



Are You A Welcoming Church?

Webinar Wednesday



**IT ALL
STARTS
WITH VISION**

It All Starts With Vision

- Cast it early and communicate it often
 - What's your DNA?
 - What are you the best in the world at?
 - What makes you unique?

It All Starts With Vision

- Cast it early and communicate it often
- It helps you make better decisions

It All Starts With Vision

- Cast it early and communicate it often
- It helps you make better decisions
- It can spark member buy-in

It All Starts With Vision

- Cast it early and communicate it often
- It helps you make better decisions
- It can spark member buy-in
- It makes it easier to talk about who you are

It All Starts With Vision

- Cast it early and communicate it often
- It helps you make better decisions
- It can spark member buy-in
- It makes it easier to talk about who you are
- Is any part of your vision welcoming?

It All Starts With Vision

- Clearly share the vision with staff/key volunteers

It All Starts With Vision

- Clearly share the vision with staff/key volunteers
 - It should guide every ministry in the church

It All Starts With Vision

- Clearly share the vision with staff/key volunteers
 - It should guide every ministry in the church
 - Ministry programs can't go rogue

It All Starts With Vision

- Clearly share the vision with staff/key volunteers
 - It should guide every ministry in the church
 - Ministry programs can't go rogue
 - If a ministry isn't welcoming should it exist or be promoted?

**EVERYTHING
YOU DO SAYS
SOMETHING**

Everything You Do Says Something

- If everything you do communicates something why not be intentional about it?
- An un-kept building says just as much as a slick brochure

Everything You Do Says Something

- If everything you do communicates something why not be intentional about it?
- An un-kept building says just as much as a slick brochure
- This is your brand
 - Someone's impressions or feelings based on their interaction with you

Everything You Do Says Something

- If everything you do communicates something why not be intentional about it?
- An un-kept building says just as much as a slick brochure
- This is your brand
 - Someone's impressions or feelings based on their interaction with you
 - Anyone can be your brand at the moment



- Starbucks is more than coffee
- Third place between home and work
- Churches have tried to embrace this “third place” idea





- Care about the experience first and then design the product
- Genius Bar
- People want to share their Apple experience with others



- You can't control your brand
- You can shape it



- People act as the brands heart, head, eyes, hands, ears and voice.
- Everybody who plans, writes, designs or thinks about the brand is responsible making sure it remains intact and understandable.
- Be consistent across all touch points.





HARVEST
BIBLE CHAPEL

[PRAYER](#) • [CONTACT US](#) • [SERVICE TIMES](#)

search



Helping real people experience lasting change

WHO WE ARE

CONNECTING

WORSHIP

WALK

WORK

CHILDREN

STUDENTS

WATCH ONLINE

ONLINE GIVING

SOCIAL NETWORKS

 FACEBOOK

 TWITTER



HAPPENINGS



CURRENT SERIES: WATCH ONLINE



Experiencing Victory in My Weakest Moments

Watch or listen online to the latest message from "Interlude: Resting in the Reality of Jesus".

 [VIEW ALL](#)

Harvest Bible Chapel Naperville • 1805 High Point Drive, Naperville, IL 60563 • P: 630.281.4800 • All Rights Reserved © 2011

Powered by: Ekklesia 360

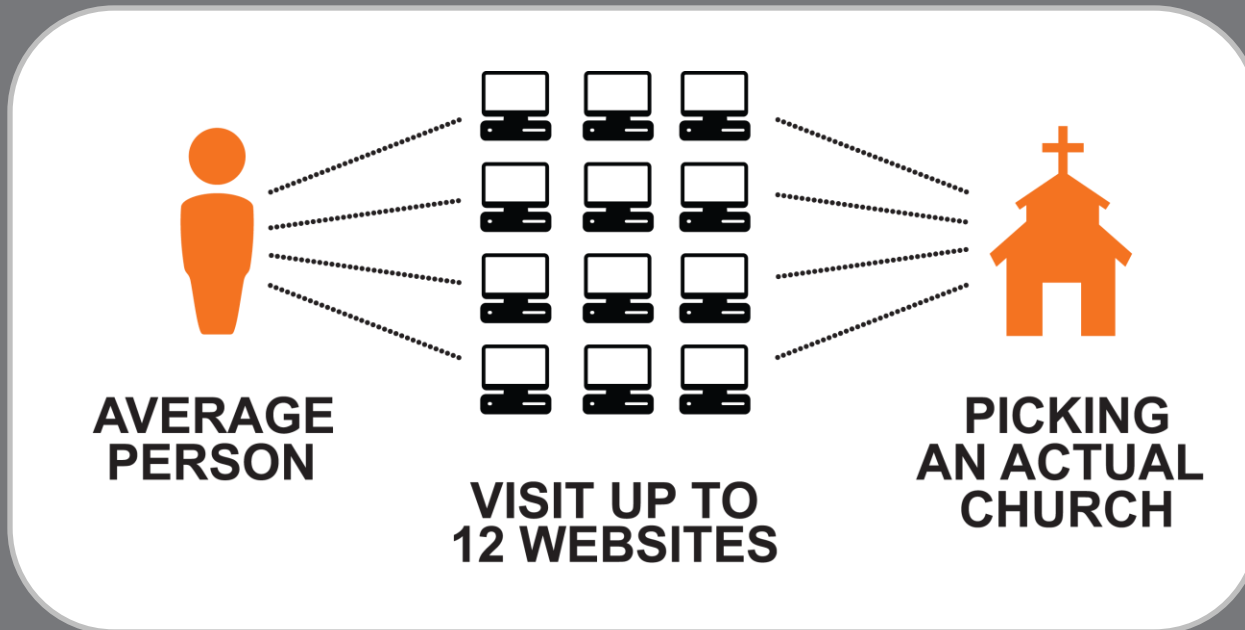


Everything You Do Says Something

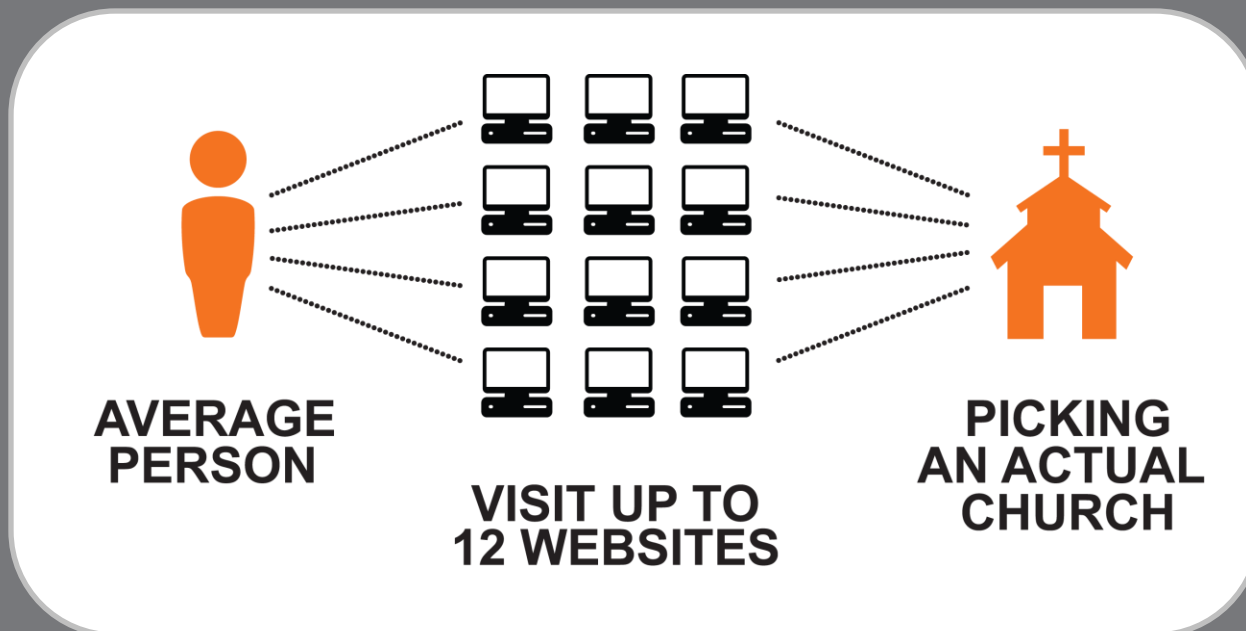
- You're brand can't be faked
 - You can't deliver what you're not passionate about.
 - People can see what you do and don't care about by the way you act.

**THE WEB IS YOUR
CHURCH'S NEW
FRONT DOOR**

Your Church's New Front Door



Your Church's New Front Door



- 27% currently in a church less than a year found it online.

Your Church's New Front Door

- Help visitors know you by giving them a feel for who you are

Your Church's New Front Door

- Help visitors know you by giving them a feel for who you are
- Make the information easy to find (and it all doesn't have to be on your homepage)

Your Church's New Front Door

- Help visitors know you by giving them a feel for who you are
- Make the information easy to find (and it all doesn't have to be on your homepage)
- Answer the questions they might have



mission community church

Like 4K

Dashboard

myMISSION68

Subscribe & Follow

Contact

SEARCH Q

NEW HERE?

ABOUT MISSION

NEXT STEPS

CONNECT

CARE & SUPPORT

GIVE

MEDIA & RESOURCES



What's Going On?

Subscribe & Follow »

From the Blogs

Filter ▼

September 24th · MISSION Blog

Mission Kids & remix

View comments



Latest on Twitter

Filter ▼

about 2 hours ago by MISSION

New sermon posted: "Prayerful"
<http://t.co/HyyR9JtI>



Recommendations



Prayerful

3 people recommend this.



Lasting Impact

36 people recommend this.



Mobile Focus Group

15 people recommend this.



NEW HERE?

ABOUT MISSION

NEXT STEPS

CONNECT

CARE & SUPPORT

GIVE

MEDIA & RESOURCES

» New Here? » Welcome to MISSION

Welcome to MISSION

+ Share This



Service Times

- * Sat @ 430 & 6p
- * Sun @ 9, 1030 & 1159a
- * [Ministry Service Times](#)

[Campus Map](#)

Contact Us

- * Office: 480-545-4024
- * Fax: 480-539-1028
- * E-mail the Office
- * Like us on [Facebook](#)
- * Follow us on [Twitter](#)

He has showed you, O man, what is good. And what does the Lord require of you? To act justly and to love mercy and to walk humbly with your God. – MICAH 6:8

Plan Your Visit

Are you new to MISSION and thinking about checking us out during a weekend worship service? Let us help you plan your first visit!

[Plan Your Visit](#)

New Here?

Welcome to MISSION

[What to Expect](#)[Plan Your First Visit](#)[Common Questions](#)[Campus Map](#)[What is the Gospel?](#)

Coming Up

[View All](#)

03 NOV Financial Peace University (...)
Thursday @ 6:30 PM

06 NOV New Believer Class
Sunday @ 11:59 AM

08 NOV Africa Prayer Meeting
Tuesday @ 7:00 PM

Find us on Facebook



MISSION Community Church

f Like

4,236 people like MISSION Community Church.



Christina



Rose



Kenna



Kamryn

What to Expect @ MISSION

What to Expect @ MISSION

[+ Share This](#)



In This Place



We want to humbly lead people in worship that is theologically deep and musically excellent. We invite you to explore at your own pace while experiencing a community of people seeking to live out the Micah 6:8 vision — to do justice, love mercy and walk humbly with our God.

[Worship Culture »](#)

With These People



We are messy people from all backgrounds who are loved by God. We seek to live as a community who worships, helps the hurting, is a voice for the voiceless and defends the defenseless. We laugh, celebrate, grieve, encourage and worship together in community.

[Communities »](#)

For This Purpose



We are a church beyond the weekend and outside the bricks & mortar of campus buildings. We never think we are a people that have arrived and are comfortable. Rather, we seek to connect our community, share the gospel and make disciples.

[Ministries »](#)

Common Questions @ MISSION

 Share This ▾



CORE Sessions



Discover MISSION's vision and how you can become a part of the community during our CORE sessions. Click below to learn more.

[What is CORE?](#)

How long are your services?

Services are approximately 70-minutes long. Click [here](#) for our weekend service times.

How often do you celebrate communion?

We celebrate communion once a month on average. There is no set schedule as we plan communion for the service where it best fits the biblical content of the message.

As followers of Jesus, we take communion together as a community. While we do not feel a thimble of grape juice and a cracker are the best representation of Biblical communion, we do believe that in a large worship environment, we are able to reflect on [1 Corinthians 11:25-29](#). In doing so we give thanks in remembrance of Jesus who took the sin of the world upon Himself and died on a cross so that those who accept His

New Here?

[Welcome to MISSION](#)

[What to Expect](#)

[Plan Your First Visit](#)

[Common Questions](#)

[Campus Map](#)

[What is the Gospel?](#)

Quick Links

» [The Gospel](#)

» [Meet Our Staff](#)

» [What We Believe](#)


» [Times & Directions](#)

» [Event Calendar](#)

» [Contact Us](#)

Coming Up

[View All](#)

02 NOV [Men's Life Principles Bible ...](#) 
Wednesday @ 7:00 PM

06 NOV [New Believer Class](#) 
Sunday @ 11:59 AM

Find us on Facebook

 [MISSION Community](#)

Your Church's New Front Door

- Help visitors know you by giving them a feel for who you are
- Make the information easy to find (and it all doesn't have to be on your homepage)
- Answer the questions they might have



- Link for the welcome video example:
<https://vimeo.com/5859400>

**FRIENDLY
HELPFUL
VOLUNTEERS**

Friendly Helpful Volunteers

- Equip greeters with what they need
 - What's going on this weekend

Friendly Helpful Volunteers

- Equip greeters with what they need
 - What's going on this weekend
 - Can they leave their post to help

Friendly Helpful Volunteers

- Equip greeters with what they need
 - What's going on this weekend
 - Can they leave their post to help
- Explain why their role is important

Friendly Helpful Volunteers

- Equip greeters with what they need
 - What's going on this weekend
 - Can they leave their post to help
- Explain why their role is important
 - Share your communication strategy

Friendly Helpful Volunteers

- Equip greeters with what they need
 - What's going on this weekend
 - Can they leave their post to help
- Explain why their role is important
 - Share your communication strategy
 - Make sure they understand the church's vision

Friendly Helpful Volunteers

- Equip greeters with what they need
 - What's going on this weekend
 - Can they leave their post to help
- Explain why their role is important
 - Share your communication strategy
 - Make sure they understand the church's vision
 - Keep them on task

Friendly Helpful Volunteers

- Equip greeters with what they need
 - What's going on this weekend
 - Can they leave their post to help
- Explain why their role is important
 - Share your communication strategy
 - Make sure they understand the church's vision
 - Keep them on task
 - Ask them how you can help

**FOLLOW
YOUR OWN
SIGNAGE**

Follow Your Own Signage

- Starting from the outside, follow your signs to see if you can get where you want to go

Follow Your Own Signage

- Starting from the outside, follow your signs to see if you can get where you want to go
 - Go through a side door

Follow Your Own Signage

- Starting from the outside, follow your signs to see if you can get where you want to go
 - Go through a side door
 - Have a friend who doesn't go to your church try it

Follow Your Own Signage

- Starting from the outside, follow your signs to see if you can get where you want to go
 - Go through a side door
 - Have a friend who doesn't go to your church try it
- Do they fit it with your church's look and feel

Follow Your Own Signage

- Starting from the outside, follow your signs to see if you can get where you want to go
 - Go through a side door
 - Have a friend who doesn't go to your church try it
- Do they fit it with your church's look and feel
- Use clear language (Children's vs The Loft)



**WELCOMING
VISITORS IN
SERVICE**

Welcoming Visitors In Service

- Keep it simple, fresh and friendly

Welcoming Visitors In Service

- Keep it simple, fresh and friendly
- Let visitors know where they can connect for more information

Welcoming Visitors In Service

- Keep it simple, fresh and friendly
- Let visitors know where they can connect for more information
- Don't make them stand-up or do anything uncomfortable

Welcoming Visitors In Service

- Keep it simple, fresh and friendly
- Let visitors know where they can connect for more information
- Don't make them stand-up or do anything uncomfortable
- Explain when your church is doing something out of the norm, a sensitive topic or a special event

VISITOR FOLLOW UP

Visitor Follow Up

- Do you have a welcome center? What are you giving people?

Visitor Follow Up

- Do you have a welcome center? What are you giving people?
- Are you providing people with next steps?
 - Follow up letter/email/visit
 - Next steps class

Visitor Follow Up

- Do you have a welcome center? What are you giving people?
- Are you providing people with next steps?
 - Follow up letter/email/visit
 - Next steps class
 - Frequency

Visitor Follow Up

- Do you have a welcome center? What are you giving people?
- Are you providing people with next steps?
 - Follow up letter/email/visit
 - Next steps class
 - Frequency
 - Are you making pushes for this at certain times in the ministry year
 - Are you making special plans for holidays, etc.

Visitor Follow Up



Visitor Follow Up



- Do follow through
- Don't pester people

Visitor Follow Up



- Do follow through
- Don't pester people
- It's okay if you don't get their information on a first visit

Visitor Follow Up

- How are you going to measure if what you're doing is successful?

Visitor Follow Up

- How are you going to measure if what you're doing is successful?
 - Specific goals

Visitor Follow Up

- How are you going to measure if what you're doing is successful?
 - Specific goals
 - Opinion cards
 - Surveys

Visitor Follow Up

- How are you going to measure if what you're doing is successful?
 - Specific goals
 - Opinion cards
 - Surveys
 - Secret shopper

**COMMUNICATE
WITH YOUR
MEMBERS**

Communicate With Your Members

- Your members need to feel at home, too

Communicate With Your Members

- Your members need to feel at home, too
- Having clear, consistent communication helps them know their church is functioning well

Communicate With Your Members

- Your members need to feel at home, too
- Having clear, consistent communication helps them know their church is functioning well
- It helps give them buy-in to what you're doing

Communicate With Your Members

- Your members need to feel at home, too
- Having clear, consistent communication helps them know their church is functioning well
- It helps give them buy-in to what you're doing
- Set the tone with how you present events, vision, goals, new projects, etc.

REAL LIFE EXAMPLES OF WHAT NOT TO DO

Real Examples

- “Excuse me, I think you’re in my seat.”

Real Examples

- “Excuse me, I think you’re in my seat.”
- “You’re not from around here are you?”

Real Examples

- “Excuse me, I think you’re in my seat.”
- “You’re not from around here are you?”
- “Follow the blue line. It’s kind of complicated. Good luck.”

Real Examples

- “Excuse me, I think you’re in my seat.”
- “You’re not from around here are you?”
- “Follow the blue line. It’s kind of complicated. Good luck.”
- “I don’t know anything. I can’t really help you. This is my first day and no one trained me.”

**HELP
MEMBERS
SHARE YOUR
CHURCH**

Members Share Your Church

- Equip members to share your church
 - Invite tools



Fun Invite Tools for Halloween

Posted October 13, 2011

Here are *two fun ways you can start a conversation and invite folks to The Chapel. Click on each image for a printable version, below.

1. Invite Coupon

Hand out these coupons with your Halloween candy. Kids are invited to redeem the coupon for a free full-sized candy bar at children's ministry registration. You can print on standard paper or Avery business card paper.



2. Pumpkin Carving Stencil

Print out and tape this template to your pumpkin. Make sure you only carve out the black areas. Place the pumpkin on your doorstep and as you hand out candy on Halloween, invite folks to check out The Chapel this weekend!



*EXTRA CREDIT: Hot Chocolate/Coffee Stands

Set up a station in your neighborhood, in your front yard, and serve FREE coffee and hot chocolate to parents and trick-or-treaters. Hand out the invite coupons from #1 above.

Campuses

[Barrington](#)
[Grayslake](#)
[Lake Zurich](#)
[Libertyville](#)
[McHenry](#)
[Mundelein](#)
[Palatine](#)

Archives

[October 2011](#)
[September 2011](#)
[August 2011](#)
[July 2011](#)
[June 2011](#)
[May 2011](#)
[April 2011](#)
[March 2011](#)
[February 2011](#)
[January 2011](#)
[December 2010](#)
[November 2010](#)

Fun Invite Tools for Halloween

Posted October 13, 2011

Here are *two fun ways you can start a conversation folks to The Chapel. Click on each image for a printable below.

1. Invite Coupon

Hand out these coupons with your Halloween candy invited to redeem the coupon for a free full-sized children's ministry registration. You can print on standard or Avery business card paper.



2. Pumpkin Carving Stencil

Print out and tape this template to your pumpkin. Make the pumpkin on your doorstep and as you hand out The Chapel this weekend!



***EXTRA CREDIT: Hot Chocolate/Coffee**

Set up a station in your neighborhood, in your front yard, and serve FREE coffee and hot chocolate to parents and trick-or-treaters. Hand out the invite coupons from #1 above.

Campuses





Jonathan Moody Jones

Don't have a church? Join me at the Branch! Here's what we're doing next year...



13 hours ago · Like · Comment · Share

2 people like this.

Members Share Your Church

- Equip members to share your church
 - Invite tools
 - Cast your church's vision
 - Teach them how to talk about it

Members Share Your Church

- Equip members to share your church
 - Invite tools
 - Cast your church's vision
 - Teach them how to talk about it
 - Ease them into serving

BEING IN YOUR COMMUNITY

Being In Your Community

- Find a need and fill it

Being In Your Community

- Find a need and fill it
- Be a community hub

Being In Your Community

- Find a need and fill it
- Be a community hub
- Match the community calendar

Contact Information

- Jerod Clark, Church Juice Project Leader
 - jclark@crcna.org
 - 708.371.8700
- www.churchjuice.com
- facebook.com/churchjuice
- Twitter: @churchjuice

Photo Source Information

Slide # 16

Starbucks building:

<http://sydniecraford.files.wordpress.com/2011/11/starbucks-2.jpg>

Starbucks logo:

<http://www.campusdish.com/en-US/CSE/RutgersNewark/Locations/StarbucksCoffee.htm>

Slide # 17

Apple Store:

<http://www.apple.com/pr/products/apple-retail-stores/apple-retail-stores.html>

