

Church Hospitality Assessment



Church Name: _____

Date: ____ / ____ / _____

Instructions

This document is meant to be a starting point for discussion.

The best way to do this assessment is to look at these items **as if you are a first time visitor to your church**. We all have blind spots that keep us from seeing stuff that is out of place. So look at these things 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 assessment, 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 or your main service of the week. Some are better done during week when you can be more intentional about it.

As you do this, you might have many thoughts that begin with

* We ought to . . .

* We need to . . .

Write those down. You can evaluate the feasibility of those thoughts later.



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?

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?
- 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?
- ___ 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?

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 your members have a love for their church?
- ___ Do your members help visitors follow along the parts of the service?

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?

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)

Bulletins / Communications

- Are the instructions in your bulletin and worship service clear to guests?
- 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?

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?