

Guest to Member Pathway

Adults whose first visit was Oct 2024 through Sep 2025.

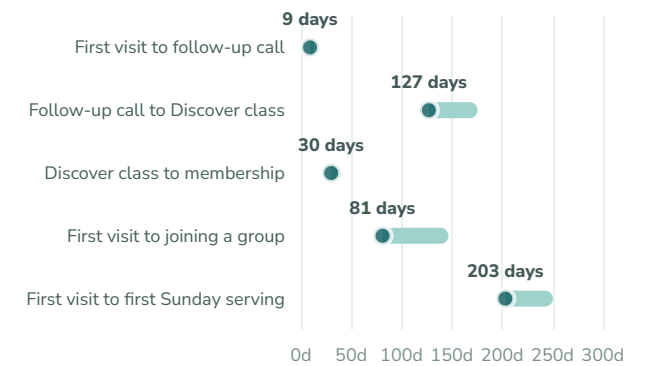
How far first-time guests have gone

Each column counts guests who reached that step at any point, as a share of the 769 first-time adult guests. "Stopped here" counts people whose furthest step is that one.



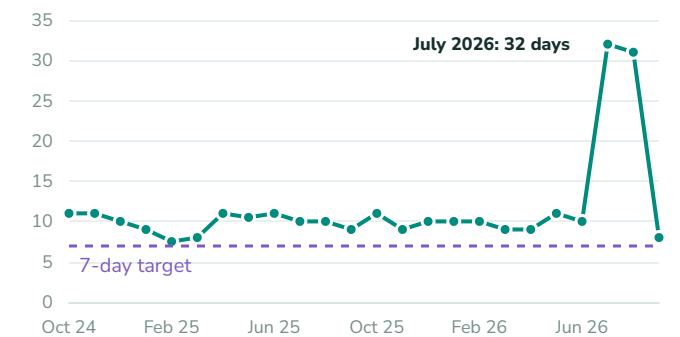
Time between steps

Median days, with the bar running to the 75th percentile, for guests who reached both points.



Days from first visit to the phone call

Median by the month of the first visit. The dashed line is a seven-day target.



Open follow-up cards by step

First-Time Guest Follow-Up workflow in Planning Center People, as of October 11, 2026.

Step	Open	Past due	Median wait
Pastor phone call Dana Whitaker, Theo Grant	9	4	4 days
Invite to coffee Marcus Bell, Theo Grant	43	30	267 days
Invite to Discover class Renee Okafor	15	1	9 days

35 cards are past due in total. Past due means the card has sat at its step longer than the step's due date in the workflow.

Campus comparison, guests since October 2025

Guests who first visited from October 2025 on. Later steps are still growing for this group.

Campus	Guests	Called	Median days to call	Discover class	Joined a group
Main Campus	819	607 (74%)	10	56	54
North Fork	177	134 (76%)	14	11	14

What the pathway report shows

Notes on adults whose first visit fell between October 2024 and September 2025, so every guest has had at least a year to take a next step.

What happened to last year's guests

Of the 769 adults who visited for the first time between October 2024 and September 2025, 527 (69%) received a follow-up phone call. From there, 80 attended the Discover class, 75 joined a group, 30 started serving on a Sunday team, and 71 became members.

Where people stop

The largest group, 435 people, received a call and then took no further step that shows up in Planning Center. Another 213 never received a call, usually because the connect card had no phone number or the call did not reach them. Both groups are worth a second look, since a returning guest who is not yet in a group or class is easy to miss on a Sunday.

How long each step takes

Guests who join a group do so a median of 81 days after their first visit. The Discover class comes later, at a median of 140 days, and membership follows the class by about 30 days. Serving starts last, at a median of 203 days.

Follow-up speed this summer

The phone call usually happens a median of 9 to 11 days after a first visit. For guests who first came in July and August 2026, the median rose to 32 and 31 days, then returned to 8 days in September. North Fork calls take a median of 14 days, compared with 10 at the Main Campus.

Workflow cards that need attention

The Invite to coffee step holds 43 open cards, and 30 of them are past due. Half of these cards have waited more than 267 days, which suggests most of these guests did not come back. Closing them out with a note would leave an open list that reflects real follow-up work.

Options for the staff to consider

1. Set a seven-day target for the pastor phone call and name a backup caller for weeks when the assigned caller is away.
2. Use the call to invite guests to a specific group, since groups are the earliest next step people take.
3. Review cards at the Invite to coffee step once a month and remove the ones that are no longer active.
4. Run this report each month and compare the newest group of guests with the same months a year earlier.

