A Hospitality Audit
For Your Church

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If you haven’t already done so,
Read: “Avoid First Time Visitor Nightmares”
Get it here at http://www.EvangelismCoach.org/Newsletter
You’ll get a 5 part report on hospitality issues by email.
Thanks for downloading this hospitality audit.

By its very nature, an audit is a starting point for discussion. At the end of this report are some additional resources and possible next steps.

The best way to do this audit is to look at these items as if you are a first time visitor to your church.

Look at it from the perspective of a person driving by on the street or visiting for the first time.

This is a brain storming tool, rather than an all-inclusive checklist for all churches.

As you go through this audit, you will notice things at your church that are not on this list.

Make note of those things that cross your mind. Let your creativity flow as you go through this list, slowly and deliberately.

Some of these are better evaluated on Sunday, some are better done during week when you can be intentional about it.

If you have a thought that begins with

- We ought to . . .
- We need to . . .

write those down. You can evaluate the feasibility of those thoughts later. I’ve intentionally left you white space on the following pages to capture those notes.

One of those aha moments was when we walked into the church as if we were first time visitors.

It was an eye opening experience in noticing so many things that were not very attractive.

Our building was built over 100 years ago. Our old bulky original pine pews were breaking and splitting. The warped paneling on our walls was an eyesore. It probably had been 30 years since it was even painted. – Pastor Barb

If you have found this tool helpful, I’d appreciate hearing about. Would you write me an email at pastor_chris@evangelismcoach.org and tell me what results came out of your audit?
Exterior Observations

___ Is your church’s name easy to read from the road?
___ Do you need new signs on major roads near your church?
___ Is it easy to tell which entrance to use for the church office?
___ Is it easy to tell which entrance to use for the worship center or sanctuary?
___ Is it easy to tell which entrance to use for Sunday school and evening programs?
___ Do you need new signs to mark these entrances?
___ Are your exterior signs clear, easy to read, lit at night, and very visible from the parking lot?
___ Do your exterior signs look professionally done or cheaply improvised?
___ Any peeling paint, broken structures, missing bricks, burnt light bulbs on your signs?

___ Does the exterior and overall appearance of your church look well maintained and attractive?
___ Does your roof look like its missing shingles or appear damaged?
___ Is there visible peeling paint on window sills or siding, or steeple?
___ Does the landscaping need attention?

___ Are there a few parking spots close to the building which are reserved for the disabled?
___ Are there a few parking spots close to the building which are reserved for guests?
___ Are the sidewalks and the entrance of the church easy to navigate for persons in wheelchairs or with other mobility concerns?

___ Is your worship schedule on your website and voice mail greeting?
___ Does your voice mail message sound professional?
Narthex / Lobby

___ Are there stacks of old bulletins, old magazines, or out-of-date church brochures which should be discarded?

___ Are there current, attractive handouts or brochures to give information about your church which would be helpful to guests?

___ Are the bulletin boards current? Guests are in fact more likely than regular members to read the bulletin boards!

___ Do you bulletin boards reflect the current work and diversity of your congregation?

___ Does the coat closet, usher closet need to be cleaned and put back to right use?

___ Is there a “junk room” visible from here? What can you do to fix that?

___ Are your window sills clean and free from dust?

___ Are your windows clean?

___ Are snow removal tools, patio cleaning brooms put away?

___ What do you provide for guests who have wet umbrellas?

___ Is your welcome center prepared, equipped, staffed, and presenting well?

___ What do your current wall decorations and symbols saying about your congregation?
Restrooms

___ Can visitors find the restrooms from the lobby without having to ask for directions?
___ Do you have signage that clearly marks the location of restrooms?
___ Are the restrooms all clean?
___ Are the restrooms without rust or mildew stains in the bowls of the toilet / sinks?
___ Do you have lotions, tissues, extra toilet paper, and air fresheners available in the stalls?
Other rooms in your church building

___ Do you have adequate lighting in hallways, classrooms, and the worship center / sanctuary?

___ Are all rooms in the church clearly marked?

___ Are there clear directional signs to classrooms?

___ Are there any rooms which need to be cleaned?

___ Are there any rooms which need to be painted?

___ Are there any rooms which look too institutional?

___ Do you have old linoleum or tile that should be replaced with carpet or other new flooring?

___ Are the rooms for infants and toddlers safe, attractive and clean?

___ In such rooms, do you have older bedding and toys which should be replaced?

___ Are extra copies of curriculum and Bibles in the classrooms?

___ Are classroom teachers prepared and trained to welcome guests?

___ Are refreshments available during Sunday school classes?

___ Are the interior spaces of the church easy to navigate for persons in wheelchairs or with other mobility concerns?
Greeters and Ushers

___ Is the greeter/usher supply area clean and organized?
___ Do you have mints for your ushers and greeters?
___ Do you have greeters positioned at the entrances to the church?
___ Are greeters and ushers prepared to welcome guests?
___ Do you offer training in hospitality for greeters and ushers? If not, schedule one.¹
___ Do your hearing amplification or translation devices have fresh batteries or supplies on hand?
___ Do your greeters and ushers smile?
___ Do your greeters and ushers give a genuine welcome and make eye contact?
___ Does the demographic makeup of your greeters and ushers reflect the demographic of your congregation?
___ Do your ushers save some of the back rows / seats for late coming visitors?

¹ If you need training ideas, contact me at pastor_chris@EvangelismCoach.org. I also do live training events, as well as virtual training events for your teams over the internet. See additional resources at the end.

Sanctuary

Look at your sanctuary through the eyes of the first time visitor. Look at the space, the ceiling, the seats or pews, the carpet. Smell the empty sanctuary.

Dream as to what a beautiful sanctuary would look like. Capture the ideas as they come to your team. Save the evaluation of those ideas for later. I give you a few starter questions.

___ Is there dust on the window sills that needs to be removed?
___ Are there any burnt out light bulbs that need to be replaced?
___ Are there any cracked or peeling paint surfaces?
___ Is the heating / cooling working right?
___ Do ceiling fans or wall mounted fans have clean blades?
___ Do you have mints available for persons who experience coughing or a dry throat during the service?
Bulletins / Communications

___ Are the instructions in your bulletin and worship service clear to guests?
___ Are any insider references explained (e.g., Guild, OTB, RH, BH, BCP)
___ Have you proofread your bulletins?
___ Does the bulletin have any “included” items referred to in the announcements?
___ Is there a “welcome” brochure or last month's newsletter available for visitors to pick up?
___ Are large print bulletins prepared and easily available, if needed?
___ Is hearing amplification or translation devices available, if needed?
___ Does the time for announcements and/or joys and concerns contain “insider” references which would make a guest feel excluded?
___ If you use video announcements, do you show a photo of the contact person (e.g., see John)?
___ If you choose to use a name tag system, is it current and utilized, and presents well?
___ Can people find Bible references easily in the Pew Bible (page numbers in the bulletin) or follow the reading via slide projection?
___ Are announcements clear that visitors are invited to participate in events and small groups?
The Worship Experience

___ Are sermons related to life, or academic exercises?
___ Is the sound level for singing, music, speech at appropriate levels?
___ Are musicians in tune?
___ Do vocalists / choir look like they are happy to be there?
___ Can visitors follow the service?
___ Are ushers prepared to help people who feel the need to leave during the service (e.g., crying baby)
Post Service Fellowship Time

___ Do you have members who go out of their way during the fellowship time to greet guests and introduce them to others?
___ Do your greeters look for visitors in the reception time or while people are leaving the sanctuary after the service?
___ Do visitors know they are invited to your reception?
___ Are refreshments available at a fellowship time after the service?
___ Are they fresh?
___ Are members of your church prepared to extend brunch or dinner invitations to your guests?
___ Are there people trained to pray with visitors who express a spiritual need?
___ Do you have signs regarding peanut allergies if peanut products are served?
___ Do you offer healthy options like fresh fruit?
___ Do you have sugar free alternatives for diabetics?
Your Church Culture

___ Are all members of the congregation prepared to welcome guests?
___ Have you provided training in hospitality?
___ When is the next sermon that will recast a vision for hospitality?
___ When is the next event that will give you the opportunity to cast a vision for hospitality?
___ Do you have members who will invite guests to sit with them?
___ Do you members have a love for their church?
___ Do your members help visitors follow along the parts of the service?
Next Steps

After you complete your audit, you’ll want to work with your team to

- organize a day where you can fix what you’ve identified,
- plan a training meeting for your greeters and ushers
- cast a fresh vision at a training meeting.

Don’t let your work go to waste. Set a date on the calendar to fix some of what you have identified to move forward.

Resources to help you take the next step

Audio (MP3 format)

How to do a Church Hospitality Review ($9.97)
Is your church hospitality still running in tip-top shape to welcome and receive new visitors? Are your church hospitality processes flowing smoothly, or is stuff falling through the cracks?

In this 70 minute audio MP3, you’ll be able to review and refresh your entire system. Order your download at http://www.evangelismcoach.org/store/audio-hospitality-systems-review

Create a Culture of Hospitality (MP3): ($9.97)
Are your visitors being welcomed or overlooked by the people in your congregation? Do your hospitality systems still feel disorganized because your volunteers lack vision?

In this 78 minute audio MP3, you’ll hear 14 ways to cast vision for hospitality in your congregation and help it rediscover a passion for hospitality, no matter if you are the lead pastor, member of the hospitality committee, or a volunteer greeter or usher.

Order your download at http://www.evangelismcoach.org/store/audio-create-a-culture-of-hospitality/

**Ebooks (Digital Downloads):**

**How to Welcome Church Visitors ($17.00)**
If you have ever wondered how to improve your first impressions for first time church visitors, then here are proven strategies you can begin to use this weekend.

I provide you with a flow chart of the visitor experience to help you find what things you can fix right away to improve your welcome.

Order your copy at [http://www.welcomechurchvisitors.com](http://www.welcomechurchvisitors.com)

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Are you leading a team of greeters that seems unmotivated, disorganized, inefficient and ineffective? Or maybe you don’t even have a team of greeters yet.

Church Greeters 101 helps you put the pieces together to organize, train, and keep your greeters equipped and motivated to receive your guests and members.

Order your PDF at [http://www.churchgreetertraining.com](http://www.churchgreetertraining.com)

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We are passing your *How to Welcome Church Visitors* book around the Session, the Elders are reading it. I encouraged them to make notes in the margin as to their thoughts, ideas, responses, etc.

I, however, found it to be very helpful.

*Probably the best overall thing was a sense of encouragement, that there are things we can do.*

After you pray and think and pray and think for years, you find yourself going around in the same little circle and it was nice to get out of that circle.

The book helped me to look at our little church (26 active members!) in a fresh way.

Some of the realizations were “duh!” – but still, good to bring to front and center.

Sometimes you just quit noticing things because you see them all the time; they don’t register any more.

For example, somehow the guys in charge of keeping things fixed at the church just didn’t know that the toilet seat in the women’s bathroom was cracked; had been cracked for a long time.

They told me that that’s the kind of thing they definitely needed to be told about, wouldn’t discover it on their own!!

*The seat has been replaced!!*

L.C. Long
Presbyterian Pastor

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