

HOW DO I FOLLOW UP?

EFFECTIVE FOLLOW UP

Following up on contacts that we make through an event, email inquiry, or social media is **critical**. We communicate *care* to those we follow up with and we have the opportunity to welcome new people into our spiritual community!

Follow Up Is About Building Relationships

Great follow up goes beyond a flyer or an invitation to another event. Great follow up is about building relationships, because it is often in the context of relationships where people experience God. Consider Jesus' exhortation in Luke 10:7 to "go and stay!" as you follow up and invest deeply into the people God brings your way.

Follow up often starts with an interested person sharing their contact information. Once we have their info, we can begin building a relationship in three easy steps (in InterVarsity, we call this Bond 3x):

1. **Face to Face Connection.** After we have received a student's contact information, we want to contact them and meet with them in person. This is an opportunity to get to know them better and share about yourself as well.
 - Ask open-ended questions that will give your new friend an opportunity to share. Here are some good ones:
 - Tell me how you became a student at _____.
 - What's your experience at [school] been like so far?
 - What is your spiritual background?
 - Share more about InterVarsity and be prepared for questions about why you are involved in InterVarsity and the difference it has made in your life.
 - Invite yourself back or set up another time to meet.
2. **Two More Times of Connection.** Once you have met once, you want to continue to build the relationship by connecting two more times. Why? If we meet someone three times, it communicates genuine interest and allows us the time needed to really get to know one another.
3. **Web A Community.** We don't want to be the only person who gets to know a new student. We want them to have a deeper experience of community. Invite new students into your world – your community. No matter where the new student is on their spiritual journey, it's beneficial to have a community to support you.

Bond 3x - Sample Activities

1. Face to Face Connection	2. Two More Times of Connection	3. Web A Community
<ul style="list-style-type: none"> • Grab a meal • Ask good questions • Cast vision about InterVarsity 	<ul style="list-style-type: none"> • Invite them to the gym • Go grocery shopping together • Study together 	<ul style="list-style-type: none"> • Host a party to watch the big game • Invite everyone over to play board games • Invite them to your small group

ADDITIONAL TIPS

Understand Your Context. For residential schools, the first face-to-face meeting will happen ideally within 48 hours. For commuter schools, it may take a bit longer, but follow up with a phone call, email, or text message within 48 hours to set a time to meet.

Pray Before You Call, Text, or Visit. We trust that those we encounter at an event or an information table are people that God has brought our way for a purpose. Pray that God would use our follow up as a way to communicate God's love for this student in tangible ways and for supernatural insight into how we can be a blessing to those with whom we meet.

COACHES CORNER

Here are some tips for coaching your leaders in follow up:

- **Cast vision** for the impact of following up by sharing your own experience.
- **Acknowledge that follow up can feel awkward.** Emphasize the impact we can have and our need for: continued initiative, courage and persistence.
- **Give space for people to express** fears, concerns, negative emotions around follow up.
- **Group Follow Up Nights:** Gather, Share Quick Vision, Pray, Go do follow up, Return and debrief (ideally over food), Pray for folks they met, Make plans for the next time they will go out in pairs.
- **Role play following up with a new student in the dorm.** Here are some common scenarios to try:
 - The Interested Christian: The goal is that the students would think to invite this person to go around and meet some other people in the dorm right there on the spot.
 - The Uninterested Person: Quiet and shy, but says you can come back. Semi interested. This is MOST people at first it seems.
 - The Roommate: You knock on the door and the person you are looking for is not there. The goal would be that they get in a conversation with the roommate.
- **Regular check ins on progress.** Are they doing follow up? Is it working? What would it take for us to meet our goals? (We change strategies, not our goals.)
- **Share testimonies** at Large Group and Small Group about Bond3x. The key students needed to make Bond3x part of the culture of your fellowship are now on board, help them see their role in helping the rest of the fellowship to adopt Bond3x and go through the stages.

FOR MORE RESOURCES

Visit the InterVarsity Library for more campus ministry resources:

<https://intervarsity.org/online>