

Guest Experience Checklist



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Introduction

Hospitality is a biblical concept. Just as you would want to properly welcome a guest into your home, it's also important to make sure visitors (or, as we like to refer to them – guests) in your church feel the same warmth.

Use this checklist as a starting point to make sure you are prepared to properly welcome guests at your church.

Online Presence

- Website: service times, location, new here, staff directory, contact info, smiling people, responsive design
- Facebook: good cover photo, profile pic, NAP, link to website, recent posts, engaging with those who comment, shareable content, etc.
- Other: Social Media (Twitter, Instagram, Snapchat, Yelp, etc), Online Reviews (on Google, Facebook, and Yelp), GoogleMyBusiness Setup, etc.

Parking

- Sign that is clean and readable from the road
- Clean, well-kept parking lot
- ADA compliant
- Guest parking area
- Parking lot team with clearly marked shirts or vests
- Directional signs and cones

Front Door(s)

- Clearly marked
- Greeters with empty hands

Lobby

- Clean
- Clear signage to welcome desk, children's ministry area, auditorium, restrooms, etc.

Welcome Desk

- Remove clutter
- Well-staffed
- Campus maps
- Brochures
- Welcome gifts
- First aid kit
- Information about upcoming events and announcements

Ushers

- Trained on how to seat folks
- Flashlights (If needed)
- Offering collection materials ready
- Communion materials ready

Coffee Counter

- Coffee out as folks arrive
- Plenty of cups, napkins, koozies
- Condiments (Sugar, Creamer, etc.)
- Keep area clean etc.

Communications

- Nicely designed bulletin (if you have a bulletin)
- Simple connection card that can be turned in and used for follow-up
- Good way finding signage

Miscellaneous

- Smells: make sure your building smells good, no musty smells, etc.
- Carpet and Floors: vacuumed, swept, and clean
- Walls: wash and use touch up paint as needed
- Windows: cleaned from fingerprints and debris regularly

Restrooms

- Clean
- Stocked with soap, paper towels, toilet paper, etc.

Children's Ministry

- Safe: good security plan, no sharp objects, allergen aware, etc.
- Clean: Germ free neat rooms, well-groomed staff
- Secure: background-checked volunteers, fire escape plan, rooms that are not easily accessible by inappropriate people
- Check-in: Quick registration and check-in process/system (make sure you have enough check in volunteers to avoid a log jam)

Security

- Well marked/ identified security personnel and “undercover” security staff
- Walkie Talkie or some other communication method
- AED, First aid kit, other medical supplies
- Well lit areas, well marked curbs, etc.
- Doors locked/ unlocked during appropriate times

Worship Experience

- Make sure room is cleaned, stocked with envelopes, cards, etc.
- Set the proper mood, vibe, atmosphere
- Clean, clear stage
- Rehearsal finished
- Intentional service elements, good mix and sound levels, appropriate lighting, etc.
- Well designed non-distracting lyrics
- Limited announcements and alternative messages

Finish Strong

- Have your pastor and staff be accessible and meeting newcomers
- Have your greeters and parking team in place to say “Good bye” or “Have a great week!” as people exit
- Follow through with an intentional and strategic assimilation plan