

Keeping in Touch On Special Days

Ministry is all about building relationships. Regardless of the size of your congregation, here are three ways for you to keep in touch with all members (and prospective members). Send a brief email as people celebrate their birthdays, their wedding anniversaries, and/or their baptismal anniversaries (or other important milestones).

Sample Birthday email:

“Congratulations and best wishes to you today as you celebrate your birthday. I hope you have a GREAT day and a GREAT year! May God continue to bless you and your family always and in all ways!”

God’s peace and blessings,

Name

Name of Congregation

Sample Anniversary email:

“Congratulations and best wishes as you celebrate your wedding anniversary. May God continue to bless you and your family always and in all ways with the abundant riches of God's never-failing love!”

God’s peace and blessings,

Name

Name of Congregation

Sample Baptismal Anniversary email:

“Holy child of God:

On the day of your baptism, God washed away your sins and you were welcomed into God’s family. We rejoice with you today as you celebrate this gift of grace. May you continue to be blessed with the gift of God’s mercy and forgiveness.”

God’s peace and blessings,

Name

Name of Congregation

The email may be sent by church staff or a member of the Congregational Care Team. Not only does the email let people know that you are thinking about them and wishing them well, but it also provides the recipient with the opportunity to respond. They can provide corrected and/or updated information; they can share any life-changing circumstances (e.g. a change in job, marital or family status; and/or an upcoming change of address or phone number). Your congratulatory email does not require a response from them, but they will appreciate the fact that you are thinking of them on their “special” day. It is a simple way to stay in touch and help them to feel like they are connected to the congregation.

It is also something that you can do with prospective members. Ask them if they would be willing to give you—their birthday, wedding and/or baptismal anniversary information—and explain that you will send them an email on their “special” day. You will be surprised at how people like to be remembered.

Reflection Questions

- Who will be responsible for updating and maintaining this information and keeping it secure?
- Who will send the emails and for which occasions?
- Who will make contact with prospective members and ask for their “special” day information?