

Grow Your Church Through Visitors

Lesson Seven: First Impressions

People are making decisions about your church in the first 10 – 15 minutes after they arrive.

God looks on the heart but people look on the outside.

Creating good first impressions is vital and is primarily basic hospitality.

1. Reserved parking

Create special parking bays for visitors and tell your members to never use them. Place signs for visitor parking at eye level.

2. Clear signs

Clear signage to the front door, toilets, kid's area, auditorium, guest lounge and cafe. Make them large so that people easily find them and place just above head height.

3. Trained greeters

Train your greeters in smiling, shaking hands, being attentive without being overbearing and knowing where everything is in the building. Train them to engage with people as they arrive and not get caught up with their friends.

4. Declutter

Declutter every area of your building. Remove things that are not necessary.

5. Remove rubbish

Remove rubbish from every area and make sure the toilets smell good. Clean and tidy says we care.

6. Simple and Secure Sign-In of Children

Make the sign-in of children is simple and secure for parents. Ensure there is a responsible adult at the drop off point or in the room. Place a child protection policy in your website.

7. Current colours

Colours come in and out of fashion. Check out new cafes and shops in your area to ascertain the current style of colours and consider the colours of your facility. Are your colours dated? You should change the colours of your facility every 7-10 years.

8. Contemporary furniture

Like colour schemes, outdated furniture can make your facilities look dated and out of touch. Remove out dated furniture.

Download and Complete the Check List

Reserved parking for visitors

Signs: clear and above head height

Training for greeters

Declutter every area

Remove rubbish

Secure sign-in of children

Check colour scheme

Check furniture