



FAMILYLIFE®

# DISCOVERING GROUP COORDINATORS

having effective GC Inviting conversations



## GOALS FOR 1st SESSION

- Understand Why We Invite
- Become Equipped
- Build Confidence
- Know Expectations

## VISION SUMMARY

- Together
- Multiplies
- Discipleship

Why are you here?

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## YOUR 30 SECOND STORY *on page 5*

## WHAT IS A GC?

GC = \_\_\_\_\_

**Pro Tip**

Smile When You Talk

## GROUP PLAN HIGHLIGHTS

- 3 Major Benefits
1. Help and Hope!
  2. Group Rate - \$100 savings per couple
  3. Free couple registration with every 5 paid couple

## WORDS MATTER

Words to Use	Words to Avoid
Volunteer Invite Minister Help Your Friends Weekend to Remember	Advertise Promote Recruit FamilyLife (i.e. by itself, always use with Weekend to Remember)

## WHAT ARE WE ASKING OF YOU? (team)

Call and Invite people to invite others to WTR

- Discover as many GC's as possible (Team Goal \_\_\_\_\_)
- Attempt \_\_\_\_\_ conversations per week
- Due date \_\_\_\_\_
- Pray! Pray! Pray!

### Pro Tip

Pray Before, During, & After  
Every Call

## ELEMENTS OF A GC CONVERSATION

1. Introduction & Ask Permission
2. Share Your Story
3. Hear Their Story
4. Connect to the Need Around Them
5. ASK

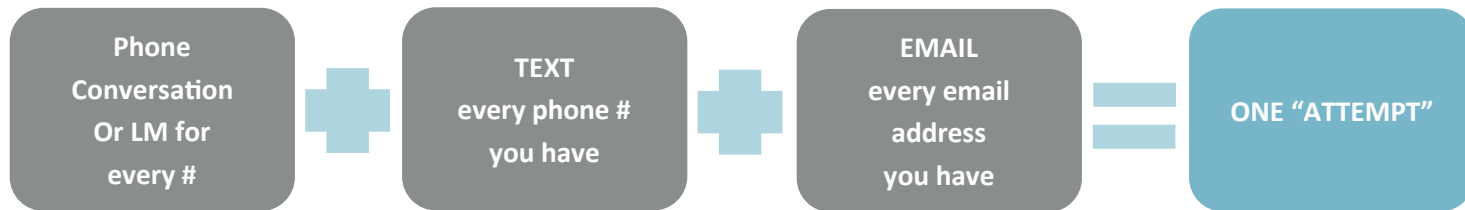
**SAMPLE SCRIPT *on pages 6-8***

**SCRIPT TEMPLATE *on pages 9-11***

**SAMPLE MESSAGE SCRIPT & TEMPLATE MESSAGE SCRIPT *on page 12***

## APPLYING MATTHEW 7:7 TO OUR INVITATIONS

### CALL - SEEK - KNOCK



Connection Success: \_\_\_\_\_%

Text: \_\_\_\_\_%

Phone Call: \_\_\_\_\_%

Email: \_\_\_\_\_%

### BEST PRACTICE: EMAIL

- Email after attempting to contact as follow-up
- Include why you called and that you will contact again
- Be encouraging
- Keep it short! 3-5 sentences
- Subject line should effectively summarize the email
  - ex. “Bringing Help and Hope”

**Caution:** Email is not a replacement for dialing the phone

### SAMPLE EMAILS *on pages 13 & 14*

### BEST PRACTICE: TEXT

- Check to see if it is a good time to chat
- Set a time to contact
- Send web links

**Caution:** Texting is not a replacement for conversation

### SAMPLE TEXTS *on page 15*

### DISCOVERING GC CALL CHALLENGES

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### CALL CHALLENGES GUIDE *on pages 16&17*

**Pro Tip**

Treat Every Conversation as  
God-Ordained

God wants YOU to talk with this person.  
Be prepared to minister & always ask  
what you can be praying for.

## ELEMENTS INCLUDED IN A CALL (review)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## OTHER ELEMENTS

- If “yes” ask for best contact information (phone #, email, text)
- Smile!
- Sign up on GC Mobile (if appropriate)
- Discuss next steps (future contacts, mail, etc.)
- Thank them for time
  - Be Encouraging!
- If not interested, thank them for time

### Pro Tip

#### Have Realistic Expectations

- 20%-30% of people will answer the phone.
- 40%-50% will agree to let you renew their group name.
- Even a great voicemail won't result in a call back.
- BUT will make it more likely they will answer next time.
- Hang ups happen rarely but do happen. Treat this as an opportunity to pray for that person.

## 30 SECOND STORY

(use this space to write/edit your 30 second story)

## Sample Script for NEW Group Coordinator

### Make Introduction/Ask Permission:

*(Who you are, why you are calling)*

*(Smile)*

“Hello\_\_\_\_, this is \_\_\_\_\_calling from the local Volunteer team with FamilyLife and the Weekend to Remember!”

*(brief pause to give them time to process name recognition, i.e. Weekend to Remember)*

“Did I catch you at a good time?”

“No”

I’m so sorry for interrupting you! I was just calling to follow up on your evaluation from the Weekend to Remember and the interest you expressed about wanting to invite and bring others that **you know** to a Weekend to Remember! When would be a good time to get back with you and what is the best number to reach you?

*(I would go this far with a No in many cases but not every case. Use discernment! Many people have opened up after hearing a brief description why you are calling, and then actually have a few minutes realizing you are NOT a telemarketer!)*

“Yes”

I was just calling to follow up on your evaluation from the Weekend to Remember and the interest you expressed about wanting to invite and bring others that you know to a Weekend to Remember!

### Hear their Story:

How was the weekend for you and\_\_\_\_\_?

### Share Your Story:

*(Begin with 30 second personal testimony: Share briefly how you became a GC and why you wanted to invite others around you. Think of 1 or 2 examples of lives that you know of that He has impacted through inviting. (Can be personal experience or one that someone else has shared), maybe a comment or 2 from the WTR in your city.)*

## Connect to Need Around Them:

My spouse, \_\_\_\_\_, and I see people all around us who are struggling and giving up, even after \_\_\_ years of marriage! Can you think of any couples around you right now who are struggling or giving up? (brief pause and listen) Just as you have expressed an interest in inviting others we also knew that we needed to do something to join in this battle! When we heard and were challenged to invite those we know both with good marriages and struggling marriages, inviting others to a Weekend to Remember seemed to be a great place to start!

You can simply create your own personal Invitation Code/Group Name to invite anyone around you. When they use your Group Name when registering, those you invite will save \$100 per couple off of the regular registration rate, and for every 5 couples that register using your Group Name, you will earn a Free couples registration to use yourselves or to give away as ministry!

## ASK:

Would you like create your own Group Name and be a part of helping others around you by inviting them to a Weekend to Remember?

**“No”**

Thank you so much for taking the time to speak with me! If you ever decide you would like to set up a Group Name, you can always do so on the Weekend to Remember Website, [weekendtoremember.com](http://weekendtoremember.com). Again, thank you for your time, I hope you have a wonderful day!

**“Yes” (but they don’t have time to sing up right now)**

No problem! I can send you an email with easy to follow instructions that will walk you through getting that Group Name. What is the best email address to contact you?

**“Yes”**

Sign them up on GCMobile if they have a moment to go through the sign-up steps.

Go to [gcmobile.familylife.com](http://gcmobile.familylife.com)

Input the email address that you want to use

Input the requested information including create a password,

Click Create a Group,

Add your Church Name/Church City/Church State,

Add the Group Name that you want, i.e. TeamAbbott with no spaces or characters

You are ready to invite!

Also discuss tools like posters brochures etc.



## Wrap-Up through encouragement/short vision statement:

By merely inviting others around you and sharing your testimony of what God did in your marriage through the Weekend to Remember, only He knows how many lives and legacies will be impacted for Eternity because of your willingness to be used by Him to Help Others!

I will be calling you once the Weekend to Remember gets closer to encourage you and answer any questions you may have, helping you in any way I can as you invite, and to make sure that you have the tools that you need to invite i.e. brochures and posters, all of those things we talked about that are available in GC Mobile. I will be praying that He goes before you and blesses your efforts for Him!

***Be sure to ask to pray with them at the end of the call!***

# Template Script for NEW Group Coordinator

**Pro Tip**  
**Customize Scripts**  
 Scripts are a great starting point but they need to be your own. Customize your script so that it feels comfortable and natural

## Make Introduction/Ask Permission:

*(Who you are, why you are calling)*  
*(Smile)*

“Hello \_\_\_\_\_, this is \_\_\_\_\_ calling from the local Volunteer team with FamilyLife and the Weekend to Remember!”

*(brief pause to give them time to process name recognition, i.e. Weekend to Remember)*

“Did I catch you at a good time?”

“No”

I’m so sorry for interrupting you! I was just calling to follow up...

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*(I would go this far with a No in many cases but not every case. Use discernment! Many people have opened up after hearing a brief description why you are calling, and then actually have a few minutes realizing you are NOT a telemarketer!)*

“Yes”

I was just calling to follow up on your evaluation from the Weekend to

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## Hear their Story:

How was the weekend for you and \_\_\_\_\_?

## Share Your Story:

*(Begin with 30 second personal testimony: Share briefly how you became a GC and why you wanted to invite others around you. Think of 1 or 2 examples of lives that you know of that He has impacted through inviting. (Can be personal experience or one that someone else has shared), maybe a comment or 2 from the WTR in your city.)*

## Connect to Need Around Them:

My spouse, \_\_\_\_\_, and I see people all around us who are struggling and giving up, even after \_\_\_ years of marriage! Can you think of any couples around you right now who are struggling or giving up? (brief pause and listen) Just as you have expressed an

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You can simply create your own personal Invitation Code/Group Name to invite anyone around you. When they use your Group Name when registering, those you invite will save \$100 per couple off of the regular registration rate, and for every 5 couples that register using your Group Name, you will earn a Free couples registration to use yourselves or to give away as ministry!

## ASK:

Would you like create your own Group Name and be a part of helping others around you by inviting them to a Weekend to Remember?

**“No”**

Thank you so much for taking the time to speak with me

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**“Yes” (but they don’t have time to sing up right now)**

No problem! I can send you an

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**“Yes”**

Sign them up on GCMobile if they have a moment to go through the sign-up steps.

Go to [gcmobile.familylife.com](http://gcmobile.familylife.com)

Input the email address that you want to use

Input the requested information including create a password,

Click Create a Group,

Add your Church Name/Church City/Church State,

Add the Group Name that you want, i.e. TeamAbbott with no spaces or characters

You are ready to invite!

Also discuss tools like posters brochures etc.

## Wrap-Up through encouragement/short vision statement:

By merely inviting others around you and sharing your testimony of what God did in your marriage through the Weekend to Remember

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I will be calling you once the Weekend to Remember gets closer to encourage you and answer any questions you may have, helping you in any way I can as you invite, and to make sure that you have the tools that you need to invite i.e. brochures and posters, all of those things we talked about that are available in GC Mobile. I will be praying that He goes before you and blesses your efforts for Him!

***Be sure to ask to pray with them at the end of the call!***

## Sample Voicemail Script

Hi <insert name of one spouse>! Hi <insert name of other spouse>! This is <inset your name> from the Weekend to Remember Volunteer Team! I'm calling as we're making plans for the getaway to come back to <insert name of conference city> over <insert dates of upcoming conference>, and I see here that at the last getaway the two of you attended, it made so much of an impact that you had asked for additional information about our Invitation Plan. It's totally FREE, only takes about 5 minutes to set up, and it's an *awesome, powerful*, ministry tool that you can use to **HELP** the marriages and families of couples that **God** has placed in your lives. I'd love to chat with you more about that ... help you get set up. You can reach me back at <insert your phone number> and again, my name is <insert your first name>. And you can also learn more at our website, which is [www.familylife.com/group](http://www.familylife.com/group). Hope to talk with you soon! God bless you. Bye bye

## Template Voicemail Script

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

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## Sample Emails *(more emails at [volunteer.familylife.com/sample-emails/](http://volunteer.familylife.com/sample-emails/))*

### Renewing Group Name:

Subject Line: You Can Save A Marriage! Your Weekend to Remember Group Name Renewal Info

Hello, \_\_\_\_\_!

**Did you know that the average person knows three couples whose marriage is in crisis right now?** I just left a message on your voice mail and thought I would follow up with an email as well. This is \_\_\_\_\_ with the Weekend to Remember Marriage Getaway Team in Tulsa, which is coming back to the Renaissance over Valentine's weekend. For some couples this Weekend is a tune-up to keep their marriage strong, and for couples in crisis it is truly a lifeline. You can find more details about the Getaway at: <https://shop.familylife.com/p-4151-tulsa.aspx>.

We show that you have the Group Name "\_\_\_\_\_" set up to invite couples to attend, but it is due for renewal. So you can continue to invite people to the Getaway, I'd love to take care of that for you. You can simply reply back to this email by typing "RENEW" in the subject line, and I will see that your Group Name is renewed. You can also take care of that yourself by going to: <http://GCMobile.FamilyLife.com> and following the simple instructions. This site is accessible via computer or smartphone.

### As a quick review, here are the benefits of having a Group Name:

- First and foremost, God will work through you to heal and strengthen marriages, and to draw people to faith in Him!
- Any couple that uses it to register will **save \$100** off the regular registration rate
- For every 5 couples that register with your group name, **you receive a FREE couple's registration** that you can use for yourself or gift to another couple.
- Couples can attend *any* of the 75+ Getaways in the US
- To manage your Group Name, all you need to do is visit <http://GCMobile.FamilyLife.com>. You can check to see who registered with your group name at any time. It works on both computers and mobile devices.

If you have any questions, please do not hesitate to email or call — I am here to serve you! Have a great day, and may God bless your family!

Yours for Stronger Marriages and Families,

(Your Name Here)

Tulsa Weekend to Remember Team

Cell # to call or text: \_\_\_\_\_

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HELP FOR TODAY. HOPE FOR TOMORROW

## Creating Group Name:

Possible Subject Line: You Can Save A Marriage! Weekend to Remember Info You Requested

Hello \_\_\_\_\_!

**Did you know that the average person knows three couples whose marriage is in crisis right now?** As I mentioned, my name is \_\_\_\_\_, and I'm with the Weekend to Remember team in Tulsa. The getaway is coming back to the Renaissance on February 12-14, 2016. For some couples this Weekend is a tune-up to keep their marriage strong, and for couples in crisis it is truly a lifeline. You can find more details about the getaway at:

<https://shop.familylife.com/p-4151-tulsa.aspx>

At the last Weekend to Remember you attended, you had expressed an interest in receiving information about how you can use our Group Plan to invite others to enjoy the same positive experience for themselves. The Group Plan is **powerful, free, personal ministry tool** that only takes a few moments to set up.

**As a quick review, here are the benefits of having a Group Name:**

- Any couple that uses it to register will **save \$100** off the regular registration rate
- For every 5 couples that register with your group name, **you receive a FREE couple's registration** that you can use for yourself or gift to another couple.
- Couples can attend *any* of the 75+ Getaways in the US
- To manage your Group Name, all you need to do is visit <http://GCMobile.FamilyLife.com>. You can check to see who registered with your group name at any time. It works on both computers and mobile devices.
- To create your Group Name, all you need to do is visit <http://GCMobile.FamilyLife.com> and follow the simple instructions. **You can *also* reply to this email indicating you would like a group name created for you, or you can call me at your earliest convenience and we can set that up over the phone.**

A couple months before the event, someone from our team will touch base with you to make sure that you have all the invitational tools you need – brochures, posters, bulletin inserts, etc. You can also order items for **free** online at [www.FamilyLife.com/Promo](http://www.FamilyLife.com/Promo).

Your personal invitation may be what the Lord uses to change a life or a family for eternity! **Also, pastors, as well as active, guard and reserve military can attend for FREE!** Let me know if I can assist in any way.

Yours for Stronger Marriages and Families,

(Your Name Here)

Tulsa Weekend to Remember Team

Cell # to call or text: \_\_\_\_\_

**FAMILYLIFE**

HELP FOR TODAY. HOPE FOR TOMORROW

## Sample Texts

### **To an Existing Group Coordinator About *Renewing* Their Group Name**

#### Sample

Hello, Bill & Susan! This is Chris Chinn from the Weekend to Remember marriage getaway, and right now we're making plans for its return to Tulsa in February. I show that you have the group name "ChurchWTR" set up to invite others, and that it's due for renewal. Would you like me to take care of that for you?

### **To a Prospective Group Coordinator About *Creating* a Group Name**

#### Sample

Hello, Bill & Susan! This is Chris Chinn from the Weekend to Remember marriage getaway, and right now we're making plans for its return to Tulsa in February. You had asked for more information about our Invitation Plan, which is free, saves your friends money, and allows you to earn free registrations. Still interested?



## Call Challenges Guide

### **“Nobody signed up last year, so I don’t think I’m going to do it again”**

- This is a common response and reflects discouragement... our job here is to encourage them in whatever way we can.
- 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, or email them a link to order resources themselves.
- 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).

### **“We can’t go this year,” or “We’re not doing anything with that this year”**

- They may not realize they don't have to attend in a “group” in order to invite. Clarify that 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.
- Encourage them to at least renew their group name to keep it active for someone to use it if the situation came up.
- 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. If they are unwilling to provide an alternate contact, ask them for a pastor's name to contact in the church.

### **“Our church is having their own marriage conference this year”**

- Encourage them to think of couples they know beyond their church: co-workers, family members, friends, neighbors, etc. Help them brainstorm.
- Even if they aren't able to host a table at their church and invite church-wide, they can still mention and invite in Sunday school classes or small groups. Not everyone can attend the church event and might want another option. Some may want to attend both!
- Ask if they know any active, guard, or reserve military as they can attend for free.
- Share other resources and opportunities that FamilyLife offers for marriage they can use this year like The Art of Marriage and AOM Connect small group resources.

### “We’re not interested in doing this anymore.”

- This may be an answer you hear, but it is not the reason they do not want to renew. What led to their loss of interest? A lack of responsiveness, a negative experience, a competing priority in their life? Only when you know the real reason can you move forward, so ask a few probing questions to try and uncover what it might be.
  - *“I’m sorry to hear that. Would you be willing to share with me the reason you are no longer interested?”*
  - *“If I could show you some ways that you might receive a better response from your invitations, would you be open to that?”*
- If they truly are not interested, perhaps because they are devoting their energy to another ministry, 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.

### “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?”*

### “We are separated” or “We are now divorced”

- Ask if they are receiving the support they need or if there is any way you can pray for them. Listen and provide guidance as needed.
- Make sure this is documented so that they will not be called again.
- On rare occasions, they will express a desire to stay connected to FamilyLife in some way. Pass along their information to the Ministry Rep as appropriate.

#### Pro Tip

#### Prepare for Common Objections

Sometimes people just don’t realize how easy it is to have a HUGE impact!