

**FAMILYLIFE®**  
**COACHING GROUP COORDINATORS**  
calling group coordinators to effective action



## INTRODUCTION

Purpose: Equip you to encourage and help GC's invite couples to the WTR!

### Goals

- Casting Vision
- Equip to Contact
- Bring Encouragement

## WHY DO WE COACH GC's?

Summarize the Video

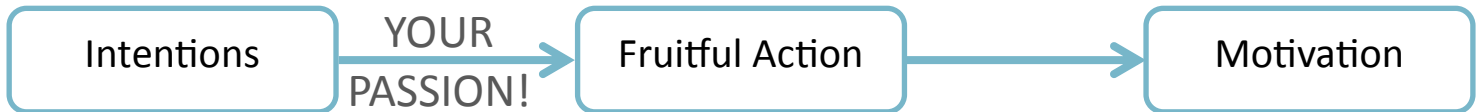
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## VISION SUMMARY

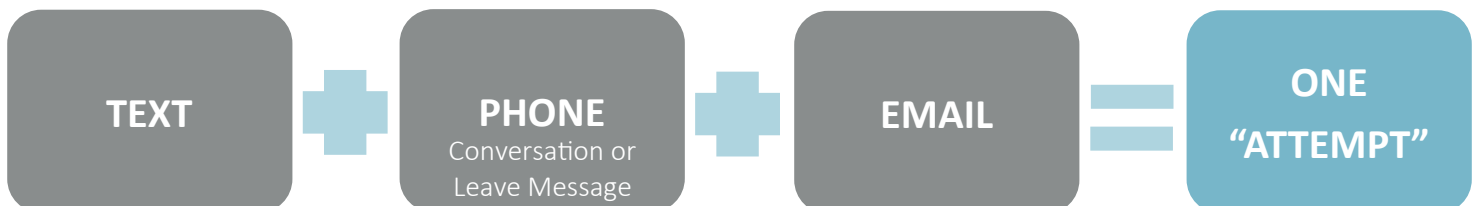
1. Focus
2. Encourage
3. Pray



## WHAT ARE WE ASKING OF YOU?

- Pray!
- Make 5 attempts per GC in the next \_\_\_\_\_ weeks
- Share ideas on how to \_\_\_\_\_ (see invitation plan)
- Order \_\_\_\_\_ for GC if needed
- Encourage
- Update each call in database
- \_\_\_\_\_!

## ATTEMPT REMINDER



## CALL OBJECTIVES

- Encourage
- Provide Help
- Provides Ideas for Inviting
- Record Information

## BEFORE THE CALL TIPS

- Pray!
- Reference Available Information
- Review Scripts (call and message)
- Before Dialing Review Person's Information
- Identify Best Number to Contact
- Pray

## DURING THE CALL TIPS (if they answer)

- Smile
- Speak Slowly
- Speak Concisely
- Follow Script (as needed)
- Check on Need for Materials (brochures, posters, etc.)
- Discuss Next Steps (Their Action Plan)
- Thank Them / Be Encouraging!
- Pray With Them if Appropriate

### Pro Tip

#### Have Realistic Expectations

i.e. this packet, WTR invitational strategies overview, WTR info sheet, Conversation Challenges Guide

## AFTER THE CALL TIPS

- Email After Conversation or Left Message
- Enter Information in Database
- Go to Next Number

## ACTIVITY: PICK TIPS

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## CONVERSATION OUTLINES *on pages 4-8*

## SAMPLE MESSAGE & TEMPLATE *on page 9*

## EMAIL FOLLOW-UP AFTER LEAVING MESSAGE

- Reference phone message
- Will call again
- Encourage
- Include links for 5 videos for inviting tips. Send to GC for reference
  - <http://www.familylife.com/weekendtoremember2015/inviteothers>

## SOCIAL MEDIA TIPS FOR GC's

- Use for inviting
- Inform people of upcoming event(s)
- Encourage calls
- Encourage hallway conversation

**WTR INVITATIONAL RESOURCES** *on* [volunteer.familylife.com/wtrinvitationtools](http://volunteer.familylife.com/wtrinvitationtools)

**COACHING CONVERSATION SHALLENGES GUIDE** *on pages 10-12*

## Outline for First Coaching Conversation

### Major Goals for the First Coaching Conversation:

1. **Establish a personal relationship.** The effectiveness of your coaching is directly tied to how well you build a personal relationship with your group coordinators.
2. **Establish or confirm their invitation strategy** using the Invitation Plan Strategies Overview at the end of this handout. Several will not have a strategy chosen if they replied “RENEW” to an email. In this case, you will need to review it with them.
3. **Make sure they are equipped** with invitational resources such as brochures and posters; “take their order,” if needed, by offering to send them the invitational tools they need.
4. Depending on which strategy they are using, **obtain a commitment for when they will:** meet with their pastor, meet with their boss, or make their list of 25+ couples to personally invite. Some may do all three.

### Conversation Outline:

- Introduce yourself as a local Weekend to Remember team member and ask for the husband or wife by first name.
- Explain that we are improving the way we serve and support Group Coordinators, which is why you are calling.
- **Goal 1: Establish a personal relationship by building rapport.** One effective way is by asking, “You were obviously moved enough at your last WTR to want to check the box to create a group name to invite others. What was it about the WTR that impacted your marriage so much?”
- You can also ask about their family, upcoming holiday plans, etc.
- **Goal 2:** Review the 3 group coordinator strategies and confirm which they will be using.
- **Goal 3:** Make recommendations regarding invitational materials and “take their order.”
- **Goal 4:** Depending on their strategy, ask them if they have spoken with their pastor or boss, or if they have already made their list of 25+ couples. If they have not, encourage them to get out their calendar and decide on when they will do so.
- Use the “**Coaching Conversation Challenges Guide**” as needed
- If possible, offer to personally drop resources off at their house or church.
- Ask them if they have any questions that you can help with. If they ask something you do not know the answer to, let them know that you will find out and follow-up with them... be sure to make a note and do so.
- Explain that you are their personal support person and that they can contact you at any time for help or with questions. Let them know that you will follow up with them another couple of the times just to touch base and make sure they are taken care of.
- Ask them for any prayer requests. Pray with them.
- Thank them for their time, and let them know that you are expecting God to use them greatly.

**After the Call:**

- Update information in Zoho (and click “UPDATE” at the bottom).
- Process order for invitational tools, if necessary.
- Send a follow-up email to confirm their invitation plan and next steps, and to attach any necessary files.

**Sample Introduction for Coaching Conversation #1**

“Hi, this is Eric with the FamilyLife Weekend to Remember Marriage Getaway! Is this Sue?”

“This is Sue.”

“Hi, Sue. I’m calling as we’re making plans for the getaway in March, and we’d like to help as many couples as we can through it. One of the ways we do that is by connecting with Group Coordinators like yourself, to make sure you have all the free invitational resources you need, and to share some things that other group coordinators in the area are finding success with. Is this a good time to chat for a few minutes?”

## Outline for Second Coaching Conversation

### Major Goals for the Second Coaching Conversation:

1. **If not already done, obtain a commitment for when they will:** meet with their pastor, meet with their boss, or make their list of 25+ couples to personally invite, depending on their chosen strategy.
2. **Make sure they are equipped** with invitational resources such as brochures and posters; take their order, if needed.

### Conversation Outline:

- Build rapport. Ask about their family and any prayer requests they shared the last time you talked.
- Ask how their invitations are going. Any “God stories” to share? Share ideas to help them.  
(See pg. 15 Inviting Ideas)
- **Goal 1:** Have they met with their pastor or boss, or made their list of 25+ couples to invite? How did it go? Have they invited their pastor to attend with a free scholarship?
- **Goal 2:** Do they have all the invitational supplies they need?
- Use the “**Coaching Conversation Challenges Guide**” as needed
- **Share ideas for inviting:** visit small groups, visit Sunday School classes, visit neighbors, etc.
- Discuss the power of personal, one-on-one invitations.
- Any questions?
- Anything else you can do to serve them well?
- Thank them for their time, let them know that you are expecting God to use them in a great way, and ask them for any prayer requests.

### After the Call:

- Update information in ZOHO (and click “UPDATE”).
- Process order for invitational tools, if necessary.
- Send a follow-up email if needed.

## Outline for Third Coaching Conversation

### Major Goals for the Third Coaching Conversations:

1. **If not already done, obtain a commitment for when they will:** meet with their pastor, meet with their boss, or make their list of 25+ couples to personally invite, depending on their chosen strategy.
2. **Make sure they are equipped** with invitational resources such as brochures and posters; take their order, if needed.
3. If inviting at church, ask for a **commitment to host an information and registration table** for two or three Sundays before the Getaway.

### Conversation Outline:

- Build rapport. Ask about their family and any prayer requests they shared the last time you talked.
- Ask how their invitations are going. Any “God stories” to share?
- **Goal 1:** Have they met with their pastor or boss, or made their list of 25+ couples to invite? How did it go? Have they invited their pastor to attend with a free scholarship?
- **Goal 2:** Do they have all the invitational supplies they need?
- Use the “**Coaching Conversation Challenges Guide**” as needed
- Discuss the possibility of announcements from the pulpit or before the service on Sunday mornings.
- Discuss the impact of hosting an information and registration table. Encourage and challenge them to make it a priority. Obtain a commitment, if possible.
- Any questions?
- Anything you can do to serve them well?
- Thank them for their time, let them know that you are expecting God to use them in a great way, and ask them for any prayer requests. (Especially pray with them for those who have not decided).

### After the Call:

- Update information in ZOHO (and click “UPDATE”).
- Process order for invitational tools, if necessary.
- Send a follow-up email if needed.



## Outline for Fourth and Fifth Coaching Conversation

Note: Fourth and fifth conversations are optional, depending on the need or desire of the specific group coordinator.

### Major Goals for the Fourth and Fifth Coaching Conversations:

1. If inviting at church, make sure they are clear about **how to host an information and registration table**.
2. **Make sure they are equipped** with invitational resources such as brochures and posters; take their order, if needed.
3. **Invite them to visit the prayer room** during the Getaway, and invite them to attend the Group Coordinators' reception, if one has been planned.

### Conversation Outline:

- Build rapport. Ask about their family and any prayer requests they shared the last time you talked.
- Ask how their invitations are going. Any "God stories" to share?
- **Goal 1:** Ready to host registration table? Any questions?
- **Goal 2:** Do they have all the invitational supplies they need?
- Use the "**Coaching Conversation Challenges Guide**" as needed
- Share any additional ideas for inviting.
- Any questions you can help with?
- Invite to the Friday evening reception at the Getaway (if one has been planned)
- **Goal 3:** Ask for prayer requests you can bring to prayer room during the Getaway, and invite them to meet the team in the Prayer Room during the weekend (this is a great way to cast vision for joining the team).
- Anything final things you can do to serve them well?
- Thank them for their time, let them know that you are expecting God to use them in a great way, and ask them for any prayer requests (Especially pray with them for those who have not decided).

### After the Call:

- Update information in ZOHO (and click "UPDATE").
- Process order for invitational tools, if necessary.
- Send a follow-up email if needed.

## Message Sample

Hi Bill! Hi Susan! This is Chris Chinn from the Weekend to Remember Volunteer Team at FamilyLife. I was calling to connect with you and see if there is any way I can serve you in your efforts to invest in marriages by inviting them to a Weekend to Remember using your Group Code. I also wanted to let you know to keep an eye out for an email I will be sending with tips for inviting. I will call you again in a week just to check in but if you need to get in touch before then you can reach me at 555-555-5555. Thank you for your investment in God’s work through investing in marriages! I hope you have a great day and I’ll talk with you soon! Bye

## Message Template

Hi \_\_\_\_\_! Hi \_\_\_\_\_! This is \_\_\_\_\_ from the Weekend to Remember Volunteer Team. I was calling...

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## Coaching Conversation Challenges Guide

Below are some of the most common objections made by group coordinators, along with some ideas for how to respond and keep the conversation going.

*“I didn’t renew our group name...I’m not sure why you’re calling me,” or  
“That’s my (wife’s/husband’s) deal, I’m not really involved”*

- With most couples, one spouse is much more involved than the other in serving as the Group Coordinator. Ask questions to discern which one that is. *“When you have invited in the past, would you say you or your (husband/wife) was the most involved, or were both of you pretty equally involved?”* If they say that their spouse was the primary inviter, ask if spouse is available.
- Another approach is to try and “invite” the non-involved spouse to join in the passion and interest of the involved spouse. You can say something like, *“It’s obvious that your spouse has a passion to reach hurting marriages around you. What a great cheerleader and encourager you can be to him/her! Have you ever thought about joining him/her in their passion?”*

*“Nobody is signing up”*

- This is a common response and reflects discouragement... our job here is to encourage them in whatever way we
- Share your own stories of being persistent in your invitations, and the results you have seen because you didn’t give up.
- Ask questions about how, when, and where they are inviting. Offer additional suggestions and ideas. Especially encourage them to host a registration table where people can sign up on the spot, or to have a similar sign up opportunity in their Sunday school class or small group.
- Make sure they have all the tools they need to invite: brochures, brochure inserts or stickers with their group name, posters, etc. Offer to send them things that would be helpful.
- Ask them what kind of objections they are hearing, and then equip them with some possible responses.
- Pray with them, and encourage them to continue praying themselves. The parable of the Persistent Widow is a good scripture to share (Luke 11:5-13).

***“I’m all set, I have everything I need.”***

- This response comes when we ask the wrong question to begin with... *“Do you need anything?”* In almost every case, this leads directly to the response above, effectively ending the conversation for most people. People in our society today are programmed to naturally decline offers of help. Thus, the best way to handle this is to ask a better, more open-ended question...
- *“Do you mind if I walk through the invitational tools we have, to make sure that you are aware of everything available, and that you have what will be most helpful to you?”*
- *“Would it be okay if I shared some invitation ideas that others are finding to be extremely effective?”*
- *“We’re compiling a list of ‘best practices’ to share with other group coordinators; would you be willing to help us by sharing what you are finding to be effective?”* After listening and taking notes, follow up with, *“Can I share with you some of the responses we have been hearing from others?”*
- If you are already here, and have received this response, ask some specific probing questions to uncover opportunities to help them.
- *“If I may ask, do you have a way to include your group name with each brochure, like an insert or sticker?”*
- *“If I may ask, were you aware that pastors and active, guard, and reserve military attend for free?”*
- *“Have you found posters or our promotional DVD to be helpful?”*
- *“Is there anything I can be praying about for you or your family?”* (This is a very powerful question that opens up many fruitful conversations)

***“We’re too busy to invite this year”***

- When people say this, they do not mean it, nor do they really expect you to believe it. It is merely a polite way of communicating one of two other things: either, *“We have so many things going on that we do not want to add one more thing to think about,”* or *“Our heart is not in it at this point in time and we are unwilling to do it.”* Begin by asking probing questions to discern which of these is truly the case. If the former, seek to find out what they are willing to do. If the latter, ask for an alternate contact in the church.
- *“I can definitely relate to how busy life can be. Do you think you would be able to put up a handful of posters at church? Would you be able to put out brochures? Can you think of another couple in the church that you might partner with to share the load?”*
- If they really aren’t willing to invite this year, ask them if they know of another couple in the church that you could connect with to make sure the folks there receive an invitation. If they are unwilling to provide an alternate contact, ask them for a pastor’s name to contact in their church.
- They may not realize they don’t have to attend in a “group” in order to invite. Clarify the word “group” only refers to their name and not that they have to attend in a group (although it’s great when they do!) They can still spread their “group name” and bless couples with the discount even if they don’t go.

*“Our plans changed and we can’t go, so we’re not going to invite this year”*

- Emphasize that they do not have to attend in order to be used by God to impact another couple. Share your own stories of inviting couples who attended getaways that you did not, and the impact it had on them.
- If they really aren’t willing to invite this year, ask them if they know of another couple in the church that you could connect with to make sure the folks there receive an invitation. If they are unwilling to provide an alternate contact, ask them for a pastor’s name to contact in their church.
- They may not realize they don’t have to attend in a “group” in order to invite. Clarify the word “group” only refers to their name and not that they have to attend in a group (although it’s great when they do!) They can still spread their “group name” and bless couples with the discount even if they don’t go.

*“Our church is not allowing us to invite in the church this year”*

- Although they may not be able to do a registration table at their church or invite church-wide, they can still invite in Sunday school classes or small groups by handing out brochures with their group name and instructions to register.
- Ask if they were aware their pastors could attend for free, and encourage buy-in from them by inviting them personally to the WTR.
- Ask if they know any active, guard, or reserve military (in or out of church) as they can attend for free.
- Encourage them to keep thinking bigger and invite outside their church – at their work, with family and friends, with social clubs they’re involved in, and community contacts.