

## List connected churches

Learning where students attend church

***“Relationship marketing involves building deep networks strongly rooted in a bond or connection that is developed over time with other people. Among the most important connections are those with your referral sources, with prospects these referral sources bring you and with customers you recruit from the prospects. These relationships don't just spring up full-grown; they must be nurtured.”***

Ivan Misner  
entrepreneur.com

We have certainly talked in the past about the importance of connecting with your local Adventist pastors — and this is still very true.

But, especially with the new students who found you during Covid, you may have potential connections with other churches as well.

Before you can build relationships you will need to know who these churches and pastors are. This week we get started by finding out where students attend church, if they do.

Here's where to look depending on how your students apply.

### **Look in Jupiter**

After making sure you are in Admin mode, look at each student's Edit/Add screen. After the questions for each parent, there is a field for "Current church."

- Hint: After looking at the first student just click Next in the buttons near the top of the screen and you will see the Edit/Add screen for each student.

### **Look in FACTS**

This information is stored on the student's Religion page, under Denomination and Congregation.

## **Look on your paper forms**

If you use the recommended application form on our website (the one with Pacific Union Conference of Seventh-day Adventists in the title), the information is requested in question #5 on the front of that form. This includes if students are Adventist or attend another church.

It is possible this information has not been added to Jupiter or FACTS, and is left blank on a paper form. In that case, I recommend having your teachers use this as a get-acquainted question with their classroom parents.

They could address it this way: "As you know, we are an Adventist school but welcome students from all faith backgrounds. We will respect the beliefs of all our students, but it helps me to understand your student's background to know if and where your family attends church."

### **Delegating:**

You can delegate all of this to anyone who is approved to have access to student information.

**Binder tab:** September

**School size:** All

### **Marketing process step:**

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?