

A RESOURCE FOR YOUR BOARD

churchcircuit

The board packet for The Church Growth Ads Program.

Your pastor recently had a conversation with our team and is bringing it to you. This document exists so every board member can review the essentials directly, clearly, and at your own pace.

LEARN.

Your team learns the complete First-Time Visitor Journey.

RUN.

Your team runs the system live, week after week.

OWN.

The skill stays with you. Permanently.

WHAT CHURCH CIRCUIT DOES IN ONE SENTENCE

We help churches build and implement a complete system for reaching first-time guests and walking them all the way to becoming a regular part of the church.

WHAT'S INSIDE

- 01** The Problem & The First-Time Visitor Journey
- 02** What Your Church Actually Receives
- 03** Real Pastors. Real Churches. Real Results.
- 04** Our Commitments & The Board's Questions
- 05** Who We Are & The Next Step

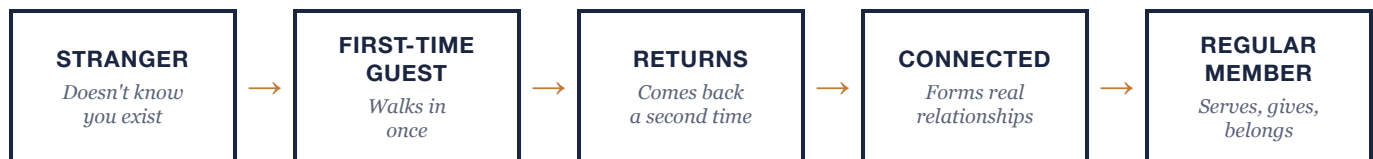
Read at your own pace. There's no decision to make today.

The Problem Most Churches Share

Most churches are good at caring for the people already in the building. Where almost every church struggles is the journey before someone walks in, and the journey right after.

For a stranger in your community to become a regular part of your church, a lot has to happen. They have to know your church exists. They have to feel invited. They have to actually show up. That first visit has to be worth a second one. They have to be followed up with personally. And someone has to walk them from "I attend here" to "this is my church."

That's not one step. That's an entire journey. And most churches have no system for it.



Our Solution — The First-Time Visitor Journey

The Church Growth Ads Program teaches you how to build and implement that entire path for your church. We call it the FTV Journey. The complete system for reaching new people, inviting them well, following up so they come back, and walking them all the way to becoming a regular part of the church.

The part that matters most for a board: we don't just hand you a strategy and wish you luck. We build it with you, and stay with you while your team learns to run it.

NOT WHAT WE ARE

- ✗ An agency that runs your ads and disappears
- ✗ A course your pastor watches alone
- ✗ A one-time strategy handoff

WHAT WE ARE

- ✓ A complete system your team owns
- ✓ Live implementation alongside your team
- ✓ Weekly support until you're self-sufficient

What Your Church Actually Receives

"We help you grow" means nothing without detail. Here is specifically what your church gets, in four pillars.



PILLAR 01

The Complete Training

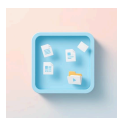
12 full courses. 90+ lessons. Built by ministers, for ministers. Not theory, the actual how.



PILLAR 02

Live Coaching, Every Week

Your team brings real questions about your church and gets real answers. Ongoing support, never a one-time handoff.



PILLAR 03

Templates & Tools

Ad templates, invitation pages, follow-up sequences. Frameworks for how every team in your church operates as one system.

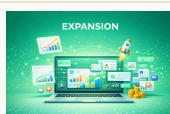
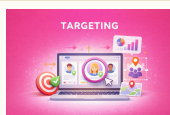


PILLAR 04

A Community of Churches

A private community of other churches running this same work. Pastors and leaders sharing what's working, right now.

INSIDE THE ACADEMY — 12 COURSES, 90+ LESSONS



12

COURSES

90+

LESSONS

52

LIVE SESSIONS / YR

Real Pastors. Real Churches. Real Results.

Don't take our word for it. Here is what's happened for real churches running the FTV Journey.



Pastor Colton Hall

THREE-NIGHT REVIVAL

Packed / *Three Nights Straight*

A three-night revival at a small Michigan church. On a \$200 ad campaign, the sanctuary filled every night with people he had never met before.



Pastor James

FIRST ADVERTISED EVENT

16 Families / *On \$200 in Ads*

His church's first advertised event. On \$200, sixteen families walked through his doors in a single week. About \$12 per family.



Dr. Kimber

FIRST-TIME GUEST EVENT

120 → **117** / *Registered · Attended*

A first-time Christian ladies' event. 120 people registered. 117 actually attended. That's what a real follow-up system produces.



Pastor Mike

FIRST-EVER MID-WEEK SERVICE

25 / *Altar Responses*

40+ new visitors at the first mid-week service in his church's history. 25 of them responded to the altar call that night.

*Four different churches. Four different sizes.
The **same** FTV Journey.*

Our Commitment to Your Church

Not vague encouragement. Here is what your church can actually count on from us.

- The complete FTV Journey, start to finish. Not a piece of it.
- Implementation with you. Not a handoff, not a walk-away.
- Live support every week, for as long as your team is building this.
- Teaching your team to own it. You're not renting a result. You're building a capability your church keeps.

OUR GOAL

The same one you have. More people in your community meeting Jesus and finding a home in your church.

Questions Your Board Is Asking

Q What do we get out of this?

A repeatable system that brings first-time guests through your doors and turns them into regular attendees. One your team owns and runs.

Q Is this just a cost?

It's a one-time investment in a permanent capability. Not a monthly bill that never ends. Your pastor has the specific numbers and the options that fit your church.

Q What's the risk?

This works when a church actually implements it. That's why we don't disappear. The weekly coaching and the implementation support exist specifically to make sure your church crosses the finish line.

Who Is Behind Church Circuit

Both co-founders work full time helping churches reach their communities and grow. We are not marketers who learned about church. We come from inside this work, and we speak to pastors as peers.



Hunter Thorne

CO-FOUNDER · SYSTEMS LEAD

Built the systems that power everything Church Circuit does.



Kade Krosschell

CO-FOUNDER · LEAD COACH

Leads the weekly coaching that walks your team through the FTV Journey.

The Next Step

Sit down with your pastor. Let him walk you through the specifics, including the investment and the options that fit your church. If it would help to have our team answer your board's questions directly, we are glad to get on a call with you. No pressure, just answers.

This isn't right for every church. But if your church wants to reach new people and actually keep them, that is the entire reason Church Circuit and the Church Growth Ads Program exist.

THANK YOU

For taking this seriously on behalf of your church. We look forward to talking with you and your team.

churchcircuit

churchcircuit.com | The Church Growth Ads Program