

SURFACE TO SOUL

Live Well | Lead Well | Coach Well

Create a Guest Welcome Packet

Many congregations provide guests with a welcome packet as a way of providing helpful information to first-time guests. The welcome packet can be used to introduce guests to staff and congregational leaders, highlight the uniqueness of the congregation, share information about programs and ministries, and provide ways to further engage with the congregation such as joining its Facebook page, following the pastor's blog, or signing up to receive the monthly newsletter or the weekly e-newsletter. Review the 5 steps for helping your church leaders create a welcome packet for guests who visit your church.

1 | CHOOSE A FOLDER OR ENVELOPE TO PLACE CONTENTS IN

Many congregations will choose to have them professionally printed with the church logo and contact information on it. Pick a color that goes well with your marketing design. You also may wish to make it a bright color so that it stands out, helping other members notice that a guest is present. If it's a folder, make sure that it's sturdy in construction so it will not dissolve in the rain or feel cheap. If you use folders, make sure that the pockets make it easy to put your contents in.

2 | GATHER ITEMS TO INCLUDE IN A GUEST PACKET (SUGGESTIONS BELOW)

- ☐ A welcome letter from the pastor with an invitation to return the following week.
- ☐ A summary of the church's mission, vision, and values.
- ☐ A "Meet our Staff" flyer that provides a picture and background information on each staff member.
- ☐ An audio recording from the pastor — a popular sermon or a more in-depth greeting.
- ☐ A DVD that highlights ministries, special events, and short testimonies from members.
- ☐ General information about the congregation's ministries.
- ☐ A brief history of the church and/or the denomination.
- ☐ Flyers related to upcoming social, service, and learning events.
- ☐ Information about what it means to be a member/disciple at your congregation.
- ☐ Information about upcoming sermon series, Bible studies, or book discussion groups.
- ☐ Information on how to listen to sermons via podcast or where to download past sermons.
- ☐ A listing of key events throughout the year that are open to all people.
- ☐ Resources for helping guests practice faith at home.
- ☐ An invitation link to an online survey to learn more about their experience of your church's hospitality.

3 | DETERMINE HOW THE WELCOME PACKET (AND GIFTS) WILL BE DISTRIBUTED TO GUESTS

- ☐ Include a link to a video of your congregation, a calendar, a gratitude journal, a bookmark, or a tote bag.
- ☐ Provide gifts such as a prayer cube to help households practice faith at home.
- ☐ Provide gifts that are appropriate for all ages. Offer gifts specifically for children such as a frisbee.

4 | DECIDE WHEN YOU WILL PROVIDE WELCOME GIFTS TO FIRST-TIME GUESTS

- ☐ Will your members offer to bring one to a guest?
- ☐ Will greeters or ushers recognize first-time guests and provide one as they greet guests?
- ☐ Will guests be invited to pick up a Welcome Packet or meet at the *Five Minute Meeting* sign?



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