

A photograph of a woman on the left and a man on the right shaking hands. The woman is wearing a white short-sleeved top and has dark hair. The man is wearing a light blue shirt and a red tie, and has a beard. They are both smiling. The background is slightly blurred, showing some greenery and a structure with string lights.

ESSENTIAL COMMUNICATION PIECES FOR FIRST-TIME GUEST SUCCESS

by Greg Atkinson

SIGNAGE

Good signage helps your guests orientate easily. Make sure you designate signage for restrooms, children's check-in, auditorium entrance, and parking lot directions (handicap, first-time guests, parents of small children, expecting moms, etc).

COMMUNICATIONS/ CONNECTION CARD

An important part of making a first-time guest feel welcome is inviting them back for a second visit. You can't invite them back if you don't collect their contact information. Use a well thought-out communication/connection card. Get all the info you need, but only get as much as you absolutely need (name, email, phone number, etc.). Use the sample communication card included in this bundle as a template to get you started. Have a deliberate and effective way to collect their card (see below).

WELCOME GIFT

There is a biblical example of hospitality which can be lived out by honoring your guests. A gift is a great way to thank people for taking the big step of visiting a new church. Also, you can incentivize folks to give you their communications/connection card by offering a free gift for turning in their communications/connection card. See the First Time Guest Gift Ideas resource in this bundle for inspiration.

PRE-SERVICE SLIDES OR VIDEO

Often, first-time guests arrive a bit early for your services. Why not use that time to cast some vision, share about some upcoming events, and creating a great atmosphere for worship using pre-service slides or video? Another great way to build anticipation and excitement is to add a countdown to your slides or video.

“I’M NEW” PAGE ON YOUR WEBSITE

Having a “I’m New” or “What to Expect” link/button on your page communicates that you are expecting guests and have thoughtfully considered and anticipated their questions. Make sure to include these items on your “I’m New” page:

- Directions
- Service Times
- Vision of the Church
- What to Expect
(Music, Sermon, Kids Ministry,
Length of Service, etc.)
- What Should I Wear?
- How Early Should I
Arrive?
- Other FAQs (limit to 5 or
less)

