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# 51 POINT CHECKLIST

## GROW YOUR CHURCH THROUGH VISITORS

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### 1. THE CHALLENGE OF CHURCH GROWTH

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<input type="checkbox"/>	Rate your church's level of attentiveness to visitors
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### 2. APPOINT A VISITORS DIRECTOR

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<input type="checkbox"/>	Create a position in your structure for a Visitors Director
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<input type="checkbox"/>	Appoint a Visitors Director
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### 3. DISCOVER YOUR CHURN FACTOR

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<input type="checkbox"/>	Calculate your churn factor
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<input type="checkbox"/>	Keep good records of people leaving and coming
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## 4. SET AN ANNUAL VISITORS GOAL

<input type="checkbox"/>	Calculate your visitor numbers
<input type="checkbox"/>	Set a goal for next 12 months
<input type="checkbox"/>	Create strategies to increase visitor numbers
<input type="checkbox"/>	Decide who will know the goal

## 5. YOUR DIGITAL FRONT DOOR: WEBSITE

<input type="checkbox"/>	Service times on site's front page
<input type="checkbox"/>	Google map on site's front page
<input type="checkbox"/>	Link to your Facebook page on site's front page
<input type="checkbox"/>	Site is built with responsive design
<input type="checkbox"/>	Investigate <a href="#">Google AdWords Grant</a>

## 6. YOUR DIGITAL FRONT DOOR: SOCIAL MEDIA

<input type="checkbox"/>	Discover social media channels used by our church
<input type="checkbox"/>	Discover social media channels used by community
<input type="checkbox"/>	Create a simple social media policy
<input type="checkbox"/>	Appoint a Facebook facilitator
<input type="checkbox"/>	Start a church Facebook page
<input type="checkbox"/>	Start a church Facebook group
<input type="checkbox"/>	Appoint an Instagram facilitator
<input type="checkbox"/>	Adopt a church hashtag
<input type="checkbox"/>	Appoint a YouTube facilitator
<input type="checkbox"/>	Start a YouTube channel

## 7. FIRST IMPRESSIONS

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<input type="checkbox"/>	Reserved parking for visitors
<input type="checkbox"/>	Signs: clear and above head height
<input type="checkbox"/>	Training for greeters
<input type="checkbox"/>	Declutter every area
<input type="checkbox"/>	Remove rubbish
<input type="checkbox"/>	Secure sign-in of children
<input type="checkbox"/>	Check colour scheme
<input type="checkbox"/>	Check furniture

## 8. WORSHIP SERVICE

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<input type="checkbox"/>	Countdown clock
<input type="checkbox"/>	Check pace of song lyrics
<input type="checkbox"/>	Audit meeting transitions
<input type="checkbox"/>	Remove meet and greet time

<input type="checkbox"/>	Review welcome of guests
<input type="checkbox"/>	Gift for guests

## 9. AFTER THE SERVICE

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<input type="checkbox"/>	Establish guest lounge
<input type="checkbox"/>	Print contact card
<input type="checkbox"/>	Pastor carrying contact card
<input type="checkbox"/>	Volunteers carrying contact card

## 10. FOLLOW UP

<input type="checkbox"/>	Establish method of recording contact details
<input type="checkbox"/>	Establish your system of connecting with visitors
<input type="checkbox"/>	Buy postcards
<input type="checkbox"/>	Diarise a recurring reminder for non-returning visitors

## 11. ASSIMILATION

<input type="checkbox"/>	Establish “Get to know us” event
<input type="checkbox"/>	Establish “Let’s get connected” event

## 12. NEW PEOPLE STATS

<input type="checkbox"/>	Establish your method of recording stats
<input type="checkbox"/>	Calculate your retention rate
<input type="checkbox"/>	Review stats with team