

# **How To Make Your Church Visitor Friendly**

Listening Guide

## Example 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.**

## How to Make Your Church Visitor Friendly

### **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 to return to the church they are visiting in the \_\_\_\_\_  
\_\_\_\_\_ upon entering the church campus.

## How to Make Your Church Visitor Friendly

### So, what happens in the first twelve minutes?

- They see your facilities
- They meet your people
- They decide whether you can meet their needs
- They decide whether 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

*... Before they have heard the music or sermon.*

### B. Parking Lot/Guest Parking

- Adequate number of guest parking space
- Easy to \_\_\_\_\_ and \_\_\_\_\_
- Must be your best parking spaces
- Must have \_\_\_\_\_

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### **C. Your Greeters ...**

- Should wear nametags
- 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 their interview. This standard was applied to every 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 Company

## 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 (*ex. Coupon for free Wed. 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.

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### 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 us the following statistics for following up:

- 85% of guests return if visited within 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 layperson the percentage is cut in half.**

### **Your Turn**

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.