

FACEBOOK CONNECT STRATEGY

Meeting and Mobilizing New Contact on Facebook

APPROACH & GOALS

The idea of reaching out to people via Facebook and trying to build connections was birthed out unique opportunity and deep constraint our team had. Three families were fully committed to plant Nuvo Church, had a 6-9 month window to work in current jobs while working on Nuvo, but all lived in different parts of the country. None of us lived in the same city as we were planting.

Our hope was to be able to gather 100 people who would be interested in attending a Vision Night from the first day that we arrived in the city of Columbus (where we were planting). That felt difficult (if not impossible) to try to do from a distance, however, it was from there that we began to think through how we could reach out to people digitally first.

We decided to build out a strategy that allowed us to personally reach out to people we didn't know in Columbus in hopes that they would take a phone call with us and, ultimately, be open to join us in building a brand new church.

Our Approach:

- Identify key influencers and have a conversation with them to learn about the city, share what we are doing, and ask them to connect us with others.
- Invite those who were interested to join us in building strategy to reach those in Columbus, even before they joined our launch team.
- Invite them to participate in a Vision Night or a Dinner Party once we arrived in Columbus.
- Invite them to join our Launch Team.

Our Goals:

- 100 people mobilized to join us for a Vision Night by the time we move June
- 1,000 emails through Facebook by the time we moved in June
- Begin meeting in digital groups ahead to guide those people deeper into community with one another and closer to proximity of our mission.

IDENTIFYING KEY INFLUENCERS

Truthfully, in the beginning, we were trying to get any and everyone to take a call with us. We began by looking at Facebook Groups around Columbus that were specifically geared towards Christians. Our thought was that some of them might be more excited about a church plant and help us get more connected to others in the city.

One of our team members, and the architect behind most of our strategy Ryan Stigile, began meeting with business influencers who were working in the city to network other business leaders together. These people were huge for us because of the number of connections they already had and the skill set they already possessed. They were already doing the work we were attempting to do. As we began to build relationships with them, they began to connect us with their network, and it began to take more traction from there.

This is not to say only go after these people. We go after any and everyone that we can, but we know that when we find a key influencer, can to connect with so many others. They tend to be the gateway to several more connections.

WHERE TO FIND PEOPLE

There are three ways that we look within Facebook to find people...

1. Facebook Groups/Pages

- Look for the area or city pages for the location you're planting in.
- Then look for those people who are liking the posts. They are engaged Facebook users and care about what is happening locally. Bonus if they are commenting...
- Look for pages of people who are like-minded and tailor your message to them.

2. Friends of Friends that have been added

- Once you talk with someone else, ask them if they can connect you to others.
- For those you are friends with, go through their friend list and add others and send a Facebook message to them. Especially if the conversation went well, just make sure they live in the city.

3. Asking people in our current friends if they know anyone in the Columbus area

- We're always asking people we currently know who they know in the Columbus area. Then we ask them to make the connection.
- We do this with every donor conversation as well.

THE PERSON

Here is a sample of the type of person who has been most beneficial for us to connect with. These types of people have connected us with so many others.

THE INFLUENCER

- 2,500 + Facebook Friends (or Likes if they have a Page)
- Active daily on Facebook, specifically in sharing content around leadership, community development, and networking with others.
- Entrepreneurs, in part, because to survive and get off the ground they will likely have had to build connections in the city already
- These types of people tend to be Business Network Leaders, Realtors, Sales Team Leads, College Professors or Departments Heads, etc...

THE INITIAL EMAIL

Our first interaction was designed to give those people the opportunity to coach us on the city and the people. If we were able to share about us, great, but the end goal was to learn and let them speak. **We found that people are interested in being helpful much more than they are interested in hearing a sales pitch.** We were inviting them to be helpful to us.

Below are the emails that we've sent through Facebook Messenger. We are now using the second version. Clark Campbell, Storybrand Facilitator and Leader of RVRB¹, coached us on brevity and the

¹ Clark Campbell leads the RVRB Agency and is a Storybrand facilitator. Amazing guy. Brilliant with social media. You can check his company out at RVRB.com

use of emotions in the email to help us get to the yes quicker. You'll see the differences in the two, but I thought I would include both.

Clark's key takeaways were:

- Use "street language" on Messenger. Write as if you are talking to a stranger in a bar.
- Don't open with "I."
- Start with the problem first.
- The initial emoji helps break the ice.

THE FIRST EMAIL

Hi Andrew,

I hope you're doing well! I'm launching a new church in Columbus and simply looking to learn more about the city.

I know it's random. But I came across your profile on a page for Columbus. You seem like the kind of person who has a heart for the city and its people.

We know that nearly 1,000,000 people in the Cbus area are disengaged from God and have not found a local church helpful in their exploration of faith. And we dream of a space where anyone can explore and integrate faith in their daily life.

My family is moving from Georgia later this year, along with five other families. Even before we move, I'm looking to learn as much as I can about Columbus.

I know this is out of the blue, but would you be willing to connect sometime on a call? I really think your perspective would help us start well.

Ryan

P.S. If you're interested in learning more about the church we're planting, you could check out "Nuvo Church" on Facebook or Instagram. I promise I'm not a scammer!

OUR CURRENT EMAIL

Hi Andrew,

I hope you're well. And I hope you're willing to read a random message today. 😂²

I've been doing some research on Cbus and have found that nearly a million people are disconnected from God and are not connected to a church in their exploration of faith. So my family and five others have decided to start a new church. We've been dreaming of a space where people can explore faith and apply it to every part of their lives.

I came across your profile, and you seem like the kind of person who has a heart for the city. My family is moving from Georgia later this year, and I'm looking to learn as much as I can about Cbus before we get there.

² Yeah... I don't use a ton of emojis either. Ha. However, getting an email from someone you don't know is weird. The emoji's use here is to help acknowledge the weirdness and communicate emotion... and it works.

Can we connect? I would really love to get your thoughts.

Ryan

P.S. In case you're curious, our church plant is at fb.com/nuochurch

THE FIRST CONVERSATION

Once they respond to our Facebook email, we immediately work to set up a time to call. During that first call, we are trying to...

- Hear Their Story
- Learn About The City
- Invite Them Into a Further Opportunity with Us
- Ask Them To Connect Us With Others

Ryan Stigile developed a great set of questions to help guide the conversations.³

1. CONNECT

- How long have you been in Columbus?
- What does your faith community in Columbus look like? (Church? Social Club? Friends? etc.)
- Seek to highlight a point of similarity/resonance between their story and mine.
- Allow them space to ask about me and share openly if they ask.

2. EXPLORE

- Excited to plant a church for people full of doubts and questions about faith
- Looking to learn more about the city and the people within it
- Tell me about the people in your life who you would not feel comfortable inviting to church?
[whether the church you attend or the church you grew up in]
- What would it take for them to engage in a community of people exploring faith together?

3. CAST

- That's the kind of church we dream of creating...
- Cast vision from the heart. Leave the script behind.

4. GUIDE

Potential Next Steps

- Social Media: Find out more about Nuvo Church. Like on Facebook. Follow on Instagram.
- Another Conversation: Would you be open to another conversation as we move forward? I know I have more questions than we could fit in today.
- Dinner Parties: If you're interested, we have a few gatherings coming up in 2020. If you're up for it, I could keep you updated on those as they come up.

³ This is also included in the Appendix section.

MOBILIZATION

After the first conversation, our hope is that we are able to engage them deeper. We are now beginning to invite the people who have taken calls with us into a next step of helping us craft digital services that we are doing once per month online. We get them on a Zoom call and ask them to help us learn how to speak best to the city with the content we're creating.

We are also in the process of inviting them to be online hosts for those gatherings as well as join us for a weekly digital Zoom call. The question we are always trying to answer is... "How can we help them take a deeper next step with us towards leadership?" Since we're still at a distance, this question has been challenging, but so rewarding in helping people connect with us.

KEEPING TRACK

As you can imagine, three people sending all of these messages and making these phone calls can get hectic. Also, many of the Church Management Software options charge you by the number of people in them, so we didn't want to include people in those who were still on the fringe.

We discovered the online solution Hubspot. Hubspot is free to a certain point but will allow you many more contacts and users to operate within it at the free phase. It's designed to be a tool to use for Sales Funnels, but we designed it (with a few workarounds) to help us keep up with who we were reaching out to. I'll give you a snapshot of our process below, but I've also included some training video links below that Ryan created for our team to use. He mentioned to me he would also be available to help set it up if it's a solution that you feel like would work for your team. You can email him at ryan.stigile@nuvochuch.org

Process:

- Identify a person to connect with through Facebook
- Add them as a Friend
- Copy and Paste the Template Email Message and send. (Make sure to include their name.)
- Open Hubspot
- Add the Name of the person.
- Add their Potential Involvement
 - Launch Team
 - Donor
 - Person of Peace
- Add/Update Conversation Status
 - Not Yet Contacted
 - Attempting Contact
 - Conversation Active
 - Conversation Paused (Intentionally)
 - Open to F2F (Face to Face)
 - Open to Dinner Party
 - WON - Contact Committed
 - LOST - Contact Declined
 - LOST - Contact Unresponsive

- Add Notes about the Contact
 - Connecting Points?
 - Marital Status?
 - Job?

Once a person responds...

- Hubspot allows you to add email or phone call notes to their contact info.
- Adjust their conversation status
- Add a task within Hubspot to follow-up

FINAL THOUGHTS

For us, this tool has been very effective in meeting people we would have otherwise not met. It's already led to some lasting relationships and people who are "all in" with us on this journey. With that said, it is quite a bit of work and depending on your personality... either a lot of fun or very draining.

As a leader of your team, I recommend finding the person who is most administratively gifted to set-up and navigate Hubspot so that it is as easy as possible for the rest of your team. I also think this process can be scaled to several people. We've learned a lot of people want to meet the Lead Pastor, and that's fine. We're currently working on giving someone access to my Facebook messenger and working to send 25-30⁴ of these per day. Most of it would be off of my plate until the meeting. There are people you know and likely on your team who could do that for you.

I've also found that Ryan is phenomenal at both sides of the connecting with people and the backend administrative part of the system. The system part is not my strong point. I like creating systems, but I'm not great at staying within them! As a point leader, you've got to make sure that the person who is in the system can both hold you accountable and keep it advancing. I feel lucky to have Ryan helping us with that because of how much we can do with the data when we do Hubspot well.

Everything we are doing is still in Beta Testing mode. None of us have moved to Columbus yet, and everything right now is digital. If/When you try this, please let us learn from you on what's working and what's not. We're still working to figure it out as we go and would love to learn from your team.

Please don't hesitate to reach out to me, Ryan, or Zach.

Patrick Holden: patrick.holden@nuvochurch.org

Ryan Stigile: ryan.stigile@nuvochurch.org

Zach White: zach.white@nuvochurch.org

Thanks! Praying for you and your team through the church plant journey!

Patrick

⁴ 25-30 is about the maximum you want to send from one a day per account. Facebook tends to frown on more than that.

APPENDIX

CHURCH LEADER RESOURCES FOLDER

COLD CALL FIRST MEETING

COLD CALL SCRIPT - CLARK CAMPBELL REWRITE

COLD CALL EXAMPLES

HUBSPOT TRAINING VIDEOS