



Are You A Welcoming Church?

DOE Edmonton 2011



**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

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- This is your brand
 - Someone's impressions or feelings based on their interaction with you

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- 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

**IT ALL
STARTS
WITH VISION**

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- Cast it early and communicate it often
- This starts with church leadership

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- This starts with church leadership
 - It helps you make better decisions
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 - 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

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 - It should guide every ministry in the church

It All Starts With Vision

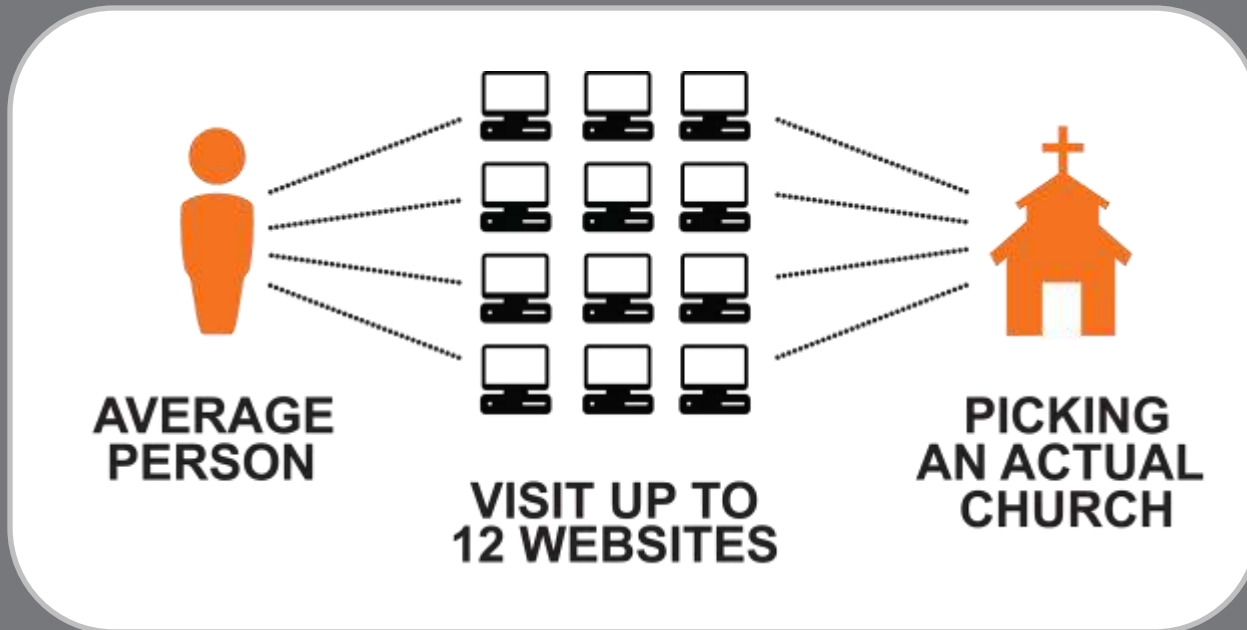
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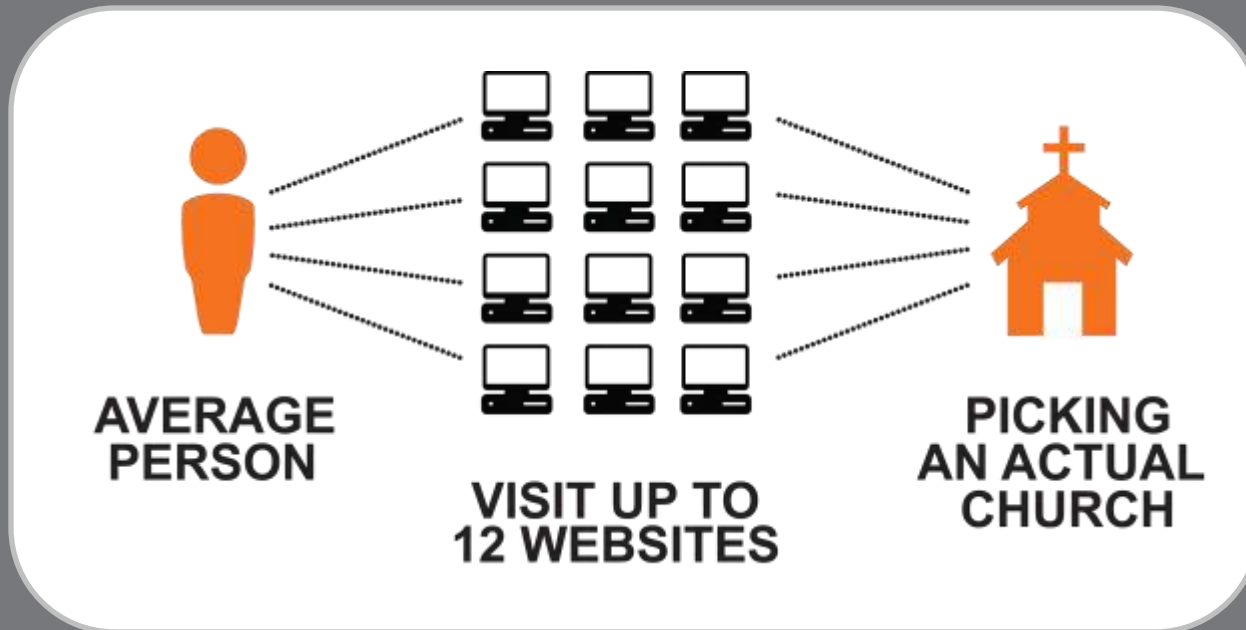
- Clearly share the vision with staff/key volunteers
 - It should guide every ministry in the church
 - Ministry programs can't go rogue
 - If a ministry isn't welcoming should it exist or be promoted?

**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

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- Make the information easy to find (and it all doesn't have to be on your homepage)
- Answer the questions they might have



NEW HERE?

ABOUT MISSION

NEXT STEPS

CONNECT

CARE & SUPPORT

GIVE

MEDIA & RESOURCES



What's Going On?

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September 24th · MISSION Blog

Mission Kids & remix

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about 2 hours ago by MISSION

New sermon posted: "Prayerful"

<http://t.co/tyRbJ7I>



Recommendations



Prayerful

3 people recommend this.



Lasting Impact

26 people recommend this.



Mobile Focus Group

15 people recommend this.



Welcome to MISSION

Share This



Service Times

- Sat @ 4:30 & 6p
- Sun @ 9, 10:30 & 11:55a
- [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 @ 8:50 PM
- 06 NOV** New Believer Class Sunday @ 11:55 AM
- 08 NOV** Africa Prayer Meeting Tuesday @ 7:00 PM

Find us on Facebook



4,236 people like MISSION Community Church.



Christina Rose Kenna



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 11:25-28](#). 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

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[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 @ 11:00 AM

Find us on Facebook

MISSION Community

**FRIENDLY
HELPFUL
VOLUNTEERS**

Friendly Helpful Volunteers

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

Friendly Helpful Volunteers

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 - What's going on this weekend
 - Can they leave their post to help

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 - Make sure they understand the church's vision

Friendly Helpful Volunteers

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 - 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

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 - 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

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 - 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 and friendly

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Welcoming Visitors In Service

- Keep it simple and friendly
- Let them 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?

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- Are you providing people with next steps?
 - Follow up letter/email/visit
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 - 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
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 - Surveys
 - Secret shopper

**COMMUNICATE
WITH YOUR
MEMBERS**

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- 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

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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.”
- “It must be a special day. I see a lot of strangers here.”

**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.

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





Jennifer Wandy Cross

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
- Be a community hub

Being In Your Community

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