

# The DIY welcome audit

*Want to find out how your church rates when it comes to welcoming? We encourage you to print these pages and use them as an assessment resource for your church. Write your own notes, comments, thoughts and suggestions and take action to help your church be even more effective at welcoming its guests.*



## Searching for your church

1. Our website is easy to navigate and has clear information for a first-time visitor about who we are, what we believe and how to visit us.

(Circle the relevant answer)

TRUE

FALSE

OK, BUT NEEDS SOME WORK

Comments:

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2. Signage outside the church is clear, in good condition and includes a phone number and/or website address

TRUE

FALSE

OK, BUT NEEDS SOME WORK

Comments:

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## Getting to the church

3. There are enough parking spaces, the grounds look maintained and clean and there is adequate signage to move people into and through the building

TRUE

FALSE

OK, BUT NEEDS SOME WORK

Comments:

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## Making it to the doors

4. There are people at the door to greet members and visitors. They have received appropriate training and are not overbearing or underwhelming in their welcome.

YES

NO

TRAINING REQUIRED

Comments:

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## Inside the church

5. Is there enough clear signage to let people know where facilities are e.g. toilets, cry room, kitchen, worship hall

YES

NO

COULD BE IMPROVED

Comments:

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6. Are there 'hospitality spaces' inside? That is, information spaces where people can comfortably stand and find information about who you are and what you stand for?

YES

NO

COULD BE IMPROVED

Comments:

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7. Do we have effective and up-to-date church information brochures or welcome packs to give to newcomers?

YES

NO

COULD BE IMPROVED

Comments:

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8. Is your church building child-friendly? E.g. Safety hazards removed, cry room cleaned, change table available?

YES

NO

COULD BE IMPROVED

Comments:

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9. Are the bathrooms clean, stocked with toilet paper, hygiene containers, soap and regularly washed hand towels, etc?

YES

NO

COULD BE IMPROVED

Comments:

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## During the service

10. Is it clear how people are expected to participate in each part of the service, such as when to stand, when to join in responsive readings, when to sing etc?

YES

NO

COULD BE IMPROVED

Comments:

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11. Are Bible readings on screen or in provided pew Bibles? Are page numbers pointed out? Are things like the Lord's Prayer put on screen/printed?

*These things that are familiar to members may be totally unfamiliar to newcomers*

YES

NO

COULD BE IMPROVED

Comments:

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12. Is your news sheet clear and easily readable for first time newcomers, or does it have 'inside' or jargon words, known only to congregation members, like *sanctuary*, *Eucharist*, etc. Does it include a welcome message and basic information about your church every week?

YES, VERY CLEAR

NO, NOT AT ALL

COULD BE IMPROVED

Comments:

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## After the service

13. Do we show hospitality by the food and drink we serve after the service?  
What about the cups and plates we use – is it about time they got replaced?

YES

NO

COULD BE IMPROVED

*If you think having good coffee/tea at your church is out of reach of your budget, contact Synergy ([www.unitingcare.sa.uca.org.au/synergy](http://www.unitingcare.sa.uca.org.au/synergy), 08 8236 4253) to enquire about how you can get a great deal on affordable fair trade coffee/tea or even a coffee machine.*

Comments:

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14. Do members, as a whole, display a genuine, ongoing attitude of friendliness?

*It's important to note who we are friendly to – just prospective new members or all visitors (regardless of whether they're likely to return)?*

YES

NO

SOMETIMES

Comments:

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15. Do we have a process for following up visitors/newcomers?

*Phone calls, letters and personal visits are all possibilities – but everyone is different. A one-size fits all approach may not be helpful.*

YES

NO

COULD BE IMPROVED

Comments:

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16. Do we provide intentional opportunities where people can connect and we can show hospitality, such as a family picnic, movie night, walking group?

*These are 'neutral' events where non-church people can get to know congregation members outside of a church setting.*

YES

NO

SOMETIMES

WE SHOULD DO MORE

Comments:

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## Things to ponder...

Am I, as a congregation member welcoming? When was the last time I introduced myself to a newcomer?

Are we, as a congregation, welcoming? Do we provide things to help cater for newcomers?

How do we welcome

- Other cultures?
- Families/parents/children?
- Youth?

If I came to my church for the first time, would I want to come back? Why? Why not?

Do I need training on being a welcoming church? Would it help?

If you're brave – why not try a mystery worshipper?

- The idea is to ask a friend of a friend along to a service (and pretend not to know them when they're there). Explain to them that you're trying to improve how your church can welcome new people but need an objective point of view to work from.
- They can then give you fresh insight into what it's like to visit your congregation for the first time.
- What did they like/dislike? Was there anything that made them feel uncomfortable? Were people friendly to them (or overfriendly)? Was there anything they noticed in particular?
- To read some mystery worship reviews, or perhaps craft some questions, visit [www.shipoffools.com/mystery](http://www.shipoffools.com/mystery).