

Local Church

How our campaigns brought in new families



Challenges

The church wanted to attract new movers and encourage them to become active members, requiring a targeted approach to reach these potential members.



Solutions

- ✓ New Mover Gift Book
- ✓ Follow-Up Booklet
- ✓ Strategic Distribution List



Results

The church successfully attracted several families each month, averaging **6-8 new families**. This approach effectively expanded the Church's community by reaching new movers.



Key Metrics

6-8

New Families Monthly

4%

Response Rate