

Do-It-Yourself: Secret Worship Guide

Prep for Your Mission

BEGIN BY ANSWERING THE FOLLOWING:

1. Why is a secret guest assessment important for our congregation?
2. What are our main objectives? What do we hope to gain?
3. Are there any other “stakeholders” who should be invited into the process?

CHOOSE YOUR METHOD:

- ☐ **Do-it-Yourself**
- ☐ **Invite a friend/neighbor/co-worker** to assist you. Take them to lunch afterwards or give them a gift card as a thank you.
- ☐ **Congregation Swap** - Connect with a staff member at another congregation to conduct and swap assessments.

PRIOR TO YOUR MISSION, VISIT THE CONGREGATION'S WEBSITE:

1. Did you find the site easily?
2. Did you find the service times and directions?
3. Did you know what to expect as a guest?
4. What was your overall impression after visiting the website?

During Your Mission

UPON ARRIVAL:

- ☐ Did you easily find exterior signage and the appropriate entrance?
- ☐ Any “visitor” or “guest” parking?
- ☐ Were you greeted in the parking lot or at the door?
- ☐ What is your impression of the campus?

CHILDREN'S AND/OR STUDENTS' AREA:

- ☐ Were you greeted? Easy to find your way?
- ☐ Would you feel safe leaving your kids there?
- ☐ Well-staffed? Under-staffed?
- ☐ General vibe? (calm, chaos, organized, etc.)
- ☐ How about the check-in/pick-up process?

FIRST IMPRESSIONS/WORSHIP CENTER:

- ☐ Greeting/usher at entrance?
- ☐ Did you receive communications materials?
- ☐ Easy to find a good seat?
- ☐ Did others around you introduce themselves?
- ☐ General vibe? (calm, chaos, organized, etc.)
- ☐ What is interaction like in the service area? Are people connecting or distant?
- ☐ Were there pre-service screens? What messages did they communicate to you?
- ☐ Were guests welcomed? What is their next step?
- ☐ Visitor cards? Announcement about them? (Fill it out if they have one and see what, if any, follow-up communication you receive from the church.)
- ☐ Did anyone give verbal announcements? How many do you remember?
- ☐ Did you participate in the songs? Overall impression?
- ☐ What was the message about?
- ☐ What are the obvious priorities in the service?
- ☐ What would be your next step if you were growing in your faith? Is it obvious?

AFTER SERVICE:

- ☐ Is there a special follow-up area for guests? If so, visit. What's it like?
- ☐ Is there a coffee area, bookstore, lunch area? What were those areas like?
- ☐ Did you feel excluded? Included?
- ☐ Were the bathrooms clean? Accessible? Easy to find?

COMMUNICATION:

- ☐ Overall impression of the program/bulletin/print materials?
- ☐ Do the opportunities announced fit the day's message/theme?
- ☐ In the announcements (print/verbal), were you directed to their website, Facebook, Twitter, app?

Following Your Mission

RECORD YOUR THOUGHTS AND GENERAL OBSERVATIONS IN A SUMMARY:

1. As a guest, how would you grade your experience (A through F)?
2. What were your first impressions?
3. What elements of communication worked really well?
4. What are the obvious communication barriers?
5. Messages that stood out?
6. What intrigued you enough that you'd invite a friend to visit?
7. What would keep you from visiting again?