

FACILITY			
F1	The exterior of the church is welcoming (not in disrepair) with clean well maintained grounds.	1	3 5
F2	The church and facilities are handicap accessible.	1	3 5
F3	Our signs, both exterior and interior, are large, easily visible and positioned to be helpful.	1	3 5
F4	Our lobby offers a warm place to gather-or we have a similar space that is easily accessible.	1	3 5
F5	We have a fresh and pleasant odor at our church.	1	3 5
F6	Church appointments create an inspiring atmosphere (Visual arts and paraments, seasonal themes).	1	3 5
F7	Sanctuary HVAC, lighting and amplification systems support the worship experience.	1	3 5
F8	The sanctuary, vestibule and meeting rooms are inviting (no peeling paint, damaged surfaces, broken windows, burned out lights, tired and aged decorations and paint).	1	3 5
F9	Our bathrooms are clean and well maintained.	1	3 5
Facility Sub Score = (add scores and divide by 9 questions)			
WORSHIP			
W1	Our worship space is configured so that the worship service feels full in attendance.	1	3 5
W2	Worship music, hymns and songs is conducive to congregational participation and enhance the worship experience.	1	3 5
W3	Visitors know what to expect because we stick to the announced schedule.	1	3 5
W4	We give adequate cues in the service about what is coming up for people to follow along easily (e.g. lyrics are up on the screen a couple of seconds before you have to sing them.)	1	3 5
W5	Our transitions in worship are rehearsed and silence is announced to avoid visitors feeling uncomfortable.	1	3 5
W6	Visitors understand the 'special church language/concepts' in a way that makes it less intimidating. (Baptism, communion, etc. are explained appropriately).	1	3 5
W7	The worship service is easy to follow; no one needs to flip through multiple resources. Worship materials are easy to use for visitors and members alike.	1	3 5
W8	Worship notes are clear and invitation to participate in Holy Communion is welcoming for first time visitors.	1	3 5
W9	Our worship experience centers on the grace and love of God.	1	3 5
W10	Children are appropriately involved in worship; parents feel comfortable with the options for the child's involvement (e.g. Children's sermon or childcare).	1	3 5
Worship Sub Score = (add scores and divide by 10 questions)			
GREETER PROGRAM			
G1	We have a Greeter team trained to welcome visitors apart from the usher's role to greet everyone as they arrive to worship	1	3 5
G2	Our greeters arrive before guests.	1	3 5

G3	Greeters offer helpful orientation to the worship service, location of facilities, invitation to participate in communion, ask appropriate questions about visitors and provide a visitor card.	1	3	5
G4	Visitors are accompanied by a greeter as a way to show care and allow for a better conversation.	1	3	5
G5	Congregation-wide education (not just leader/staff/greeter team) around how to welcome visitors is routine and prioritized at our church.	1	3	5
G6	Greeters invite visitors to join them for fellowship after worship, introduce them to other members and invite them to “good fit” events or programs coming up.	1	3	5
G7	The fellowship is inviting and unintimidating to first time visitors; our fellowship is not a club mentality.	1	3	5
G8	Visitor packets are given to new members with information about the church and its ministries; a welcome gift and invitations to ministry engagement.	1	3	5
G9	We respond quickly and appropriately to visitor and volunteer inquiries.	1	3	5
G10	Visitors fill out an information card that allows them to get to know the church (not just the church gets to know them).	1	3	5
G11	There is a process for following up with visitors and it is utilized.	1	3	5
G12	We track visitors for follow up and monitor trends.	1	3	5
Greeter Program Sub Score = (add scores and divide by 12 questions)				
COMMUNICATION				
C1	We market our current reality; when visitors come, they recognize what has been marketed to them.	1	3	5
C2	Our announcements/directions/explanations about programs are kept simple.	1	3	5
C3	We are in control of our website, newsletter, and social media accts; they work for us in helping to attract new visitors.	1	3	5
C4	We are proactive in making sure information on our website and other communications is up to date and visitor friendly.	1	3	5
Communication Sub Score = (add scores and divide by 4 questions)				
BIG PICTURE				
B1	We communicate (in our sermons, announcements, etc.) in a way that reaches people in their faith journey, be it unchurched, active members and all those in between.	1	3	5
B2	We strive for quality in worship community but still allow for ‘humanity’ and respond to mistakes in a way that allows visitors to still feel comfortable.	1	3	5
B3	All our programs (Sunday school, small groups, etc.) are of such quality that they enhance and express our church’s core values.	1	3	5
B4	There is alignment between our values, language and behaviors.	1	3	5
Big Picture Sub Score = (add scores and divide by 4 questions)				



IS MY CHURCH WELCOMING?

**Survey was, in part, created and adapted from ideas presented in "Unwelcome: 50 Ways Churches Drive Away First-Time Visitors" by Jonathan Malm and from conversations with Brian Zehr, Consultant with Intentional Impact.*

Directions:

Circle the number next to the statement that best describes your church currently.

- 1= This needs to be a priority for change at our church
3=Neutral/fine-nothing comes to mind that needs to be fixed
5=We do this well for the most part

Scoring Section:

**Add scores within the category and divide by the number of questions
Record your category scores here.**

Facility: _____
Worship: _____
Greeter Program: _____
Communication: _____
Big Picture: _____

Going beyond today:

1. Look where you scored a '1' and develop a plan with your church's leadership that includes SMART goals and objectives to rectify those areas that need attention.
(SMART goals=specific, measurable, attainable, realistic and timely)
2. Consider enlisting the help of a 'secret shopper'. Find a trusted someone who can observe with a visitor's lens and will be honest in responding to questions. More about this program can be found in "Unwelcome: 50 Ways Churches Drive Away First-Time Visitors" by Jonathan Malm.
3. Use this survey (or a similar tool) on a regular basis to develop an ongoing snapshot of your church's welcoming nature. How does the picture change over time?