



# A Hospitality Audit For Your Church

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<sup>1</sup> Thanks to Pastor Robert Shaw for additional items and formatting suggestions to improve this worksheet.

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Visit [www.EvangelismCoach.org](http://www.EvangelismCoach.org) for more resources on hospitality and church evangelism.





## Why Bother with a Church Hospitality Audit?

How will a first time visitor feel in your church? Do you make it easy for your visitor to get to their seat? Do you make it easy for new friendships to form organically?

Or, does your welcome process and experience accidentally put up barriers to give visitors excellent and reasonable excuses to return?

We all have blind spots that keep us from seeing stuff that is out of place and creates unnecessary barriers to first time visitors. The best way to do this audit is to look at these items **as if you are a first time visitor to your church.**

**The goal of this audit is to identify and remove unnecessary obstacles** that may create an unintentional barrier to return.

## Ways to Use This Church Hospitality Audit

This is a brain storming tool, rather than an all-inclusive checklist for all churches. As you go through this audit, you may notice things at your church that are not on this list.

**Make note of those potential barriers that cross your mind.** Let your creativity flow as you go through this list, slowly and deliberately. Evaluate the feasibility and timing of those thoughts later. This is only the brainstorming phase.

As you do this, you might have many thoughts that begin with

- We ought to . . .
- We need to . . .

Write those down. You can evaluate the feasibility of those thoughts later. I've intentionally left you white space on the following pages to capture those notes. **Some of these are better evaluated on Sunday,** some are better done during week when you can be more intentional about it.

Your audit results are **meant to be a starting point for discussion** with your team. At the end of this report are some additional Evangelismcoach.org resources for possible next steps.

You might coordinate this inspection with another congregation; ask them to visit and comment on your location while you visit and comment on their location. Then compare notes, be sure to mention what the other congregation does particularly well.

You might enlist someone who does not attend worship anywhere to inspect your church and experience a Sunday morning service of their choosing. Visit with them afterwards to discuss their experience.

It is my hope that as you work through this audit, you'll find stuff that you can fix right away, and stuff you might want to start planning for. Let the gospel be offensive, not our friendliness and facility.

Chris Walker, EvangelismCoach.org

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## Share Your Feedback

If you have found this tool helpful, I'd appreciate hearing about. Would you write me an email at [pastor\\_chris@evangelismcoach.org](mailto:pastor_chris@evangelismcoach.org) and tell me what results came out of your audit? Here are some examples:

*One of those aha moments was when we walked into the church as if we were first time visitors.*

*It was an eye opening experience in noticing so many things that were not very attractive.*

*Our building was built over 100 years ago. Our old bulky original pine pews were breaking and splitting. The warped paneling on our walls was an eyesore. It probably had been 30 years since it was even painted. – Pastor Barb*

*I downloaded the audit and forwarded it to our hospitality leader. We work hard on developing hospitality in our church and yet there were a couple of things I learned from the audit that we have not done.*

*I would recommend everyone downloading it. – Pastor Ford*



Exterior Signage Observations	OK?	Actions Needed
Is your church's name easy to read from the road at normal traffic speeds?		
Do you have directional signs on major roads near your church?		
Is it easy to tell which entrance to use for the church office?		
Is it easy to tell which entrance to use for the worship center or sanctuary?		
Is it easy to tell which entrance to use for Sunday school and evening programs?		
Are your exterior signs clear, easy to read, lit at night, and very visible from the parking lot?		
Do your exterior signs look professionally done or cheaply improvised?		
Are all your sign light bulbs or spotlights working?		
If you have dusk/dawn sensors, do the working to light your signs at night?		
Do your signs appear well maintained in their cosmetics? Check for peeling paint, broken structures, missing bricks, etc.		
Do your signs read correctly for grammar, directional arrows, visitor friendly wording? A cheap or illegible sign may have an adverse impact.		





<b>Exterior Conditions Observations</b>	<b>OK?</b>	<b>Actions Needed</b>
Does the exterior and overall appearance of your church look well maintained and attractive?		
Does your roof appear to be in good condition? Check for missing shingles or other damage.		
Are your exterior painted surfaces in excellent condition? Check for no visible peeling paint on window sills, door frames, or siding, etc.		
Does the landscaping appear to be in excellent condition and well maintained? Check the pruning of bushes, plants, and trees.		





Parking Lot	Ok?	Action Needed
Are there a few parking spots close to the building which are reserved for the disabled?		
Are those spots clearly marked with signs and painted spaces?		
Are there a few parking spots close to the building which are reserved for guests?		
Are the sidewalks and the entrance of the church easy to navigate for persons in wheelchairs or with other mobility concerns?		
Are the painted parking stall lines in good condition?		
Does your parking lot have adequate draining?		
Is your parking lot in good condition overall? Check for potholes, cracks that need sealing, paint on curbs or parking stall lines that needs to be put down.		





<b>Narthex / Lobby</b>	<b>OK?</b>	<b>Actions Needed</b>
Have stacks of old bulletins, old magazines, or out-of-date church brochures been removed and recycled?		
Are there current, attractive handouts or brochures to give information about your church which would be helpful to guests?		
Are the bulletin boards current and reflect current ministry? Guests are in fact more likely than regular members to read the bulletin boards!		
Do your bulletin boards reflect the current work and diversity of your congregation?		
Is the coat closet, usher closet in an orderly condition?		
Is there a "junk room" visible from here? What can you do to fix that?		
Are your window sills clean and free from dust?		
Are your windows clean?		
Are snow removal tools, patio cleaning brooms put away?		
What do you provide for guests who have wet umbrellas?		
Is your welcome center prepared, equipped, staffed, and presenting well?		
What do your current wall decorations and symbols say about your congregation?		



<b>Restrooms</b>	<b>Ok?</b>	<b>Actions Needed</b>
Can visitors find the restrooms from the lobby without having to ask for directions?		
Do you have signage that clearly marks the location of restrooms?		
Are the restrooms all clean?		
Are the restrooms without rust or mildew stains in the bowls of the toilet / sinks?		
Do you have lotions, tissues, extra toilet paper, and air fresheners available in the stalls?		
Have you removed motion sensor lights that might trap a guest or member in the darkness while using a stall?		
Take the sniff test. Do your restrooms smell clean?		
Do all light bulbs work?		
Do all toilets flush?		
Do all sinks drain?		
Do all stall doors latch shut and lock correctly?		
Do your stall doors have hooks on the back?		
Check toilets, faucets, and all hose connections for leaks, drips, and running water.		
Would this restroom make your mother proud?		





<b>Other rooms in your church building</b>	<b>Ok?</b>	<b>Actions Needed</b>
Do you have adequate lighting in hallways, classrooms, and the worship center / sanctuary, and other bathrooms?		
Are all rooms in the church clearly marked?		
Are there clear directional signs to classrooms?		
Are all accessible rooms cleaned?		
Is the décor appropriate, welcoming, and the paint in good repair? Would you desire to spend time in these rooms other than for church?		
Is the flooring appropriate for the space and in good repair?.		
Are the rooms for infants and toddlers safe, attractive and clean?		
Are infant bedding safe, clean, and appropriate?		
Are extra copies of curriculum and Bibles in the classrooms?		
Are toddler toys safe, appropriate, and in good repair??		
Are classroom teachers prepared and trained to welcome guests?		
Are refreshments available during Sunday school classes?		
Are the interior spaces of the church easy to navigate for persons in wheelchairs or with other mobility concerns?		



<b>Greeters and Ushers</b>	<b>OK?</b>	<b>Actions Needed</b>
Is the greeter/usher supply area clean and organized?		
Do you have mints for your ushers and greeters?		
Do you have greeters positioned at the entrances to the church?		
Are greeters and ushers prepared to welcome guests?		
Do you offer training in hospitality for greeters and ushers? If not, schedule one. <sup>2</sup>		
Do your hearing amplification or translation devices have fresh batteries or supplies on hand?		
Do your greeters and ushers smile?		
Do your greeters and ushers give a genuine welcome and make eye contact?		
Does the demographic makeup of your greeters and ushers reflect the demographic of your congregation?		
Do your ushers save some of the back rows / seats for late coming visitors?		
Are ushers prepared to help people who feel the need to leave during the service (e.g., crying baby)?		
Do you have mints available for persons who experience coughing or a dry throat during the service?		

<sup>2</sup> I conduct virtual training events for your teams over the internet. See additional resources at the end.

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<b>Sanctuary</b>	<b>OK?</b>	<b>Action Needed</b>
Would a first time visitor consider your sanctuary inviting? Look at the space, the ceiling, the seats or pews, the carpet and the smell		
How does your space compare with your dream of a beautiful sanctuary? Capture the ideas as they come to your team..		
Are the window panes, sills dusted and clean?		
Are your light fixtures dusted and clean?		
Are all your light bulbs working?		
Are your painted surfaces in good condition? Check for any cracked or peeling paint surfaces.		
Are your entryways well lit and inviting?		
Is the heating / cooling working right?		
Do ceiling fans or wall mounted fans have clean blades?		
Are your walls in good repair? Check for peeling paint, holes, damages that may have been inflicted.		
Is the flooring in good repair? Check for trip hazards, tears, etc.		
Is handicap seating available and clearly marked?		



<b>Bulletins / Communications</b>	<b>OK</b>	<b>Actions Needed</b>
Is your worship schedule on your website?		
Are the instructions in your bulletin and worship service clear to guests?		
Are any insider references explained (e.g., Guild, OTB, RH, BH, BCP) or removed?		
Have you proofread your bulletins?		
Does the bulletin have any "included" items referred to in the announcements? Check for missing items.		
Is there a "welcome" brochure or last month's newsletter available for visitors to pick up?		
Are large print bulletins prepared and easily available, if needed?		
Are hearing amplification or translation devices available, if needed?		
Does the time for announcements and/or joys and concerns contain "insider" references which would make a guest feel excluded?		
If you use video announcements, do you show a photo of the contact person (e.g., see John)?		
If you choose to use a name tag system, is it current and utilized, and presents well?		
Can people find Bible references easily in the Pew Bible (page numbers in the bulletin) or follow the reading via slide projection?		
Are announcements clear that visitors are invited to participate in events and small groups?		
Does your voice mail message sound professional and inform your callers about service times?		



<b>The Worship Experience</b>	<b>OK?</b>	<b>Actions Needed</b>
Is the sound level for singing, music, speech at appropriate levels?		
Are musicians in tune?		
Do vocalists / choir look like they are happy to be there?		
Can visitors follow the service?		
Are ushers prepared to help people who feel the need to leave during the service (e.g., crying baby)		
Are pens available for visitors to fill out your contact request tool? (Pew card, connection card, etc)?		
Does the music include a broad range of styles and instruments, reflective of the community?		
Do worship leaders communicate warmth, friendliness, welcome and enthusiasm?		
If you use a hymnal, will your guests know the difference between hymn numbers and page numbers in the hymnal?		
Does the planning and leadership regularly include children and youth, men and women, members and staff?		
Are sermons appropriate for the congregation's demographic?		
Does the worship service encourage people to: hear about and experience God, respond in faith, and become involved?		
Does the worship service include a variety of experiences (e.g., songs, silence, responsive prayer, and oration)?		



Post Service Fellowship Time	OK?	Actions Needed
Do you have a space to greet visitors after the service?		
Do you have tables and chairs to facilitate conversations in this area?		
Do you have members who go out of their way during the fellowship time to greet guests and introduce them to others?		
Do your greeters look for visitors in the reception time or while people are leaving the sanctuary after the service?		
Do visitors know they are invited to your reception? How are they informed?		
Are refreshments available at a fellowship time after the service?		
Are they fresh?		
Are members of your church prepared to extend brunch or dinner invitations to your guests?		
Are there people trained to pray with visitors who express a spiritual need?		
Do you have signs regarding peanut allergies if peanut products are served? Consider other allergies to gluten, dairy, etc. . .		
Do you offer healthy options like fresh fruit?		
Do you have sugar free alternatives for diabetics?		





Your Church Culture	OK?	Action needed
Are all members of the congregation prepared to welcome guests?		
Have you provided training in hospitality?		
When is the next sermon that will recast a vision for hospitality?		
When is the next event that will give you the opportunity to cast a vision for hospitality?		
Do you have members who will invite guests to sit with them?		
Do you members have a love for their church?		
Do your members help visitors follow along the parts of the service?		
Do you survey new members for how they became aware of your church, how they were welcomed, and encouraged to get involved		





**Additional Observations:**

As an additional exercise, intentionally show up late to service and see how your welcome experience compares with what you expect and practice for those who are early and on time.

Let your creativity flow. Evaluate these ideas later. Just commit to writing them down! Use this page as overflow notes to catch all the following:

- We should
- We ought to
- We need to





## Next Steps

After you complete your audit, you'll want to work with your team to

- organize a day where you can fix what you've identified,
- plan a training meeting for your greeters and ushers
- cast a fresh vision at a training meeting.

Don't let your work go to waste. Set a date on the calendar to fix some of what you have identified to move forward.

## 7 Secrets to Great Hospitality

Do your visitors get so excited about what God is doing at your church that they are inviting visitors? Or do your visitors go away, never to return?

There could be all sorts of reasons why visitors won't return to your church. But one reason you don't want to give them is *No one said hello*.

You don't want your church to

- Drive people away because your hospitality ministry is non-existent.
- Repel people because your greeters made creepy small talk.
- Make your visitor so uncomfortable that they leave early and never come back.

Your hospitality ministry can make a better impact. **This report is written for leaders of hospitality ministries, greeter ministry, or pastors who want their church to improve their welcome.**

The download is instant after you confirm your email address through a link I will send you.

It is approximately 13 pages with some discussion questions for your team.

Visit <http://www.evangelismcoach.org/7-secrets-to-great-hospitality/> and signup for the free report.



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# Resources to help you take the next step

## Audio (MP3 format)

### How to do a Church Hospitality Review (\$9.97)

Is your church hospitality still running in tip-top shape to welcome and receive new visitors? Are your church hospitality processes flowing smoothly, or is stuff falling through the cracks?

In this 70 minute audio MP3, you'll be able to review and refresh your entire system. Order your download at

<http://www.evangelismcoach.org/store/audio-hospitality-systems-review>



### Create a Culture of Hospitality (MP3): (\$9.97)

Are your visitors being welcomed or overlooked by the people in your congregation? Do your hospitality systems still feel disorganized because your volunteers lack vision?

In this 78 minute audio MP3, you'll hear 14 ways to cast vision for hospitality in your congregation and help it rediscover a passion for hospitality, no matter if you are the lead pastor, member of the hospitality committee, or a volunteer greeter or usher.

Order your download at <http://www.evangelismcoach.org/store/audio-create-a-culture-of-hospitality/>



### Greeter Training DVD or Digital Download

I've put together a set of DVDs that can be used for greeter training or to inspire your own training if you are the leader of your church greeter ministry. They are now available in a single boxed set or digital download (details below).

- [Greeter Training DVDs](#) from the store, or
- Get the [download only versions here](#).





## ***Ebooks (Digital Downloads):***

### **How to Welcome Church Visitors (\$17.00)**

If you have ever wondered how to improve your first impressions for first time church visitors, then here are proven strategies you can begin to use this weekend.

I provide you with a flow chart of the visitor experience to help you find what things you can fix right away to improve your welcome. Order your copy and get a free one hour hospitality coaching session with me (a \$97.00 gift).



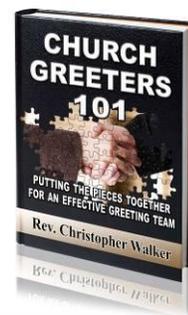
Order your copy online here: <http://www.evangelismcoach.org/store/ebook-welcome-church-visitors>

### ***Paperback and Kindle***

#### **Church Greeters 101**

Are you leading a team of greeters that seems unmotivated, disorganized, inefficient and ineffective? Or maybe you don't even have a team of greeters yet.

Church Greeters 101 helps you put the pieces together to organize, train, and keep your greeters equipped and motivated to receive your guests and members.



Order your copy from Amazon or bookstores everywhere.

- [Church Greeters 101 in Paperback](#)
- [Church Greeters 101 for Kindle](#)



We are passing your [How to Welcome Church Visitors](#) book around the Session, the Elders are reading it. I encouraged them to make notes in the margin as to their thoughts, ideas, responses, etc.

I, however, found it to be very helpful.

Probably the best overall thing was a sense of encouragement, that **there are things we can do.**

After you pray and think and pray and think for years, you find yourself going around in the same little circle and **it was nice to get out of that circle.**

The book helped me to look at our little church (26 active members!) in a fresh way.

Some of the realizations were “duh!” – but still, good to bring to front and center.

Sometimes you just quit noticing things because you see them all the time; they don't register any more.

For example, somehow the guys in charge of keeping things fixed at the church just didn't know that the toilet seat in the women's bathroom was cracked; had been cracked for a long time.

They told me that that's the kind of thing they definitely needed to be told about, wouldn't discover it on their own!!

The seat has been replaced!!

L.C. Long  
Presbyterian Pastor

If you have found this tool helpful, I'd appreciate hearing about. Would you write me an email at [pastor\\_chris@evangelismcoach.org](mailto:pastor_chris@evangelismcoach.org) and tell me what results came out of your audit?

Chris Walker, EvangelismCoach.org