

# A Hospitality Audit

*from://newlifeministries-nlm.org/online/hospitality\_audit.doc*

**Have a task force do a complete hospitality audit of your church**, looking at it from the perspective of a person driving by on the street or visiting for the first time. Consider matters such as these:

- \_\_\_ Is your church easy to find? Do you need new signs on major roads near your church?
- \_\_\_ Is your church's name easy to read from the road?
- \_\_\_ Is it easy to tell which entrance to use for the church office? For the worship center? For Sunday school and evening programs?
- \_\_\_ Does the exterior and overall appearance of your church look well maintained and attractive?
- \_\_\_ Does the landscaping need attention?
- \_\_\_ Are there a few parking spots close to the building which are reserved for the disabled? For guests?
- \_\_\_ Are the sidewalks, the entrance, and the interior spaces of the church easy to navigate for persons in wheelchairs or with other mobility concerns?
- \_\_\_ Are the restrooms all clean? Without rust or mildew? Do you have lotion and tissues available?
- \_\_\_ Are all rooms in the church clearly marked? Are there clear directional signs to classrooms?
- \_\_\_ Are there stacks of old bulletins, old magazines, or out-of-date church brochures which should be discarded?
- \_\_\_ Are there current, attractive handouts or brochures to give information about your church which would be helpful to guests?
- \_\_\_ Are the bulletin boards current? Guests are in fact more likely than regular members to read the bulletin boards!
- \_\_\_ Are there any rooms which need to be cleaned? Painted? Do some rooms look too institutional? Do you have old linoleum or tile that should be replaced with carpet?
- \_\_\_ Do you have adequate lighting in hallways, classrooms, and the worship center?

- \_\_\_ Are the rooms for infants and toddlers both attractive and clean? Do you have older bedding and toys which should be replaced?
- \_\_\_ Are extra copies of curriculum and Bibles in the classrooms? Are teachers prepared and trained to welcome guests?
- \_\_\_ Are the instructions in your bulletin and worship service clear to guests? Remember that you could have guests who have not been to any church before coming to yours.
- \_\_\_ Are large print bulletins available? Is hearing amplification available?
- \_\_\_ Do you have mints available for persons who experience coughing or a dry throat during the service?
- \_\_\_ Do the announcements and/or joys and concerns time contain "insider" references which would make a guest feel excluded? Do people identify themselves before sharing?
- \_\_\_ Do you have a name tag system that is current and that is utilized?
- \_\_\_ 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?
- \_\_\_ Are all members of the congregation prepared to welcome guests? Have you provided training in hospitality?
- \_\_\_ Are refreshments available at a fellowship time and/or during Sunday school classes?
- \_\_\_ Do you have members who go out of their way during the fellowship time to greet guests and introduce them to others?
- \_\_\_ Are members of your church prepared to extend brunch or dinner invitations to your guests?
- \_\_\_ Do you have a system in place to respond to guests within 48 hours of their attendance by leaving a small gift at their homes? Freshly baked cookies or bread, a devotional booklet, flowers, or a mug with your church's name are all possibilities.
- \_\_\_ Have you interviewed people who have recently visited your church and asked them for feedback on their experience? Have you talked both to people who have continued to come and to some who only came once?
- \_\_\_ What other areas should you consider?

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