



Invite • Welcome • Connect

Welcome Exterior Signage Assessment Tool



Welcome

Signage speaks volumes about a church community's desire to sincerely welcome people onto its property. Each congregation has a unique situation when it comes to signage, therefore, no two churches are alike. However, the need for attractive, directional signs that clearly communicate is very important in every situation. Congregations that care about visitors and newcomers, even old timers, will strive to make sure they make it easy for people to know all the necessary information for accessing parking, main doors, special entrances, extra buildings, traffic flow patterns and even the church property itself.

Part of the work of an Invite Welcome Connect team is to assess their congregation's exterior signage as it relates to visitors and newcomers. An assessment may normally fall under the responsibility of a vestry or building and grounds committee. If this is the case at your church, speak to your Sr. Warden or head of a designated committee noting the desire of your team to assess the signage through the lens of a visitor or newcomer. If a recent assessment has already been made by other individuals, ask to see the assessment results, recommendations and any corresponding plans to improve your church's signage. Your team may want to add their insights and possible creative ideas to any plans for improvement. There are often budget limitations. You can work with your vestry to discern if there are low-cost signage solutions such as examples in the WELCOME ON DEMAND video. Otherwise, plan ahead for more costly long-term signage improvements. Remember, it will be important to take into consideration any city or neighborhood codes and restrictions that exist about property signage.

Directions

The following questions and statements are designed for a team to assess their church's current exterior signage. It is recommended that time be set aside for both a walking and drive-by tour of the church property. Strive to see through the eyes of someone who has never been to your church property. Distribute a printed copy of the following assessment tool for each member of your team. Circle the number that best addresses the statement with 1 being NO and 10 being YES. There is also a range in between. Follow your evaluation with your personal comments.

The objective is for each person to complete their individual assessment while on the tour then return for a group meeting, compare scores and develop a team score for each statement. A thorough assessment should include short, written rationales for the team scores. If a question is not applicable to your situation you will see N/A as an option. Once the team's final



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assessment is made, a presentation should be made with recommendations to the vestry or any building and grounds committee that may exist at your church.

Assessment Statements

1. Name the street, road or highway with the highest volume of traffic adjacent to the church property.

NAME:

2. The main church building is easily visible to those passing by on this street, road or highway.

1	2	3	4	5	6	7	8	9	10
NO									YES

COMMENT:

3. There is a significant church sign on or slightly off the street, road or highway that is clearly readable while driving the speed limit. That sign is attractive and well maintained.

1	2	3	4	5	6	7	8	9	10
NO									YES

COMMENT:

4. The driveway entrance and exit to a parking area are clearly marked with directional signs.

1	2	3	4	5	6	7	8	9	10	N/A
NO									YES	

COMMENT:



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5. The number of handicap parking spaces are suitable for your congregation and are clearly marked with relatively close access to a church entry.

1	2	3	4	5	6	7	8	9	10	N/A
									YES	

NO
COMMENT:

6. The number of visitor parking spaces are suitable for your congregation, are clearly marked with relatively close access to a church entry.

1	2	3	4	5	6	7	8	9	10	N/A
									YES	

NO
COMMENT:

7. If street parking is allowed, there is signage for visitors to guide them to a main church entry.

1	2	3	4	5	6	7	8	9	10	N/A
									YES	

NO
COMMENT:

8. On special occasions with more cars expected to park than spaces available, there is signage to direct traffic to alternate parking areas. (this special signage can be temporary)

1	2	3	4	5	6	7	8	9	10
									YES

NO
COMMENT:



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9. There is a sign or signs directing visitors and others to the main entrance to the church from any parking area.

1	2	3	4	5	6	7	8	9	10
NO									YES
COMMENT:									

10. There is an exterior sign at the main entrance to the church which will lead people to the nave/sanctuary.

1	2	3	4	5	6	7	8	9	10
NO									YES
COMMENT:									

11. If your church has multiple entry doors there are signs on the exterior adjacent to or on the doors designating locations where those doors will lead.

1	2	3	4	5	6	7	8	9	10	N/A
NO									YES	
COMMENT:										

12. If your church has multiple buildings, all buildings have exterior signs noting the locations within each building.

1	2	3	4	5	6	7	8	9	10	N/A
NO									YES	
COMMENT:										

Describe on the back of this page your overall assessment of your church's exterior signage.