

How to Make Your Church Visitor Friendly

Listening Guide

Examples of Hospitality in the Scripture

Hebrews 13:1

“Let brotherly love continue. Do not forget to entertain strangers, for by so doing some have unwittingly entertained angels. Remember the prisoners as if chained with them—those who are mistreated—since you yourselves are in the body also.”

Is 99.9% good enough?

What is an acceptable level of quality performance?

If 99.9% is the goal, then. . .

- Twelve babies will be given to the wrong parents each day in every major city.
- 200,000 drug prescriptions will be filled incorrectly in the next 12 months.
- 107 incorrect medical procedures will be performed by the end of the day today.
 - Since 99.9% is not good enough for parents, pharmacists and doctors, it is not good enough for churches either.

FACT#1:

Your church cannot grow without _____.

FACT#2:

*Your church cannot grow if your visitors _____
_____.*

THE QUESTION:

*What are you doing every Sunday to make
sure your _____?*

Archbishop William Temple said,
“*The church is the only cooperative
society in the world
that exists for the benefit of its non-
members.*”

Getting Ready For Company

**What is the difference between
a _____ and a _____?**

*It is the difference between never
missing another Sunday or never
coming back.*

Getting Ready for Company

A. On the Outside

Did you know?

Researchers say that church guests decide whether or not to return to the church they are visiting in the _____ upon entering the church campus.

So, what happens in the first twelve minutes?

- They see your facilities
- They meet your people
- They decide whether or not you can meet their needs
- They decide whether or not to come back
 - Before they have heard the music or sermon

A. Your church campus must:

- Have _____ signage in parking areas and outside of buildings
- Be well _____
- Be clean, and well maintained
- Be inviting cosmetically

B. Parking Lot/Guest Parking

- Adequate number of guest parking spaces
- Easy to _____ and _____
- Must be your best parking spaces
- Must have _____

C. Your Greeters . . .

- Should wear name tags

- Should be _____
- Should understand the value of this ministry
- Should escort guests to the welcome/information center
- Should introduce guests by name

The Value of a Smile

Holiday Inn interviewed 5,000 people to fill 500 positions that were needed to open a new facility. When the hotel managers interviewed these candidates, they excluded anybody who smiled fewer than four times during the course of their interview. This standard was applied to every available job and to every prospective employee.

How many of your church members would qualify for a job at Holiday Inn?

Transitioning Our Guests

Parking Lot Greeters should escort all guests from the parking lot to the Welcome/Information Center.

This time is extremely valuable and should be used to discover the interests and needs of the guests which the church can meet.

Getting Ready for Guests

B. On The Inside

The Welcome/Information Center

At the Welcome/Information Center, all guests must be welcomed and receive information.

What type of information?

- Church newsletter
- Information on upcoming events for all ages
- Information on _____
- Information about discipleship/Sunday School classes
- Information on _____
- Information on the staff and who to call for what
- Campus Map
- Gifts (Example: Coupon for free Wednesday night dinner)

Parking Lot Greeters then escort the guests to a Sunday School class, nursery, youth area or to the Worship Center.

There, the guest must be introduced to the class greeters, teacher or usher by name.

The Nursery

The Nursery area must be _____, _____, _____ and _____.

Acknowledging Guests During Worship

How we acknowledge our guests during a worship service can either make them feel welcomed or embarrassed.

How to Make Your Guests Feel Valued

- Include – do not _____. Act like every person is a first time guest.
- Everyone who gives an announcement, sings, speaks, etc. must be introduced or introduce themselves.
- When you acknowledge your guests, allow them some anonymity.
- Teach your people to value their guests.

- Provide a _____ for guests following the service so they can personally meet the pastor and staff.

Following Up and Following Through

Herb Miller gives the following statistics for following up:

85% of guests return if visited in 36 hours
60% of guests return if visited in 72 hours
15% of guests return if visited in 7 days

If the pastor makes the first visit instead of a lay person the percentage is cut in half.

Most Churches consider themselves to be very friendly. The truth is they are, but usually to themselves. It is important for all Churches to do their best to make sure that every guest feels loved and welcomed.

As you incorporate these and your own ideas into the life and ministry of your church you will be well on your way to becoming a Visitor Friendly Church.