

Hospitality Checklist

In 1994, George Barna's said that 70% of newcomers make up their mind about coming back within the first 10 minutes of being there BEFORE the pastor ever gets up to preach. Today, guests will decide within 4 to 8 minutes. FIRST IMPRESSIONS MATTER!

PART ONE gives you an opportunity to evaluate FIRST IMPRESSIONS.

PART TWO addresses other parts of the service.

PART THREE gives you resources for improving all parts of your service

PART FOUR gives you information on a worship consult, followed by short-term coaching

INSTRUCTIONS:

1. Have a layperson in the church organize a team of laypersons (3 to 5) to study hospitality.
2. Instruct each person on the team to find one or two friends who don't go to your church to be a mystery guest.
3. Make sure the mystery guests represent your church's mission field; i.e., if your mission field is in the 25 to 45 age demographic -- parents with kids -- make sure that your guests are somewhere in that age range and have kids.
 - a. Engage persons to be mystery guests that have kids of different ages, eg., nursery age, pre-school age, grade-school age
4. Do not invite anyone to be a mystery guest who goes to your church or who knows your pastor, who has a "vested interest" in pleasing you with their responses.
5. Have your guests attend over a 3 month period, then evaluate the information.
6. Don't tell anyone in the church what you're doing, or when the mystery guest is coming.
7. Have your mystery guest respond to the attached feedback sheet after they've returned home from their visit.
8. Give your mystery guest a \$20 Starbucks (or other coffee shop) card for their work.
9. Compile the information from the feedback. What did you learn about how your mission field perceives your church? What changes are you going to make?

REMEMBER to give just pages 2 - 4 to your mystery guest.

AND, pray with your team before you hire your mystery guests, during their visits, and after they're done, that this research about your church is useful for you as you consider more ways to increase attendance and expand the boundaries of your church!

HOSPITALITY CHECK LIST

PART ONE:

1. GETTING TO THE CHURCH

a. Website

- Did I have the church's website address _____
- If not, was I able to google it and easily find it? _____
- When I looked at it, what did I find out about the church?
 - Stuff for kids _____
 - Directions _____
 - Info about the pastor _____
 - Worship times _____
 - Get a sense of who'd be there by the pictures on the home page? _____

b. Finding the building

- Were there adequate signs directing me to the building when I got close? _____
- Were there signs to help me find the parking lot? _____

2. ENTERING THE BUILDING

- Was I greeted by anyone in the parking lot or on the street? _____
- Did the building appear clean and attractive? _____
- Was I greeted at the door by one or two persons? _____
- Did anyone come up to me in the lobby to introduce themselves? _____
- Was the lighting adequate in the lobby? _____
- Could I smell coffee brewing? _____
- Were there signs directing me to the snacks? _____
- Could I easily locate bathrooms? _____
- Did anyone help me find a place to put my coat? _____
- Were there signs to help me find a place to put my coat? _____
- Was it clear where to bring my kids? _____
- Was there background music playing in the lobby? _____
- Did the music appeal to me? _____

3. STUFF FOR KIDS

If you have infants:

- Could I easily find the nursery? _____
- Did people greet me when I got there? _____
- Was it professionally staffed? _____
- Was it clean? _____
- Were toddlers cared for in a separate area from infants? _____
- Was there appropriate equipment for infants? _____
- Did I get any information on nursery policies for the church? _____
- Did I receive a buzzer to notify me if there is an emergency with my child? _____
- Was there anywhere I could go to nurse my baby if needed? _____
- Would I be inclined to leave my child in the nursery? _____

If you have toddlers:

- Could I easily find where to bring my toddler? _____
- Did a welcoming adult greet me when I got there? _____
- Was it clean? _____
- Was there an adequate ratio of caregivers to kids? _____
- Was there appropriate equipment for toddlers? _____
- Did I get any information on childcare policies for the church? _____
- Did I receive a buzzer to notify me if there is an emergency with my child? _____
- Were there Christian activities to engage my child in learning? _____

If you have pre-school age children:

- Could I easily find where to bring my pre-schooler? _____
- Did people greet me when I got there? _____
- Was it clean? _____
- Was there an adequate ratio of teachers to kids? _____
- Was there appropriate equipment for pre-schoolers? _____
- Did I get any information on childcare policies for the church? _____
- Did I receive a buzzer to notify me if there is an emergency with my child? _____
- Were there Christian activities to engage my child in learning? _____

If you have grade-school age to junior high:

- Could I easily find where to bring my kids? _____
- Did people greet my kids when I got there? _____
- Was it clean? _____
- Was there an adequate ratio of teachers to kids? _____
- Did I get any information on childcare policies for the church? _____
- If my child was under the age of 10, did I receive a buzzer to notify me if there is an emergency? _____
- Were there age appropriate Christian activities to engage my child in learning?

- Was the name of the area for kids engaging for my kids (not Sunday School, but something like "Kidzone," or something else kid friendly) ? _____

4. THE BEGINNING OF THE WORSHIP SERVICE

- Was there live music at the beginning of the service? _____
- How long did the music go? _____
- Did anyone invite the congregation to sing? _____
- Did anyone welcome the congregation? _____
- Did anyone say a special welcome to guests? _____
- Were there announcements? _____
- How long did the announcements go? _____
- Were they relevant to me as a guest? _____
- Did the up-front person use language I could understand? _____
- If I weren't paid to be here, would I be inclined to leave about now? _____

PART TWO:

1. As the service continued, what did you like the most about it?

2. What would you guess the average age of the congregation to be?

3. Did the regulars there seem engaged?

4. Did you find yourself looking at your watch during the service?

5. Was the message by the preacher relevant? Why or why not?

6. Did you feel on-display as a guest at any time?

7. Did anyone invite you for “fellowship” after the service?

8. Rate your overall experience (1 is lowest) 1 2 3 4 5

Name _____ Age _____

Church Regular? yes no

PART THREE

Read:

Missional Worship: Increasing Attendance and Expanding the Boundaries of Your Church, Cathy Townley, Chalice Press 2011

This book will give you insight into how to reconnect the church to the culture through intentional outreach in the neighborhood right outside your church. It will help you address issues like announcements and the first few minutes of the worship service, as well as how to identify and develop the role of the worship leader.

The Search to Belong, Joseph Meyers

This book will give you insight into the way people want to connect in today's culture. It will help you rethink the small group process so that your approach is relevant for today's unchurched person.

Watch TEACHING VIDEOS, available at townleycoaching.com, designed to help you "self-coach" as you learn about and implement invitation and hospitality with and through worship in your church!

FREE VIDEOS:

MISSIONAL WORSHIP, 2 minutes, about the book MISSIONAL WORSHIP.

HOW TO INCREASE WORSHIP ATTENDANCE IN YOUR CHURCH, 8 minutes, with a workbook. The title is self explanatory!

FOR PURCHASE AT TOWNLEYCOACHING.COM

**HOW TO INVITE YOUR NEIGHBORHOOD TO CHURCH, six modules, with a workbook. You will learn about and be led to implement all aspects of invitation in your church as you reconnect the church to the neighborhood in which it's located.
\$124.00 streamed on-line; \$134.00 in DVD format (includes shipping)**

**HOW TO SELECT THE RIGHT MUSIC FOR YOUR WORSHIP SERVICE, with a workbook; this video will help you understand music that appeals to various sub-cultures and mission fields, and it will give you insight into how to introduce new music into your existing service, especially during the first 5 to 10 minutes of your service
\$53.00 streamed on-line; \$63.00 in DVD format (includes shipping)**

**HOW TO IMPROVE FIRST IMPRESSIONS IN YOUR CHURCH, with a workbook; this video will address three primary areas that impact a guest's experience in your church: your website, the parking lot and the lobby of your church.
\$53.00 streamed on-line; \$63.00 in DVD format (includes shipping)**

Grow Your Worship Service

Worship Consultation and Short Term Coaching

\$500

Welcome AND KEEP Your Guests through Worship!

*guests make up
their minds about you ...*

*... before the pastor
gets up to speak*



from townleycoaching.com



CONTACT CATHY TODAY for INFO
cathy@townleycoaching.com

952-270-3865

townleyCOACHING
Changing Lives Through Worship