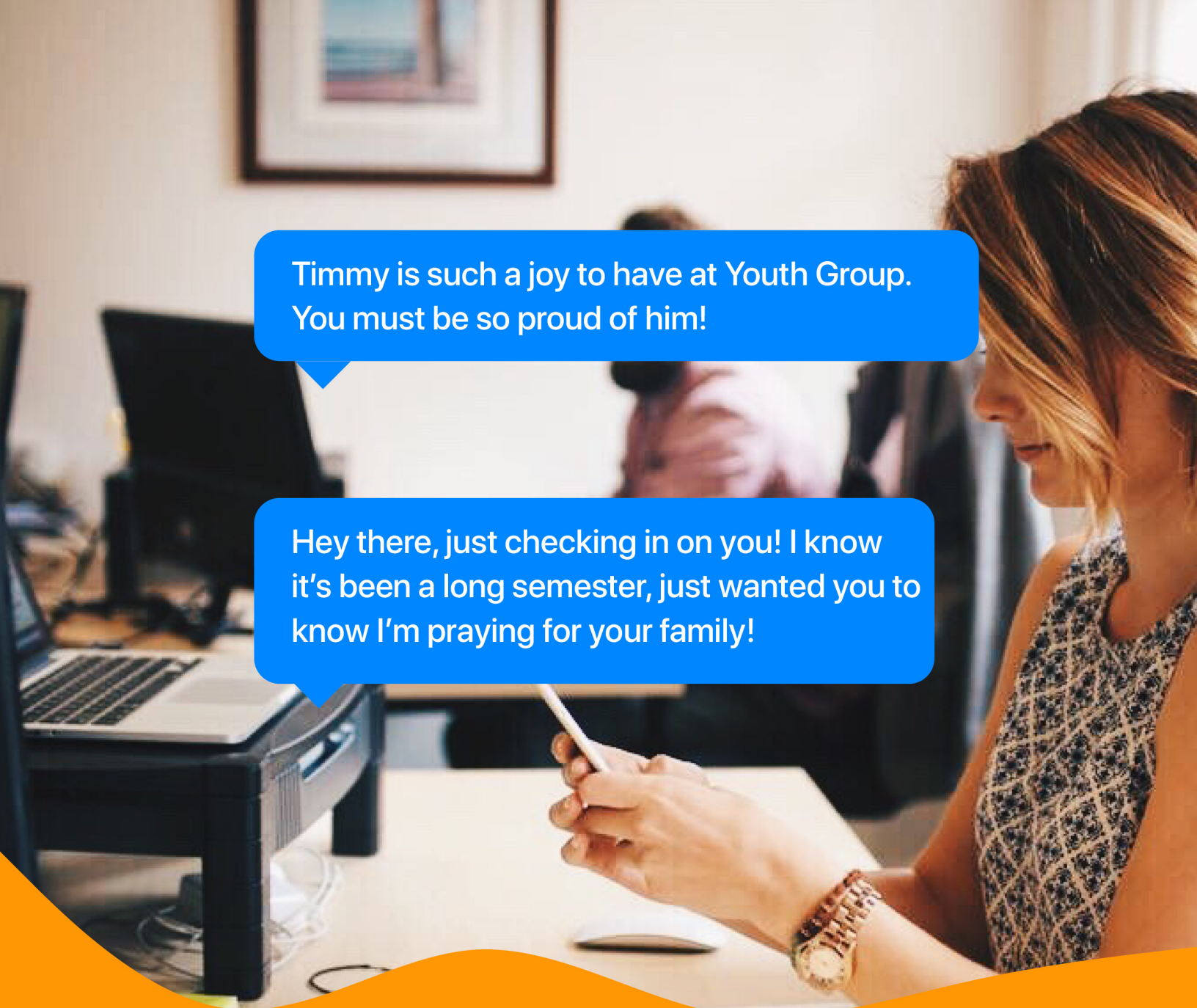
Building messages are sent to start creating that sense of community and outreach in the students' hearts. These messages are reminders of the tangible things they can do to start "Building" these meaningful relationships.



#7

PARENTAL CHECK-IN + ENCOURAGEMENT

Ministering to students also means ministering to their parents at times. Even though we know it won't always work out this way, it is ideal if the spiritual lessons and practices the students get at church are repeated at home. Utilize text messaging as an easy way to check-in with parents and equip them for the hard work they are putting in at home.



Timmy is such a joy to have at Youth Group.
You must be so proud of him!

Hey there, just checking in on you! I know
it's been a long semester, just wanted you to
know I'm praying for your family!


Parental Check -In *and Encouragement #1* **CHECK-IN/ENCOURAGEMENT**

Parenting is hard work. Everyone appreciates a little encouragement every now and then. Nothing complicated, just some genuine cheerleading to remind parents that they're seen.

Parental Check -In *and Encouragement #2*

EQUIPPING

Equipping messages are an opportunity for you to share what you're doing at church with the parent so they can continue it at home.

A woman with long brown hair and a young girl with long brown hair are looking down at a book together. The woman is on the left, and the girl is on the right. They are both wearing dark clothing. The background is a white door.

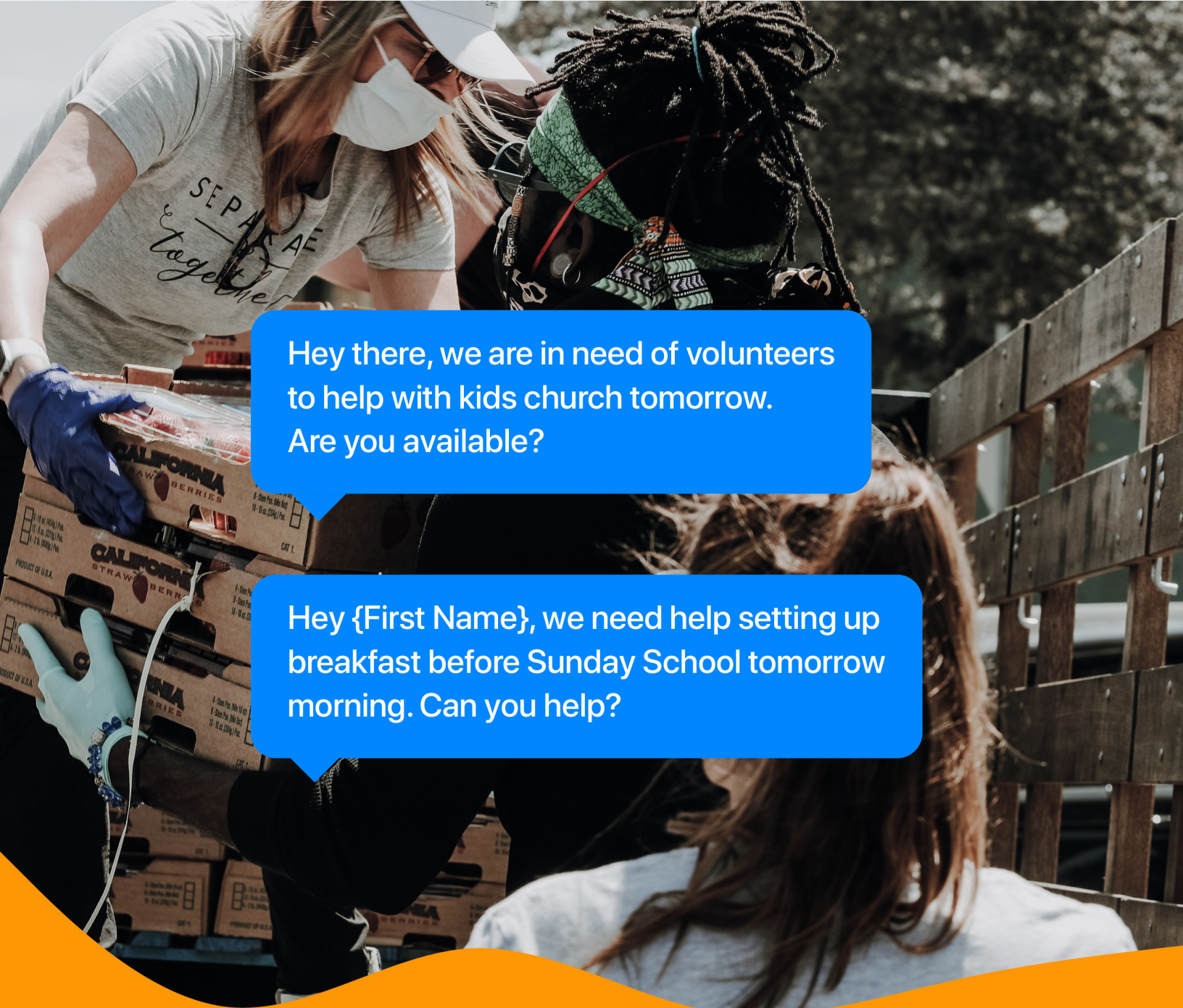
Hey Mike! This week we are talking about distractions. If you want to dig deeper with Margaret on what she's learning, ask her "What's one thing that distracts you from God? My challenge for you this week is to ask God to help remove that distraction!"



#8

VOLUNTEER MESSAGING

It makes an incredible impact on both the student and the church body when serving at church is woven into the youth group's culture. The church is blessed by the energy and leadership of the next generation, and the students are inspired and connected to a vision much larger than themselves.




Hey there, we are in need of volunteers to help with kids church tomorrow. Are you available?

Hey {First Name}, we need help setting up breakfast before Sunday School tomorrow morning. Can you help?


Volunteer *Messaging #1*

VOLUNTEER OPPORTUNITIES

Send a text out the Friday or Saturday before Sunday service when you are in need of volunteers before, during or after service.



Hey {First Name}, thanks again for signing up to help with our Easter service! Don't forget your name tag, and please be here at 8:15am!



Thanks for volunteering to help with nursery on Sunday! We will see you at 9:30am :)

Volunteer *Messaging #2*

VOLUNTEER REMINDERS

Parenting is hard work. Everyone appreciates a little encouragement every now and then. Nothing complicated, just some genuine cheerleading to remind parents that they're seen.

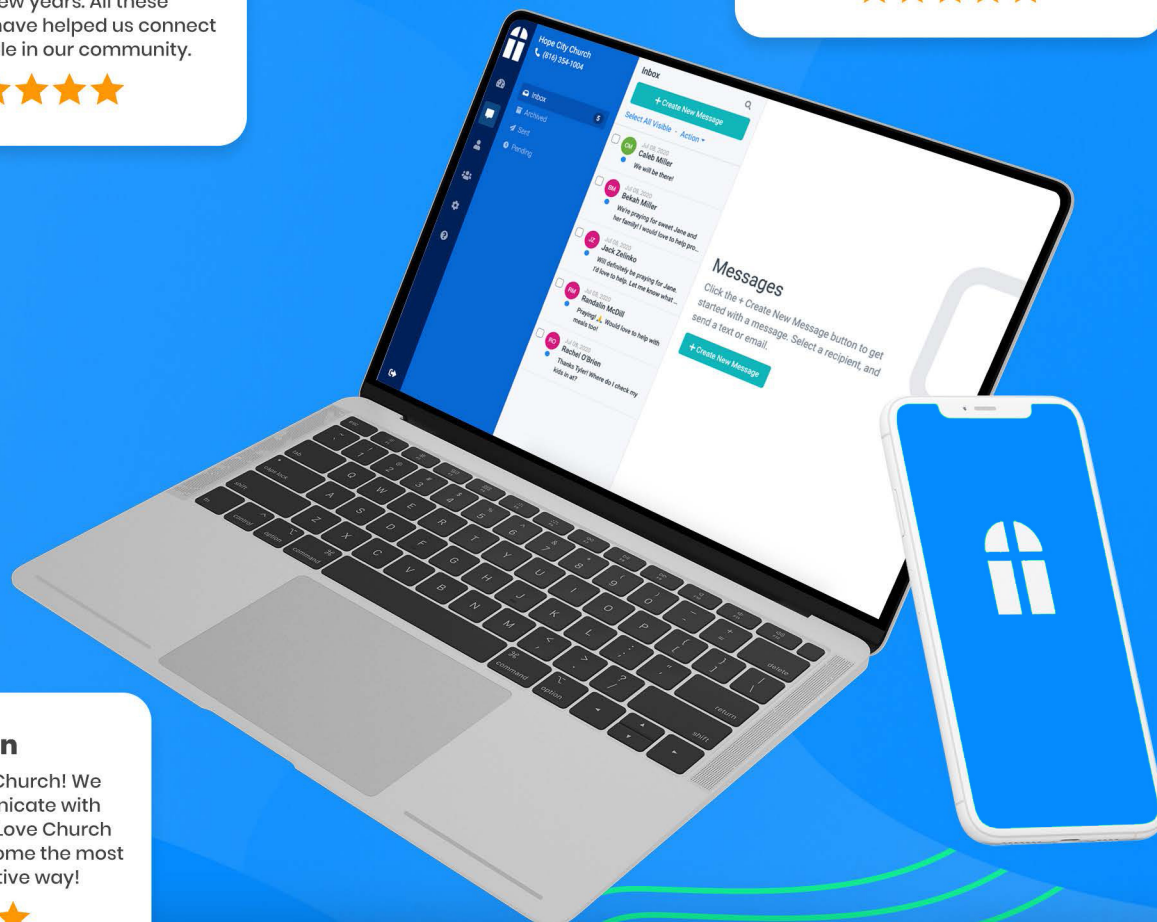
Marc Ulrich

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.



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!



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!



FREE FOR 14 DAYS

 TEXT IN CHURCH®

Our proven 6 week follow-up system saves you time!

Automatically send the perfect emails and text messages to your first time guests to make them feel important and well cared-for.

**START MY FREE
14 DAYS TODAY**