



Creating a Good First Impression

Take a new look at your church through the eyes of a first-time visitor. Learn to listen to your visitors to discern strengths and discover blindspots:

- driving up to church
- finding a parking space
- doorways and entrances
- what is seen immediately upon entrance
- signs to restrooms
- signs to nursery, classrooms, and auditorium
- first people seen
- greeters and ushers
- experience within worship service
- socializing patterns after worship

Action Points

Increase visitor attractiveness at the worship service:

- Provide adequate parking.
- Station attendants in the parking lot to assist visitors.
- Clearly identify the main entrances.
- Appoint greeters who are gifted for the task.
- Station greeters strategically.
- Assign welcomers to seek out the visitors immediately after the service. Give these welcomers reserved seats in the back so that visitors cannot miss receiving a warm welcome after the service.
- Train ushers to do their job well.
- Post signs pointing to entrances, nursery, restrooms, etc.
- Ask for families to invite visitors into their homes.
- Ask people to fill out a registration card.
- Assign someone to call first-time visitors.
- Be sure that the bulletin contains enough information to help a total stranger participate in the service without embarrassment.