



Invite • Welcome • Connect

Welcome Interior 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 because 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 finding their way around the interior of church buildings. A visitor does not know where restrooms, formation classes, coffee gatherings and, in some circumstances, even where worship takes place without good internal signage.

Part of the work of an Invite Welcome Connect team is to do everything they can to enhance a visitor or newcomer's experience once they enter your church. An interior signage 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 your interior signage through the lens of a first-time 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. However, in the long term, a consistent look and type of interior signage is the most appealing and may come at a significant cost. Don't let that temporarily stop you from making sure you have informative signs in place.

Directions

The following statements are designed for a team to assess their church's current interior signage. It is recommended that time be set aside for a team walking tour of your buildings. 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 walking 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 statement is not applicable to your situation you will see N/A as an option. Once the team's final 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 2 3 4 5 6 7 8 9 10
NO YES
COMMENT:

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

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

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



Welcome

5. We have signage posted at each individual location where a visitor might go.

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

6. The condition of our current signage is attractive and has a consistent look.

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

7. Our current interior signs are at a readable eye level.

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

8. We have clearly marked EXIT signs.

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

9. Directional signs are posted adjacent to interior doors that lead to secondary buildings where visitors might go. Ex: youth building, parish hall, food pantry, prayer chapel, etc.

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



Welcome

10. Each administrative office has its own sign designating its purpose and the name of a staff person who might occupy it.

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

COMMENT:

Describe your overall assessment of your church's interior signage: