**Rest Rooms**

\_\_\_\_ Signage/directions

\_\_\_\_ Lighting

\_\_\_\_ Décor

\_\_\_\_ Aroma

\_\_\_\_ Cleanliness

**Visual Image Package**

\_\_\_\_ Bulletin/worship folder (printing, graphics, clarity, information)

\_\_\_\_ Newsletter

\_\_\_\_ Brochures

\_\_\_\_ Business card

\_\_\_\_ Advertising

\_\_\_\_ Logo

\_\_\_\_ Signage

\_\_\_\_ Foyer area

\_\_\_\_ Information availability (arrangement, thoroughness, appeal)

**Follow-Up**

\_\_\_\_ Appropriate amount (too much, too little)

\_\_\_\_ Type of follow-up received

\_\_\_\_ Overall comfort (embarrassed, felt welcome, etc.)

\_\_\_\_ Friendliness of people

\_\_\_\_ Friendliness of pastor/staff

**Miscellaneous Survey Possibilities**

\_\_\_\_ Called the church for information and was received well

\_\_\_\_ Requests were followed-up by appropriate staff

\_\_\_\_ Received the information by mail or email in \_\_\_\_\_ days

\_\_\_\_ How is the church perceived in the community?

\_\_\_\_ What are our strengths, weaknesses?

\_\_\_\_ Is this a place where you would want to return? Why or why not?

\_\_\_\_ Is this a place where you would invite your friends/neighbors to attend? Why or why not?

Adapted from The Five-Star Church, © 1999 by Stan Toler and Alan Nelson.

***The Secret Church Shopper Survey***

***Alan Nelson, Stan Toler, Priscilla Hammond, Tim Roehl***

***Our goal:*** to give a church a good idea of how they “look” to new people…strengths to celebrate, weaknesses to address.

**Media**

\_\_\_\_ Website (easy to navigate, clear information, sensitive to guests, attractive, etc)

\_\_\_\_ Social media (Facebook, Twitter, etc)

**Facilities**

\_\_\_\_ Parking (ease, accessibility, signage)

\_\_\_\_ Ease in determining main entrance

\_\_\_\_ Landscaping

\_\_\_\_ Ease in finding the church

\_\_\_\_ Exterior signs (condition, clarity, size)

\_\_\_\_ Exterior of facility and church buildings (paint, curb appeal)

\_\_\_\_ Signage/maps to help me find where I need to go once inside

\_\_\_\_ Temperature

\_\_\_\_ Accessibility (aisles, space between rows, handi-capped accessible)

\_\_\_\_ Open spaces for gathering, greeting, people flow (do people block

entrances?)

**Hospitality**

\_\_\_\_ Greeting (by anyone, warmly/coolly, too gregarious.

Did I feel overlooked? Overwhelmed?)

\_\_\_\_ Offered help in finding location/classroom

\_\_\_\_ Appearance of greeters

\_\_\_\_ Visible name badges

\_\_\_\_ Offered bulletin/worship folder

\_\_\_\_ Knowledgeable of facility/class locations/church information

\_\_\_\_ Refreshments

\_\_\_\_ Did I feel comfortable as a newcomer, or under a spotlight?

**Nursery**

\_\_\_\_ Signage/directions

\_\_\_\_ Cleanliness

\_\_\_\_ Staff (adequate number, competence, appearance)

\_\_\_\_ Facility (size, appearance, equipment)

\_\_\_\_ Check-in system

\_\_\_\_ Security

\_\_\_\_ Check-out system

\_\_\_\_ Pager system

**Children's Ministry**

\_\_\_\_ Teacher there/semblance of order

\_\_\_\_ I met the teacher

\_\_\_\_ Child was greeted, made to feel at home

\_\_\_\_ Directions to classroom

\_\_\_\_ Introduction/orientation

\_\_\_\_ Equipment

\_\_\_\_ Decorations

\_\_\_\_ Take-home materials

\_\_\_\_ Check-in system

\_\_\_\_ Check-out system

\_\_\_\_ Follow-up

**Youth**

\_\_\_\_ Teacher there/semblance of order

\_\_\_\_ I met the teacher

\_\_\_\_ Child was greeted, made to feel at home

\_\_\_\_ Directions to classroom

\_\_\_\_ Introduction/orientation

\_\_\_\_ Lesson

\_\_\_\_ Equipment

\_\_\_\_ Decorations

\_\_\_\_ Follow-up

**Worship Service**

\_\_\_\_ Arrival time \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_ Friendliness (general feel, warmth)

\_\_\_\_ Auditorium appearance

\_\_\_\_ Seating (availability, comfort)

\_\_\_\_ Help offered to find seat

\_\_\_\_ Audio (soft, loud, quality)

\_\_\_\_ Could I see the screen?

\_\_\_\_ Worship Leader and Team

* Was the music balanced (vocal versus instruments)?
* Outwardly focused on congregation (eyes open and connecting with people)
* Authentic, genuine worship
* Connecting with God (not performance oriented)
* Song selection (fits the theme and feel of the service, singable)
* Transitions (between songs and from worship to prayer or announcements)
* Demographics (diverse?)

\_\_\_\_ Did the worship service flow freely?

\_\_\_\_ Message/sermon

\_\_\_\_ Length

\_\_\_\_ Clarity

\_\_\_\_ Interest

\_\_\_\_ Relevance

\_\_\_\_ Notes

\_\_\_\_ Energy level

\_\_\_\_ Pastoral perceptions (attire, friendliness, etc.)

\_\_\_\_ Content (Biblical and practical)

\_\_\_\_ Left understanding theme of the service?

\_\_\_\_ Length of service

\_\_\_\_ Relevance (contemporary, liturgical, traditional flavor)

\_\_\_\_ Did I feel informed about what I was to do/when? How sensitive were they to visitors/guests?