

# Be Note Worthy

Once upon a time, people depended on things like paper, pens, envelopes, and stamps to communicate to people across the miles. But back in *that* day, it was equally common to receive a note or letter from someone just down the street. Sometimes you'd get a thank you note, an invitation, or a congratulations note. And sometimes it was a "just because" kind of note. On any given day, you'd go to the mailbox expecting something more than just bills and advertising.

But that was a long time ago. In today's electronic digitally driven culture, the era of note writing seems nearly to have come to an end. In fact, according to a number of informal online polls, there are many people who no longer bother to check their mailbox every day ... and some check it as infrequently as every other week! Of course, that would change if they were receiving note-worthy mail!

You can be a part of turning around the trends *and* grow your church simply by taking up pen and stationery (or notecards) and dashing off a few choice (nice) words once or twice a week.

As I mentioned in Chapter 32 "Make a Date," most churches track their first time visitor's contact information and probably have a list of those who are returning guests and those who are their newest members as well. Your church office would probably be more than happy to share that information with you if you let them know you'd be taking up the note writing challenge.

What should you say in these letters? If you're aware that you've met the visitors/guests/members, then you should make it a bit more personal than if you haven't or if you aren't sure. There are two key points that probably should be included:

- Thank them for attending;
- Invite them to return.

Here's a sample note for someone you're pretty certain you haven't met.

*We've been praying for great people to visit with us at First Church and there you were! Thanks for joining us for worship last Sunday.<sup>1</sup>*

*It was great having you with us and I wanted to be one of the first to invite you to come and worship again whenever you can. I hate that I missed being able to introduce myself, but I hope to connect with you next time!*

And here's one for someone you're pretty certain you *have* met.

*It's people like you who inspire us to be our best selves here at First Church! Thank you for worshiping with us last Sunday.*

---

<sup>1</sup> This paragraph was inspired by the fine people at [TextInChurch.com](http://TextInChurch.com).

*It was great having you with us and I want to say that I enjoyed meeting you during the fellowship time [or whenever you met]. I hope we'll have the chance to get to know each other better and I'd like to invite you back to worship with us whenever you can.*

If you can make some personal observation about their visit, all the better. You can do this even if you haven't met. For instance, if you hadn't met the visitor, reminding them of a shared experience makes it more personal: "I hope you enjoyed the pastor's message – her story about the shark jumping into the boat while she was deep sea fishing surprised me." And of course, if you *have* met, an observation about that meeting is more than appropriate: "I enjoyed learning more about you and your pet cockatoo – I'd love to meet her some day."

While you write the note, take the opportunity to pray for the recipient and for their response. I make a habit of praying while I write and as I seal the envelope.

A last thought. Anything you can do to make you and the letter more memorable helps to make a more lasting impression with the recipient. And if you make a lasting impression, the chances of them returning are significantly increased. So, here are a couple ideas:

- If you have a church business card (Chapter 04), be sure to tuck one into the envelope before you seal and send it.
- Choose an interesting stamp. For instance, there are almost always a series of cartoon stamps available. They tend to be bright, colorful, and call attention to themselves.
- Write on interesting stationery. There are literally thousands of different notecard and stationery designs. Choose one that stands out.
- Write with a different colored pen – but be sure to choose a color with significant contrast to the stationery you use.
- Use sealing wax or a sticker to seal the envelope.

Too often, visitors drift in and out of church and don't think anyone noticed them. By dropping them a note, you help them realize they were both noticed *and* appreciated.