



Text Messaging Playbook

ENGAGE **YOUR COMMUNITY** WITH
THESE 10 PROVEN STRATEGIES

INCLUDES 67 COPY & PASTE TEMPLATES

Event RSVP & Check-In

Use a tablet at your event for guests to check in, or have your guests text a keyword to RSVP for an event.

"Thanks for your RSVP to the Fall Festival at City Church! How many will be attending with you?"

"Don't forget the Fall Festival is tomorrow starting at 5pm. Lots of family fun and great food. See you there!"

"Thanks for attending the Fall Festival at City Church. You are invited back to our regular services on Sunday at 9&11am."

"We are so excited to see you at Fall Festival at City Church this weekend! Feel free to bring friends/family with you- the more the merrier!"

"As we prepare food for the Fall Festival, do you have any allergies we should be aware of?"

"We hope you're having a blast at Fall Festival! We are auctioning off tickets to the Tigers game at 6:15am at the "Info" tent- you have to be present to win!"

"We loved having you at Fall Festival at City Church. Know that you are always welcome at City Church!"



Guest Follow-Up

Use our done-for-you template to send 6 weeks of follow up emails, text messages, and reminders to staff to write a note, deliver a gift, or make a phone call.

"Thanks for joining us today at City Church! To learn more about us, check out our website: www.citychurch.com
- Pastor Joe"

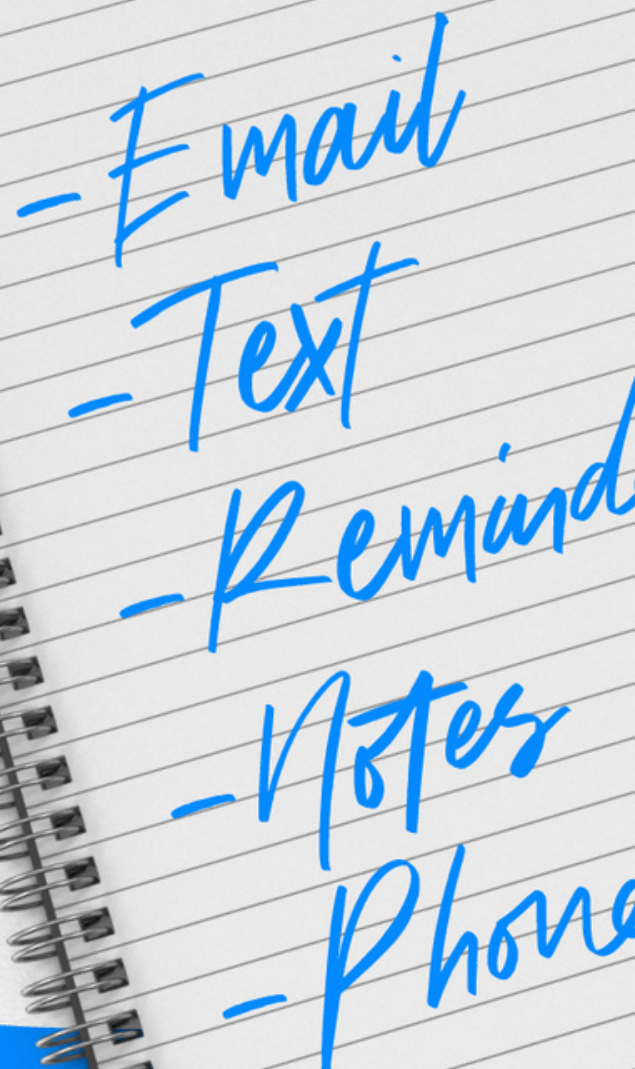
"We hope you can join us tomorrow at 9am or 11am at City Church! The coffee will be hot! - Pastor Suzanne"

"On the 4th Sunday of the month we host Coffee with the Pastors in Classroom B2 after the 9am service. I hope you can join us! - Pastor Steve"

"Hope you're having a great week! If you have any questions about our church, services, Sunday school, etc. please let us know! We'd love to get you connected :)"

"Good morning! It's a special Sunday school - we'll have DONUTS! See you for service!"

"Thanks for visiting us! Stop by the Welcome Center after service - we have a gift for you :)"



- Email
- Text
- Reminders
- Notes
- Phone

Ministry Areas

Create groups for your women's ministry, men's ministry, Spanish ministry, missions team, worship team, etc.

"Thanks for signing up for the Missions team at City Church! We will keep you updated!"

"Don't forget that the Women in Motion group meets tomorrow at 7pm in Classroom 1A. Hope to see you there!"

"We need to have an extra rehearsal this week for the worship team. Can you make Thursday at 7pm Janice?"

"Reminder: Training for nursery volunteers is THIS Saturday at 9am-11am at City Church."

"Thanks for signing up to serve on the hospitality team! Remember to arrive at City Church half an hour before service and bring weather appropriate clothes!"

"Thanks for volunteering in the Youth Group! As a reminder, you are serving this Wednesday, 7:15pm at City Church!"

"Becky is sick-is anyone available to teach 3rd grade Sunday School this week? THANK YOU!"



Sermon Series Bump

Increase your attendance by sending out a text message invite Wednesday and Saturday before your new sermon series, and the following Tuesday.

"Hi Tyler! Looking forward to our new sermon series this weekend, it should be fun! Make sure to invite your friends!"

"So excited for the new sermon series that starts tomorrow! See you tomorrow at 10am. The coffee will be hot!
~ Pastor Joe"

"Tyler - We just posted the sermon from Sunday. Take a listen! Hope you can join us for week 2 of this powerful series."

"I found tomorrow's sermon to be extremely relevant to my own life - praying it's the same for you, Tyler!"

"If you missed any of the sermons, don't worry! They are all online :) Hope to see you Sunday"

"Tomorrow is the last message in this series. Hope to see you there!"



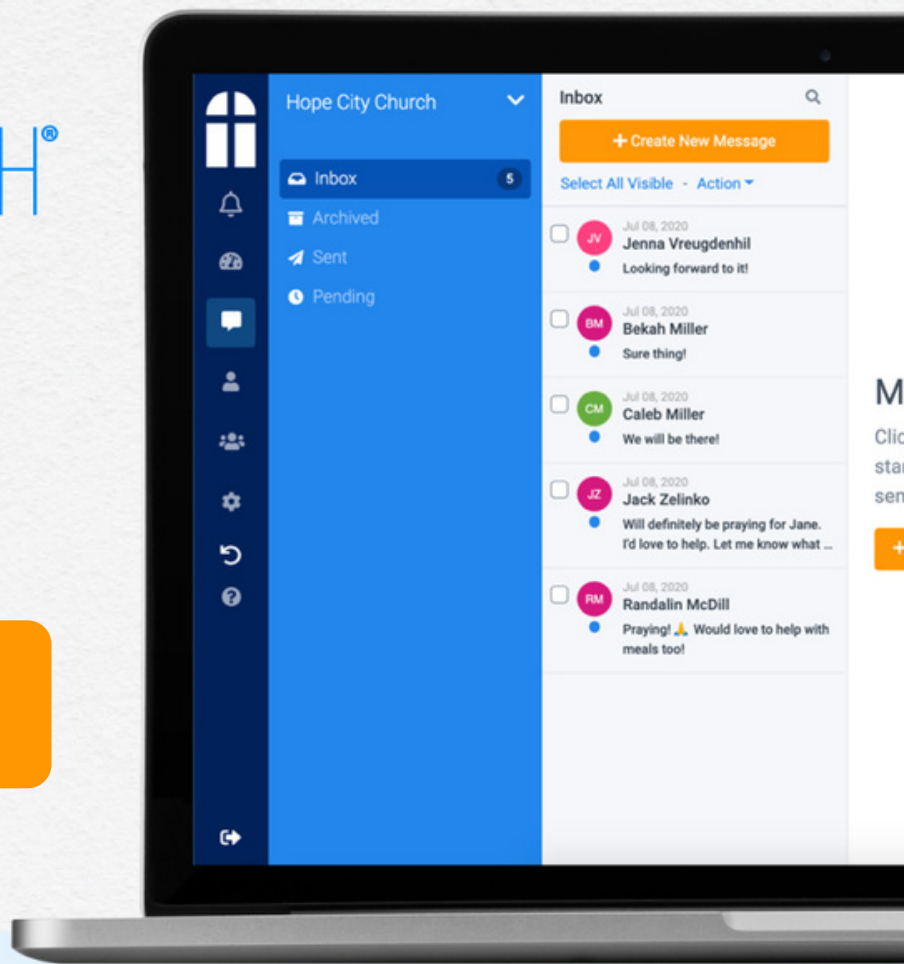


FREE 14 DAY TRIAL

Whether your church is small or large, we believe everyone deserves personal interaction. Text In Church makes sending and receiving messages a breeze. It's the best way to build relationships with big results, without a big time commitment.

TRY IT FREE TODAY

<https://textin.church/special-15>



The best way for us to get a message out

Text in Church is the best way for us to get a message out to the church that we want to make sure everyone sees.



April Nank
First Church
Columbia, MO



Super easy!

We love that we can follow up with people with out a ton of work! This makes it so that as we get bigger we can still have a personal message to people! We also love that when things happen we can send out info to our entire church super easy!



Liz Rick
Administration and
Children's Pastor
Hydrant Church



One family said they had never felt so cared for by a church.



David Grieve,
First Church
Columbia, MO

Leadership Team

Keep your team in the loop with announcements, encouragement, and last minute schedule changes.

"Special leadership meeting, this Wednesday, 8pm. Please respond to let me know if you can attend. - Joe"

"I just wanted to reach out and thank you for your dedication to City Church! You help make us the great place we are!"

"URGENT--due to recent snowfall we need help getting sidewalks clear before the 9am service. Can you come help?"

"The financial statements aren't printing; can you all bring your own copies to the meeting? I just emailed them. Thanks!"

"New deacons are being voted on this week. Please be present for the all-church meeting at 8pm in the sanctuary."

"Just met with a community member who felt so supported by the donations you brought to a client of theirs. Thanks for all you do!"

"I am out sick. Brian, can you lead the meeting this afternoon?"



Volunteers

Send important details or instructions for upcoming serving opportunities. Then, thank your volunteers for being a vital part of your ministry!

"Thanks for volunteering to help in the nursery! Stay tuned for the updated schedule."

"Please arrive at 10:30am for the picnic so we can get all items ready. Thanks!
-Sarah"

"Volunteer appreciation Sunday is THIS Sunday! Join us after service in the fellowship hall for lunch!"

"Our Easter Egg event was a huge success. THANK YOU for your hard work!!"

"Don't forget you have greeting team this Sunday. See you at 8:30am!"

"Do you mind completing this survey about our volunteer training? Thanks!"

"There's a new opportunity to partner with our local food pantry. Are you available to help package meals this Wednesday at 6pm?"

"I just wanted to drop in and let you know you matter! You play such an important role in our church. Thanks for your willingness to serve at City Church!"



Prayer Line

**Remember the old-fashioned phone chain?
This is much simpler! Send out a text message
to your prayer warriors to pray over a need
in your congregation.**

"Please pray for Pastor Bob, he's having surgery tomorrow."

"Check your email for a full list of this week's prayer requests. Thank you so much for being a prayer warrior!"

"Thanks for sharing your prayer request. We will add it to our list and the prayer team will be faithfully praying."

"Please be in prayer for our community after this tragedy (natural disaster, act of violence, etc.)"

"Prayer team- about 20 requests for prayer just got submitted. Please check the inbox as soon as you can. Thanks - Pastor Bob"

"Interested in joining the prayer team? We have an informational meeting after service today!"

"Please pray for our applicants as they come to town this week to interview for the position of Lead Pastor"

"Thanks for being on our prayer team. Know that while you are praying for others, we are praying for you! Is there anything we can pray about for you?"



Member Communication

Keep your members in the loop with upcoming announcements and event invitations. This will help increase your event numbers and provide an opportunity for back and forth communication!

"Services are cancelled tomorrow due to inclement weather. Be safe!
- Pastor Steve"

"Don't forget to invite your friends to this year's Easter Egg Hunt. We are hosting it Sunday the 13th at 2pm."

"How are you doing today? I hope you were able to take some good points from Sunday's service. I'm here to talk!"

"The all-church meeting is tonight at 6pm in the sanctuary. Don't forget, childcare is provided and we will have ice cream afterward!
- Pastor Kay"

"We can now do online giving! Click the link below if you're interested in using this tool."

"Don't forget to stop by the cafe after service to welcome our new members! Lunch is provided :)"

"As our church grows, we want you to know you matter and play an important part in our congregation. This is our way of saying hi, and letting you know we see you. How can we walk alongside you?"



Parents of Kids

Keep your parents in the loop with what is happening with their children. Share upcoming important dates or opportunities, or highlight what you are studying so they can be intentional in their conversations at home!

"Remember the Valentine's Day dance hosted by the youth group is Friday night at 6pm. Kids of all ages welcome!"

"This week in children's church we talked about the 10 Commandments. Ask your child about the fun song they learned to go with the lesson!"

"The children's Christmas Program is just around the corner! Practices will be Sundays at 3pm. - Mindy"

"VBS is NEXT WEEK!! If you haven't gotten your kiddos signed up, stop by and see me at the Children's Center. - Steve"

"We have a special Advent series we will be doing with the children this year. Feel free to grab your copy at the sign in desk so you can discuss it at home!"

"Awana will be cancelled for the next two weeks and will resume on Wednesday, January 5th. Thanks!"

"We are updating our records! Please stop by the children's welcome desk to update your child(ren)'s information. Thanks! - Pastor Leslie"



Youth Group

We provide a place of accountability so youth leaders can effectively communicate with the youth the same way they communicate with their friends!

"Don't forget, the last day to sign up for the summer mission trip is Friday. We hope you can join us!
www.citychurch.com/youthmission"

"Hey Brandon, it's Pastor Josh. Just checking in to see how that math test went this week. I know you've been studying hard! See you at youth group tomorrow!"

"Alex and Anna made it to state choir! I'm taking a van load down to cheer them on, let me know if you want to join!
- Pastor Sam"

"Hey gals! We need to pick a book for our next study. Respond back with your vote: 1.Genesis 2.Ruth 3.Luke"

"Don't forget to bring your pillow and signed consent forms tomorrow. The bus leaves at 7am!"

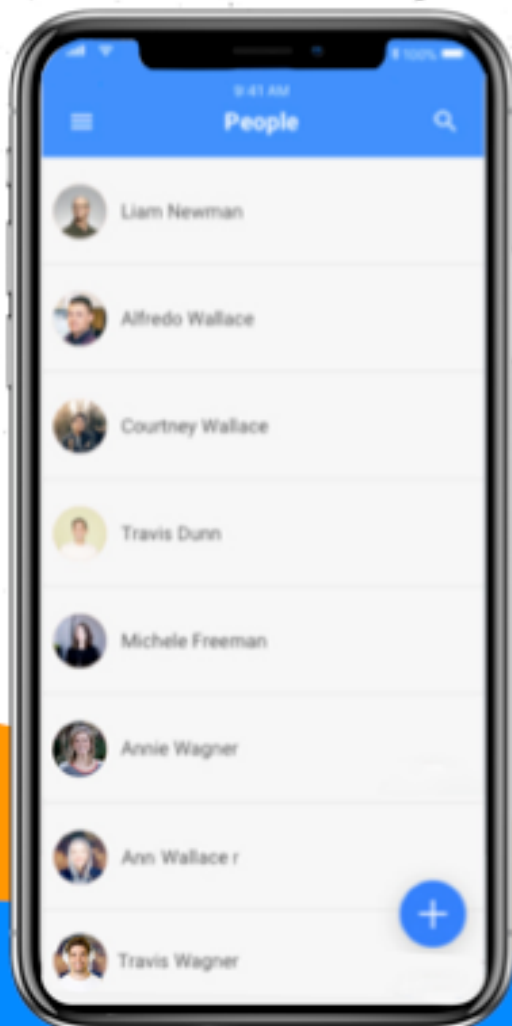
"Youth serve day is this Saturday! I'll bring the donuts and cocoa. Meet at City Church at 9am!"

"Hey Micah, we've missed you at youth group! Are you doing okay? We are trying a new game this week at group and I think you'd love it. Hope to see you soon!
- Pastor Ron"



FREE MASTERCLASS

5 Text Message Strategies that Work for Any Church



How to use texting to boost engagement, connection, and participation at your church

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<https://textin.church/text-mc>