

CHURCH GUEST CHECKLIST

1 PROVIDE CLEAR SIGNAGE IN THE PARKING LOT



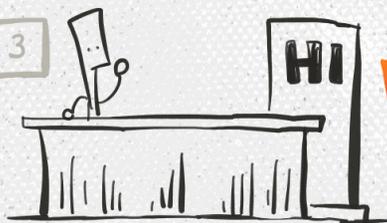
First-time guests do not know where to park. They do not know where the guest parking is located. Regardless of the size of the church, directional signage and first-time guest parking signage are the minimal requirements for churches.

2 PROVIDE CLEAR SIGNAGE TO THE ENTRY POINTS OF THE CHURCH



Countless first-time guests have expressed frustration that they do not know where the door to enter the church is located. Some churches have used mobile canopies as clear signage to entry points. Others set up portable signage each week to indicate entry points.

3 HAVE A WELCOME CENTER NEAR THE ENTRY POINT



It does not need to be elaborate; a neat table is sufficient. The welcome center should always have a person staffing it, and it should have information on the church

4 GREETERS ARE KEY TO A GOOD GUEST EXPERIENCE



It is not only imperative to have greeters; it is imperative to have trained greeters. These men and women make a huge influence on the guests.

5 GREETERS SHOULD ESCORT GUESTS TO THEIR DESTINATION



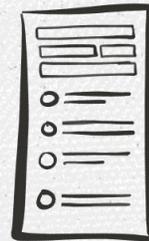
This exercise of hospitality allows for natural conversation to take place, and it is almost always welcomed by the guests. Those guests with small children particularly welcome an escort to the place where their children will be.

6 GUESTS PREFER TO BE GREETED CASUALLY



They are much more likely to enjoy a genuinely friendly church than a contrived greeting time. It is thus imperative to remind members continuously to be hospitable and to seek out guests for conversation the moment members see them.

7 SIMPLE GUEST CARDS ARE THE MOST EFFECTIVE



Too many guest cards are filled with information the guest will never read or fill out. The guiding principle is "less is better." The minimum information needed is first name and email address. All other follow-up can take place from that information. Let the guests know in the service that the follow-up will be by email. They can determine from that point how much interaction they desire.

8 EMAIL FOLLOW-UP WITHIN 24 HOURS IS THE MOST EFFECTIVE



Follow-up should be prompt and timely. In the email, you can ask the guests if they would like further follow-up, such as a visit, a phone call, or more information about a specific ministry.

9 EXPLAIN THINGS IN THE SERVICE THE GUESTS MIGHT NOT UNDERSTAND



Every church is different, even if the churches are a part of the same denomination. Don't let guests leave a service wondering what happened or what was said. Know those things that might be unique to your church, and thus not clear to the guests.

10 SIT WITH GUESTS



Many of the guests we interviewed indicated they felt isolated and alone in the worship services. Church members tend to sit with people they already know. The first-time guest may not know anyone in the church.



Thom S. Rainer

GROWING HEALTHY CHURCHES. TOGETHER.