

# How To Make Your Church Visitor Friendly

Thomas Hammond

## Hebrews 13:1

“Let brotherly love continue. Do not forget to entertain strangers, for by so doing some have unwittingly entertained angels. Remember the prisoners as if chained with them—those who are mistreated—since you yourselves are in the body also.”

## Genesis 23:1-6

“Sarah lived one hundred and twenty-seven years, these were the years of the life of Sarah. So Sarah died in Kirjath Arba (Hebron) in the land of Canaan, and Abraham came to mourn for Sarah and to weep for her. Then Abraham stood up from before his dead, and spoke to the sons of Heth, saying, ‘I am a foreigner and a visitor among you. Give me property for a burial place among you, that I may bury my dead out of my sight.’ And the sons of Heth answered Abraham, saying to him, ‘Hear us, my lord: You are a mighty prince among us; bury your dead in the choicest of our burial places. None of us will withhold from you his burial place, that you may bury your dead.’ ”

## 1 Thessalonians 1:5; 2:8

“For our gospel did not come to you in word only, but also in power, and in the Holy Spirit and in much assurance, as you know what kind of men we were among you for your sake.” (1:5)

“So, affectionately longing for you, we were well pleased to impart to you not only the gospel of God, but also our own lives, because you had become dear to us.” (2:8)

## IS 99.9% GOOD ENOUGH?

What is an Acceptable Level of Quality Performance?

If 99.9% is the Goal Then...

- **Twelve babies will be given to the wrong parents each day in every major city.**
- **200,000 drug prescriptions will be filled incorrectly in the next 12 months.**
- **107 incorrect medical procedures will be performed by the end of the day today.**
- **22,000 checks will be deducted from the wrong bank accounts in the next 60 minutes.**
- **There will be no telephone, electricity, or television for 15 minutes a day.**

**FACT #1:** Your church cannot grow without visitors.

**FACT #2:** Your church cannot grow if your visitors don't come back.

## ***THE QUESTION:***

What are you doing every Sunday to make sure your visitors return? Archbishop William Temple said, "The church is the only cooperative society in the world that exists for the benefit of its non-members."

## **Getting Ready for Company**

### ***What is the difference between a quest and a visitor?***

It is the difference between never missing another Sunday and never coming back.

It is all about VALUE.

## **ON THE OUTSIDE**

### ***Did you know?***

Researchers say that church guests decide whether or not to return to the church they are visiting in the ***first ten to twelve minutes*** upon entering the church campus.

### **So, what happens in the first twelve minutes?**

#### **A. Your church campus must:**

1. Be clean, and well maintained
2. Be well landscaped
3. Be inviting cosmetically
4. Have directional signs

#### **B. Parking Lot/Guest Parking**

1. Adequate number of guest parking spaces
2. Easy to identify and locate
3. Must be your best parking spaces
4. Must have greeters

#### **C. Your Greeters...**

1. Should wear name tags
2. Should be friendly
3. Should understand the value of this time
4. Should escort guests to the welcome/information center
5. Should introduce guests by name

### **The Value of a Smile**

Holiday Inn interviewed 5,000 people to fill 500 positions that were needed to open a new facility. When the hotel managers interviewed these candidates, they excluded anybody who smiled fewer than four times during the course of their interview. This standard was applied to every available job and prospective employee.  
*How many of your church members would qualify for a job at Holiday Inn?*

## Conversation between two fishermen:

Hiyamac. <i>Lobuddy.</i>	Ennysiztuem? <i>Cupplapounz.</i>
Benealong? <i>Cuplours.</i>	Hittinhard? <i>Sordalite.</i>
Ketchaneny? <i>Goddafeu.</i>	Igoddago. <i>Tubad.</i>
Kindarda? <i>Basanacarp.</i>	Seyaroun. <i>Yatakidezy.</i>
	Guluk.

### **Transitioning Our Guests**

Parking Lot Greeters should escort all guests from the parking lot to the Welcome/Information Center.

This time is extremely valuable and should be used to discover the interests and needs which the church can meet.

## **ON THE INSIDE**

### **The Welcome/Information Center**

At the Welcome/Information Center, all guests must be welcomed and receive the following information:

1. Church newsletter
2. Information on upcoming events for all ages
3. Information on all ministries
4. Information about discipleship classes
5. Information on recreational opportunities
6. Information on the staff and who to call for what
7. Campus Map

Parking Lot Greeters then escort the guests to a Sunday School class, nursery, youth area or to the Worship Center. There, they must be introduced to the class greeters, teacher or usher.

### **The Nursery**

***The Nursery area must be clean, bright, cheerful, and secure.***

## **Acknowledging Guests During Worship**

### ***How to make your guests feel valued***

1. Include – do not exclude. Act like every person is a first time guest.
2. Everyone who gives an announcement, sings, speaks, etc. must be introduced or introduce themselves.
3. When you acknowledge your guests, allow them some anonymity.
4. Teach your people to value their guests.
5. Provide a reception for guests following the service so they can personally meet the pastor and staff.

### **Following Up and Following Through**

Herb Miller gives the following statistics for following up:

- 85% of guests return if visited in 36 hours
- 60% of guests return if visited in 72 hours
- 15% of guests return if visited in 7 days.

***If the pastor makes the first visit instead of a lay person the percentage is cut in half!***