*Transcript to video https://youtu.be/0p61GDgWjR8*

**Warm contacts**

A while ago I was thinking of buying a new car, and one Saturday I was idling at some traffic lights when, out of the corner of my eye, I saw a local Renault dealer and I thought to myself "now's the time to look", so I parked and walked into the showroom. A salesperson approached me and asked those magic words: "Can I help you?" And I said: "Yes, I'm thinking of buying a new car."

Well, at that moment, practically every salesperson in the showroom looked up and you could almost hear the 'kerching!' sound as they realised their task continued, the task of taking me on a journey that led me not just to buying a Renault car once, but potentially to becoming a lifetime customer. Because, it turns out, we're very brand loyal to cars.

My hope when I think of that story is that sometimes in the church when our phone rings and someone asks us about a wedding, or a family ask about a christening, or a funeral director rings, that for us that becomes our 'kerching!' moment when we realise our job is there to take people not just to be involved with this once for a service but on a lifetime's journey that leads them to an encounter with God's love and God's people.

And every day, every week there are people, of their own free will, ringing up and asking the Church of England for help. In a culture where there's a lot of choices now about how we mark life's big moments, whether weddings, or the birth of a child, or the loss of someone we love, people don't have to call us - but they do. And at that moment we can choose to greet them and take them on that journey. These are people that we might call warm contacts.

At a wedding there's at least two people we get to talk to - the couple. And, of course, sometimes many more as well. It's a bit harder to say at a funeral how many there are because we all know that sometimes there's no one to talk to and other times there are twenty people packed into a living room. But let's say on average we meet three people, perhaps a surviving spouse and a couple of adult children. Three people to have a conversation with. And then at the baptism of the child there's potentially six people. There's, of course, a child at the heart of event. Usually, though not always, there will be two parents and these days there'll probably be at least three godparents, all of whom we can have a conversation with. These are our warm contacts.

Just imagine if every time we spoke to them we saw it as the possibility of taking them on a life-changing journey, a journey that doesn't just end with them having a service once in the Church of England, but actually leads them on to a life-changing encounter with the good news of God's love in Jesus.

These are our 'kerching!' moments.