

SURFACE TO SOUL

Live Well | Lead Well | Coach Well

Factors that Influence a Guest's Experience

1. Website (engaging, informative for visitors, has stories and pictures indicating vitality).
2. Signage (helpful and easy to read).
3. Congregational publications (do they indicate why you do what you do? Look professional?).
4. Greeters/Ushers (smile, introduce themselves, welcome them, invite them back).
5. What other members (or congregations) say about your congregation.
6. What denomination the visitor belongs to (be sure to explain any "insider" language).
7. One's perception of "church" or Christians in general.
8. The freshness and quality of refreshments being served.
9. The friendliness of members (say "hello" and introduce themselves, etc).
10. Visitors felt listened to when engaged by members.
11. What visitors think about the person who invited them.
12. What visitors think about the highest-profile person (typically the pastor).
13. Receptionists (yes, they are key ambassadors of your church).
14. How visitors were referred to during the service (call them "guests").
15. Invitation to a morning tea/lunch/dinner by a member of your congregation.
16. The visitor themselves.
17. Church name.
18. Congregational advertising.
19. The cleanliness, orderliness, and general attractiveness of the facility.
20. The use of inclusive language that visitors understand.
21. What the visitor believes and values.
22. If a person from your congregation helped them in some way.
23. Interaction with the pastor/worship leaders (Do you make yourselves accessible?).
24. The sermon (engaging, relevant, and memorable).
25. A card or gift following the visit.



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