



“GREETERS, WELCOME CENTERS, AND THE WELCOMING CHURCH”

CHAPTER 5

BECOMING A WELCOMING CHURCH

(BY THOM S. RAINER)

**“OUR HOSPITALITY REFLECTS ON OUR GOSPEL
PROCLAMATION AND GOD’S CONTINUING WORK IN
THE WORLD. IT IS THE FIRST PRACTICE OF
FRUITFUL CONGREGATIONS.”**

Schnase, Robert. *Five Practices: Radical Hospitality.* Nashville, Tennessee: Abingdon Press: 2008. (Updated May 15, 2018)



Current Trends:

- ❖ Nearly 80% of churches have a centralized location where guests can learn about the church.
- ❖ 40% of churches gift some type of gift to first-time guests.
- ❖ Churches with less than 100 people in attendance are more likely to ask guests to stand and be recognized than churches with more than 250 people in attendance.
- ❖ The vast majority of churches (96%) with more than 250 people in attendance ask guests to provide their information on cards the church provides.
- ❖ 85% of the churches with more than 250 people in attendance provide some type of informational class for new people to learn about the church.
- ❖ 50% of the churches with less than 50 people in attendance have informational classes.

Gieger, Eric. "New Research, Culture, and Systems on How churches Welcome Guests." Eric Gieger, 6 June 2018, ericgieger.com/2018/03/new-research-culture-and-systems-on-how-churches-welcome-guests/.

CHURCHES THAT KNOW HOW TO BE HOSPITABLE RECOGNIZE, INVEST, AND CONTINUALLY ADAPT IN ORDER TO SUCCESSFULLY ATTRACT NEW MEMBERS:

HOW DOES OUR CHURCH RATE WHEN IT COMES TO **BEST PRACTICES?**

- ✓ Ensuring Guests know where to park.
- ✓ Ensuring Guests know where to bring their children.
- ✓ Ensuring guests know where the worship gathering takes place.
- ✓ Adequate signage and greeters in strategic locations.
- ✓ Processes together guest information.
- ✓ A plan to follow up with guests.

“CHURCH HOSPITALITY NEEDS TO BE CONTINUALLY REFRESHED.”

We Don't want to become complacent.

Brown, Laverne. "Seven Simple Steps to First-Rate Church Hospitality." Pastors.com, 22 Jan. 2013, pastors.com/7-simple-steps-to-first-rate-church-hospitality.



***“THE ULTIMATE GOAL OF THE CHRISTIAN COMMUNITY IS TO
HELP PEOPLE BUILD A RELATIONSHIP WITH GOD, WITH
OTHERS, AND WITH THE CHURCH. THE FIRST STEP IS TO SAY
WELCOME.”***

Visitors are a gift from God. We have the potential to impact the lives of people who come looking for a place to serve, use their gifts, and participate in the mission of the church, to discover Christ.

Carolyn Moomaw Chilton, Grace and Holy Trinity Episcopal Church in Richmond, Virginia; Assistant for Evangelism and Stewardship.

THE FIRST IMPRESSION FACTOR

The first few minutes a guest arrives are critical...they really matter!

In the time between arriving and taking a seat first impressions are shaped.

Our physical and verbal body language has to say "We Welcome You!"

A guest who feels welcomed is likely to come back!

-Thom S. Rainer, pp. 84-85



WE BE THINKIN'...



Why do 5-Star Restaurants strategically place people from the parking lot, to the door, to the reservation desk, to the table? Even if the food is excellent, can the quality of the experience in the first few minutes affect the overall customer experience?