



6 Ways to Make Visitors Feel Welcome

Making a good first impression

First impressions are important. If our churches do not appear well cared for, or if visitors have a poor experience before they even meet us, it can impair our chances to connect with people. Weeds in the gardens, old posters left up, cobwebs around the building, worn floor coverings and paint that needs refreshing are not positive influences on visitors.

Here are six things to consider:

1. Kerb appeal

Are car parks and footpaths well-maintained? Is your church easily visible from the street? Are building materials attractive and in good condition? Is the landscaping tidy and well-cared for? Are there weeds growing in gutters or cobwebs around the building?

2. Parking

Are car parks full when visitors arrive? Do first-time guests have easy access to special parking? Is there attractive signage and graphics to clearly guide people to the front entrance?

3. Children's spaces

How secure are the children's spaces? Are there appropriate child protection practices in place such as sign in/sign out forms? Clean, uncluttered environments and modern, engaging themes are keys to success.

4. Worship environment

Is adequate seating available? Does your worship space feel cared for, loved and looked after? Are there features/decorative elements that have not been updated for many years? Does it look like your congregation is proud of their facility and cares for it?

5. Places to connect

Many people who are new to church look beyond the worship space for places to connect socially. Items to consider are furniture, finishes and lighting. Are these components appealing and engaging?

6. Signage

Is your church sign welcoming and appealing and does it contain current and accurate information?