

Do Saturday Emails Increase Sunday Church Attendance?

an unSeminary experiment

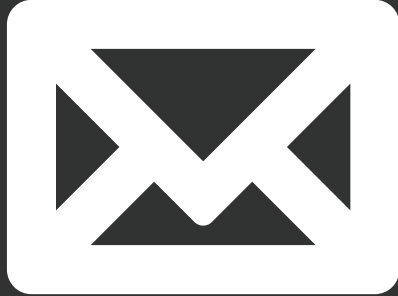


57%

of participating churches increased in attendance from the week before.

Big Idea

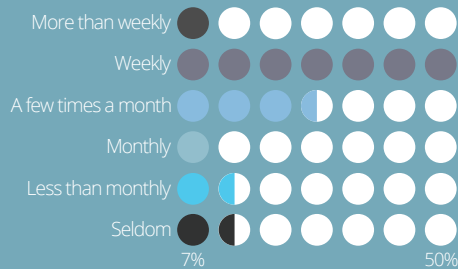
We asked 81 churches to send emails to their people on Saturday inviting them to come on Sunday. Did it help increase attendance for that week?



13% ^

average week over week attendance boost in churches who saw an increase.

Normal Frequency



How often do the churches studied normally send email?



Are we doing everything we can to invite people to our church?

Timing Matters.



WHEN YOU EMAIL IS AN IMPORTANT FACTOR.

TRY SOMETHING NEW



48% of all email opens happen on mobile phones.

What do your emails look like on a phone?



the average open rate for religious emails is 22.3%

What is the trend with your open rates?



Saturday is a low volume & high open rate day for email.

Take advantage of a quieter day online.