

# SURFACE TO SOUL

Live Well | Lead Well | Coach Well

## Ask *What if* Questions to Improve Hospitality

### 1 | LIST YOUR RESPONSES TO 'WHAT IS'

- Does our website have a section for guests?
- How does our website describe worship?
- What does our website say about staff?
- Where do we describe worship on website?
- Does our website include recent sermons?
- What does our outgoing message say?
- Where do we offer directions to our church?
- Where do guests park?
- When do greeters greet people?
- Where are greeters stationed?
- How do we train greeters to extend hospitality?
- How do we train ushers to extend hospitality?
- What's the average age of our usher teams?
- What is given to first-time guests?
- What information is in the bulletin?
- What is given to guests at worship/an event?
- What is said to welcome guests at worship?
- What do we say when introducing communion?
- Where do people go to get information?
- When is childcare provided?
- How often do we offer childcare at events?
- What is said or done during the offering?
- What is said to guests about church events?
- When and where are refreshments served?
- Do people pay for refreshments?
- What types of refreshments are offered?
- How do guests connect with us on Facebook?
- What's our process for following up with guests?
- Is feedback gathered from guests?
- How does feedback received get processed?
- How does hospitality show up at events?
- Who is responsible for hospitality initiatives?

### 2 | LIST YOUR RESPONSES TO "WHAT IF" QUESTIONS

- We added a "new to \_\_\_\_" section on our website?
- We added a "what to expect during worship" section?
- We added staff pictures, bios, or short video clips?
- We added worship times and directions to the home page?
- We added questions to reflect on each sermon?
- We included event/worship information and directions?
- We included a map/directions to church on the home page?
- We provided "guest parking" near main entryways?
- We had people greet others following worship?
- We had greeters in the parking lot? Roaming greeters?
- We had greeters smile and introduce themselves?
- We asked ushers to befriend people after worship?
- We had intergenerational usher teams?
- We provided a guest packet and a welcome gift?
- We included our mission statement, values, or tagline?
- We had gifts for children and youth?
- We let them know that they're welcome at church events?
- We provided verbal/written instructions beforehand?
- We had a "one-stop" place to get information and answers?
- We listed when childcare was available at entryways?
- We offered childcare at most of our events?
- We mentioned online giving options?
- We clearly state that guests and friends are welcome?
- We moved refreshments closer to where sanctuary is?
- We moved the "donation" basket to a different location?
- We provided more healthy refreshment options (fruit/nuts)?
- We invited guests to complete a connection card?
- We sent guests a card with links to upcoming events?
- We provided guests with a card and feedback link?
- A person was assigned to a compile/report on feedback?
- We equipped event coordinators to extend hospitality?
- We had an individual/team that coordinated these efforts?



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