



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?





Chris Walker, EvangelismCoach.org



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 your 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 say 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/>



Distributed by www.EvangelismCoach.org. Visit www.EvangelismCoach.org for more resources on hospitality and church evangelism.



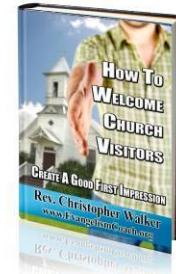
Ebooks (Digital Downloads):

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>

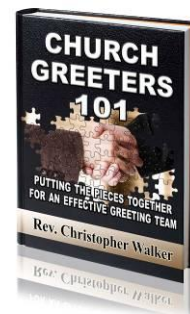


Ebook: Church Greeters 101 (\$14.99)

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>





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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