Invite · Welcome · Connect®

A Ministry of Evangelism, Hospitality, & Belonging

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 C**ommunity

Brainstorm What a Guest Is Thinking When They Come to Church

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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 ushers 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

Mary Parmer. 2009 (Adapted from Holy Apostles, Katy)