

Here are the 7 emails that we use at Ridge Church to send to people who visit our church for the first time. We use Mailchimp to automate these but other services are just as good if not better. Services such as AWeber and Infusionsoft.

This is a system in progress and constantly being tweaked. I would love to hear how you think this could be made better. Feel free to use these however you wish.

#### **Email #1**

**Sent several hours after email enters into our system.**

**Email #1 comes from my email address to give it a more personal feel**

# **We're So Glad You Came!**

## **Thank You**

We are so glad that you chose to come to Ridge Church on Sunday. You could have been a lot of other places, but you chose to be with us, and for that, we are very grateful.

We wanted you to know that we really hope you felt at home Sunday at Ridge Church, as well as welcomed and encouraged. We hope that you were challenged and encouraged by the message and music Sunday, and if you have kids and they attended Ridge Kids, we really hope they had a blast learning about Jesus.

If we can answer any questions for you about the message Sunday, our church, or just anything in general, please don't hesitate to just hit REPLY to this email and ask us anything you'd like to know.

Blessings!

P.S.

We hope that we'll see you back this Sunday at Ridge Church!

**Email #2**

**Sent 24 hours after their email is entered into our system**

**Note: This email will soon be included in our first or second email**

# We Want Your Feedback

## Your opinion can help us improve

Hey! I promise we will not fill your inbox up every week with emails, but I wanted to get this to you while it was still fresh on your mind. We would love to hear about your experience this weekend at Ridge Church.

We have created a really short survey you can take by [CLICKING HERE](#) that will help us out a ton. We want to know if you loved it, hated it and how you think it could be better. The survey is really short, and will only take a minute or two to fill out. And if you want, it can be totally anonymous.

Thanks for taking the time to fill it out for us! I look forward to seeing you at Ridge Church this Sunday!

[TAKE THE SURVEY](#)

Pastor Bobby

**Email #3**

**This email is sent 3 days after a person visits the first time**

# Oak Ridge and Ridge Church

## How They Started

The city of Oak Ridge was established in 1942, by the United States government as the secret site that built components for one of the atomic bombs that helped end WWII. The name Oak Ridge was given to the city because of nearby Black Oak Ridge, and it was a name that would not draw attention to the secret city during WWII. Now most people call Oak Ridge the "secret city", the "atomic city" or sometimes just "the Ridge."

Oak Ridge has a short, yet rich history that is being built upon everyday. It is now even home to one of the world's fastest super computer. There's no waiting around for a Youtube video to load on that joker.

Ridge Church, or the Ridge as we call it sometimes, was established in 2008 and had it's first official Sunday morning service in April of 2009. Ridge Church started with just 13 people who felt called to start a church that would not just be IN the city, but would be a church that is FOR the city. Now, several hundred people (and growing) attend Ridge Church each weekend and we're seeing lives constantly be changed.

We love the city of Oak Ridge and are so glad we get to be part of what God is doing here. We hope you do too!

We hope we'll get to see you again this Sunday at Ridge Church! If you have any questions at all, just HIT REPLY and ask us anything!

Blessings

## Email #4

This email goes 8 days after a person visits our church

# Meet Pastor Bobby

Hey! I'm so glad that I get the chance to introduce myself to you if we have not met as of yet. I'm Bobby and I love being one of the pastors at Ridge Church. Pastoring Ridge Church has been one of the greatest joys of my life and I'm so excited that you've been attending, or considering attending again. I am a little biased, but I think the Ridge is a pretty rad place.

The other great joys of my life are my wife Denira who I've been lucky enough to be married to for the last 9 years, and my two crazy kids, Isaiah who is 4 and Emerysn who is 2. Outside of pastoring the church and being a husband and father, I love to get waist deep in a trout stream, cheer on the Vols and 49ers (NFL), and look for more creative ways to deep fry or grill something; anything really. And if it's bacon...yes please :)

I love being a really small part of what God is doing here and I hope that we'll get a chance to get know one another.

Be sure to come say hi on Sunday!

**P.S. - If you would like, you can follow me on Twitter [@bobbywilliams](https://twitter.com/bobbywilliams). I'll be sure to follow back.**

Blessings!  
Bobby

## **Email #5**

**This email will go out 15 days after a person visits our church for the first time.**

# **Ministries at Ridge Church**

## **How Serving in a ministry can benefit you and others**

At Ridge Church, there are multiple ministries that take place throughout the week and on Sunday mornings that lots of people take part in or serve in.

- **Ridge Kids is for our kids on Sunday mornings and teaches kids about Jesus, the Gospel and how it shapes their lives. We partner with parents to make this something that happens Sunday-Saturday**
- **Ridge Students is for teenage students 6th - 12th grades and utilizes small groups to teach students about the Gospel. Volunteers get to be at ground zero as young adults are being formed**
- **Our Sunday Experience is full volunteers serving in various places like running lights, sound, playing in our band, serving coffee or even just saying hello to guests. These men and women have a blast every Sunday and are the backbone of making things happen here each week.**

Not only do people who attend Ridge Church benefit from those who are serving, but those who serve benefit as well. Those that serve in the ministries of the church get connected quicker, make more friends and get to be part of seeing people who are far from God be awakened to life in Christ. In other words, even if you're just greeting someone with a smile, pushing some buttons or teaching kids, you're having an eternal impact on someone else. That's a very big deal.

If you would like more information on serving at Ridge Church, to start serving or info about a particular ministry at Ridge Church, just click the button below.

Blessings!

P.S.

To start serving today, make some new friends, and have an eternal impact of the lives of others!

### **Email #6**

**This email goes out 23 days after a person visits our church for the first time**

# **Getting Connected is Easier Than You Think**

## **Attend BaseCamp and/or Join a Small Group**

At Ridge Church there are 3 easy ways to get connected to the church and to others. We sent you an email about being on a volunteer team last week. That's #1. Now for #2 and #3....

### **BaseCamp**

Basecamp is a starting point designed for those that are new to Ridge Church. If you have yet to connect to others, a serving group, or just feel out of the loop, then consider attending BaseCamp. It typically lasts an hour after Sunday services and lunch and childcare are provided.

At BaseCamp, you will:

- **Hear where we've been and where we are going as a church**
- **Hear how you can get involved at the Ridge**
- **Meet some new people you may not yet know**
- **Have opportunity to ask your burning questions about the Ridge**
- **Get some yummy food**

The next BaseCamp is scheduled for early September. [You can get signed up now before we run out of room!](#)

### **Community Groups**

Community groups meet during the week in various places all over our area in homes. This is a

great place to connect to other people, build friendships, grow in your relationship with Christ, and serve our community in a smaller setting.

We have existing groups that you could join or you can get in on one of the many new groups that are currently forming. [Go Here](#) for more information about Community Groups.

We would love to have you connected at Ridge Church! We hope you'll get involved in one of these great opportunities!

P.S.

Just click the button below to send us an email if you have any questions about one of these or about getting signed up!

#### **Email #7**

**This email goes out after 30 days after a person visits for the first time. It is the final email they receive unless they have begun attending, or have asked other questions**

# We're Available

## You Can Talk with a Pastor at Ridge Church

We've heard some horror stories about some pastors being off limits to the people they pastor. That kinda seems wrong doesn't it? We want you to know here at Ridge Church, our pastors are available to talk with you. In fact, they all really look forward to talking with you.

If you have any questions about Ridge Church, something that has been preached, a ministry or you have some issues you would like to sit down with a pastor and work through, just click the button below, send us an email, and one of our pastors will reply back and set up a time to chat. It's that easy.

Blessings

P.S.

We REALLY do want to help! Send us an email today!