

The Foundation for a Great Visit

“You never get a second chance to make a first impression.”

- (1) indicates that the issue should be addressed immediately.
- (2) indicates that the issue should be addressed within the next few weeks.
- (3) indicates that the issue should be addressed within the next year or as budget allows.

Exterior of Church Building:

- Is the yard mowed? (1)
- Are the flower beds/flower pots maintained? (1)
- Are weeds growing from the cracks in the parking lot and sidewalks? (1)
- Is any part of the exterior in need of repair (1) or updating? (3)
- Do you have an attractive, updated website? (2)
- Are there greeters outside the buildings ready to welcome and assist visitors? (2)
- Are there parking spaces designated for guest? (“Guest Parking” or “First-time Guest Parking”) (2)
- Are there signs directing guests to their destination? (Sanctuary, education, children’s area, etc.) (2)

Interior of Church Building:

- Is there a greeter at the door? (1)
- Is the interior of the church clean? (Floors, windows, restrooms, classrooms, nursery, etc.) (1)
- Do you provide a packet for first-time guests? (Contact info, schedule, events, map, guest card, etc.) (1)
- Is there a manned “Welcome Table” in the foyer? (provides information about your church) (2)
- Are there signs directing guests to their destination? (Sanctuary, education, nursery, children’s area, restrooms, fellowship hall, etc.) (2)
- Is any part of the interior in need of repair (1) or updating? (3)
- Is the nursery area clean (1), well-lit, and updated? (2)
- Do you provide a gift to first-time guests? (gift bag or basket with church information and something the guest might enjoy—cookies, sweet bread, a pen, coffee mug, note pad, etc.) (3)

Church Members’ Attitude:

- Do your church members *want* new people to join? (1)
- Do your members go out of their way to make guests feel welcome? How? (1)
- Do your members visit with guests *after* the service? (1)
- Would any of your members ask a guest to move from *their* seat? (1)
- Can the majority of your members assist someone who appears to need help? Would they? (2)

Follow-Up:

- Is there a strategy for obtaining contact information on guests? (1)
- Do you have a plan for immediate follow-up? (1)
- Who will contact the guest? (pastor, deacons, layman?) (1)
- When will they be contacted? (the sooner the better – ideally within 48 hours) (1)
- How will they be contacted? (phone call, letter, visit, invitation to meet, etc.) (1)

For more information contact Marcus Brown of the Evangelism and Church Health Team of the Arkansas Baptist State Convention at mbrown@absc.org or (800) 838-2272 ext. 5128.