

Your Church Welcome Audit (Highly informal, but still Probably Useful)

- Assemble an Audit Team to **Think Like a Guest** – Brainstorm the demographics of a guest from your community



- Brainstorm what a guest is thinking when they come to church



- Keep this list in mind as you develop your welcome strategies. Strategies must fit your average guest – not the guest to the strategies.

- Take your team and **Go Move Like a Guest** (think first visit)
 - **Outdoor experience**
 - I can find your church
 - Parking was easy – they even had special parking for me
 - They handled my special needs (this includes moms with three kids and diaper bags, wheelchairs, etc)
 - The parking wasn't that easy, but there were attendants who helped me
 - The church looked nice – clean, pretty from the outside
 - Other ideas
 - **Front door experience**
 - Someone greeted me at the doors and opened them for me
 - Someone helped me with stuff in the pouring rain
 - Someone directed me where to go
 - Other ideas
 - **Narthex / Building experience**
 - I could easily find where to take my kids, where to worship, where the bathroom was, etc.
 - I thought the narthex looked nice and smelled good
 - I got to church early and there was something I could do (coffee, etc.)
 - I was impressed with the facility – something is happening at this church
 - I wasn't forced to do anything to make me stand out – I could blend in with the crowd
 - I felt my kids (nursery, kids, youth) were in a safe, clean environment
 - Other ideas
 - **Nave / Sanctuary experience**
 - I was given the help I needed in finding a seat
 - I could follow what to do during the service (the sit/stand/kneel dance wasn't intimidating)
 - I had several ways to follow what to do
 - The seats were comfortable
 - The nave/sanctuary felt friendly and accessible but still reverential
 - I knew how to handle communion
 - Other ideas
 - **Exit experience**
 - I could find someone to answer questions I had and/or give me a building tour
 - I felt that I was noticed – people smiled at me and I received some friendly hellos and goodbyes
 - I could get out of the parking lot easily
 - I received a follow-up by this church shortly after my visit
 - I received a follow-up by this church after a couple of visits
 - Other ideas

- Take your Team and **Hear like a Guest** (do this on Sundays)
 - **Front door / narthex talk**
 - I heard happy, friendly talk – not gossip
 - Everyone I met was willing to help me
 - People, other than users and greeters, introduced themselves to me
 - Other ideas
 - **Sermon**
 - The sermon helped me – it was practical, free of jargon and used some humor
 - I liked that the sermon used verbal pictures
 - I liked that my kids had something to do during sermon time – I really was able to listen myself
 - Other ideas
 - **Worship**
 - I felt like I could worship – I was included
 - I could feel something going on here – it felt alive
 - My kids had a positive experience and they got to worship too
 - I heard and felt excitement and joy in this church
 - I sensed a sweet reverential spirit in this place
 - Other ideas
 - **Invitation**
 - I heard different ways I could join activities at this church
 - I felt a desire to come back, at least for one more try
 - Other ideas
 - **The drive home**
 - I was happy with the visit
 - My kids were happy with the visit
 - My spouse was happy with the visit
 - I am willing to bring my family next week
 - Other ideas