InterVarsity

11 Steps to Great Follow Up

by Kelly Joiner

1. Create a good follow-up card

Data to Include:

- Name
- Room Number/Address
- "Interested In" Checkboxes: (GIG, ministry team, dorm Bible study, etc…)
- Phone number (checkbox: Text about events?)
- Email address
- Spiritual Background (Blank line or scale interest from 1 to 5)
- Year in School

2. Create a good database

Create a database (Google Sheets are great). Create a Google Form so you can input data from the cards into a form that then gets summarized in a spreadsheet. (Use the same categories above).

3. Pre-determine who will be assigned to follow up with whom

Create a system such that when you look at a contact card, you know exactly who should follow up with them. For example, if you organize based on where people live, then assign each student leader or staff to specific dorms or apartments (e.g. the new student lives in Building A: Room 302, so Andy will follow up with them because he has been assigned to follow up with everyone on the third floor of that building). Create an "assigned to" column in your Google Sheet, where you can write who will follow up with each person. It is best that **only one** student is assigned to each new student, even if they go in pairs, so that the accountability is higher.

4. Know what you want to measure, and form goals

Determine what you want to measure and create goals around those categories. Here are some sample goals:

- Each person gets a personal visit (or call) within 24 hours of filling out a card
- 90% of every interested student gets at least one personal visit
- 45% of every interested student gets visited at least 3 times
- 20% of interested students attend at least one spiritual meeting

5. Create a system of assessing where you are at in your goals

Depending on your goals, create a couple columns on your Google Sheet to assess where your progress with those goals. Design it so that your student leaders can later go to the spreadsheet and select the appropriate drop-down item. Here are two sample columns:

- New Student Action (with drop-down list):
  - Attend 1 time
  - Attend 3 times
  - No show (with interest)
  - No show (no interest)
- Leader Action (with drop-down list):
  - Face to Face Connection
  - 3x Repeated Connection
  - No Connection Yet

6. **Delegate a team for data entry and give them clear deadlines**
   Assign 3 to 5 people to be your data entry team. After each event or proxe, instruct them to enter the data from the contact cards into the Google Sheet immediately after your event is over. Then, make sure that your "assigned to" column gets filled out within just a few hours after your event so that every leader knows exactly with whom they are expected to follow up.

7. **Determine who gets priority follow up and how**
   Certain people should get higher priority in follow up, perhaps because they aren't Christian or because they are from a minority culture on campus and will take less self-initiative in getting connected. These people should be separated out somehow. A few ways to do this is to:
   - Highlight their names on the spreadsheet
   - Assign a separate point person to quickly follow up with each of these people
   - Have the person who talked with them at the proxe call them within 6 hours of having met them.

8. **Train proxe leaders on what to do with follow up cards**
   Each leader at the proxe should know exactly what to do when they get a contact card. After the interested student has left, the leader should write their name on the back of the contact card along with any relevant information from their conversation. If the leader desires to follow up with that person directly, note that on the back of the card as well. **ALL** contact cards should be turned in to the same location. If a leader wants to keep a phone number or email for themselves, they should copy that down on a separate paper. The main thing is that all contacts get put in one place, so they can be inputted into the Google Sheet.

9. **When assignments change from one leader to another…**
   Sometimes a new student will connect with someone who was not the original person assigned to follow up with them (e.g. Andy is assigned to follow up with Tanya, but Tanya ends up going to Jessica's small group instead of Andy's). There needs to be a system for "passing off" this contact. If this is the case, then it is the responsibility of the person "taking" the contact card to update that on the Google Sheet (e.g. Jessica is responsible to connect to Andy and update the Google Sheet to say that she is now responsible for following up with Tanya).

10. **Determine how and when you will use the follow-up database for evaluation of goals**
    - What will you do with the data that you receive from the Google Sheet? Who will regularly examine it?
    - How will you debrief quantitatively as well as qualitatively? How will you use it to help you see where God is working and how you are growing together in follow up?

11. **Train actual follow-up conversations**
    Probably the **MOST** important thing is to help your leaders know what to do once they are assigned to follow up with somebody. Have them role play what they will do when they visit someone's room or make a phone call. How can they make a great invitation to InterVarsity, as well as communicate that they want to get to know that person better? Be very specific about what you want them to do when they connect with someone. How long should they visit with them? What should they say? How should they pray before and after the visit?