

LEADERSHIP LESSON # 59: PROSPECTING 101

OUTLINE BY STEPHEN DOUGLAS BROWN

Let's go prospecting for those golden nuggets of Sunday School – Prospects!

1. Who is a prospect:
 - a. A person who is not participating in an **open**, ongoing Bible study group.
 - b. A person who is not active in an **evangelical church**.
 - c. A person who does not have a **relationship** with the Lord Jesus Christ.
2. The **obvious prospects** are the people who visit our **Sunday School class**. A **greeter** from the class needs to sit with the guest and help fill out the registration form. The greeter makes sure we receive complete information from the guest. The greeter can make sure the guest is introduced around to class members, the teacher and ask the guest to sit with them in church and introduce them to the pastor as well as making sure they receive a quarterly and anything else the church gives to guests.
3. Prospects can be found in the **worship service** if they are given the chance to register. This registration information needs to be passed on to the class for contact.
4. Families of children located in **VBS** are an excellent source of prospects for the class. Contacting these people during or as soon as VBS is over is a must.
5. **Membership referrals** – referrals from the membership of lost and unchurched co-workers, neighbors and friends. Allow members referring people to remain anonymous if they wish.
6. **Special events** – register people at special events such as music concerts or programs. Fall festivals work well especially if you give out door prizes.
7. **Mother's Day Out, Day Care** and **Kindergarten** are excellent sources of prospects. They are familiar with the physical church and probably have a positive view of the church because of the connection to their child.
8. **Church members** not enrolled in Sunday School.
9. **Friend Day** when all the members bring their friend to Sunday School.
10. **Special Days** to honor certain groups like teachers, sports teams, city workers, etc.
11. **Baby Hunt** for those with new babies.
12. **Church Recreation Programs** such as Upward Basketball or soccer.
13. **Bag Your Neighbor** is where you take a bag with beverages and goodies along with church brochures to people who are moving into the neighborhood. You don't stay long. Just enough time to say welcome and ask if they need prayer for anything.

What we really need to remember is to do something. Change it up occasionally and “never, never, ever give up.” – Winston Churchill

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Let's go prospecting for those golden nuggets of Sunday School – Prospects!

1. Who is a prospect:
 - a. A person who is not participating in an _____, ongoing Bible study group.
 - b. A person who is not active in an _____.
 - c. A person who does not have a _____ with the Lord Jesus Christ.
2. The _____ are the people who visit our _____. A _____ from the class needs to sit with the guest and help fill out the registration form. The greeter makes sure we receive complete information from the guest. The greeter can make sure the guest is introduced around to class members, the teacher and ask the guest to sit with them in church and introduce them to the pastor as well as making sure they receive a quarterly and anything else the church gives to guests.
3. Prospects can be found in the _____ if they are given the chance to register. This registration information needs to be passed on to the class for contact.
4. Families of children located in _____ are an excellent source of prospects for the class. Contacting these people during or as soon as VBS is over is a must.
5. _____ – referrals from the membership of lost and unchurched co-workers, neighbors and friends. Allow members referring people to remain anonymous if they wish.
6. _____ – register people at special events such as music concerts or programs. Fall festivals work well especially if you give out door prizes.
7. _____, _____ and _____ are excellent sources of prospects. They are familiar with the physical church and probably have a positive view of the church because of the connection to their child.
8. _____ not enrolled in Sunday School.
9. _____ when all the members bring their friend to Sunday School.
10. _____ to honor certain groups like teachers, sports teams, city workers, etc.
11. _____ for those with new babies.
12. _____ such as Upward Basketball or soccer.
13. _____ is where you take a bag with beverages and goodies along with church brochures to people who are moving into the neighborhood. You don't stay long. Just enough time to say welcome and ask if they need prayer for anything.

What we really need to remember is to do something. Change it up occasionally and “never, never, ever give up.” – Winston Churchill