DIY CONSULT CHECKLIST

GROW YOUR CHURCH THROUGH VISITORS

1. THE CHALLENGE OF CHURCH GROWTH

- [ ] Rate your church's level of attentiveness to visitors

2. APPOINT A VISITORS DIRECTOR

- [ ] Create a position in your structure for a Visitors Director
- [ ] Appoint a Visitors Director

3. DISCOVER YOUR CHURN FACTOR

- [ ] Calculate your churn factor
- [ ] Keep good records of people leaving and coming

4. SET AN ANNUAL VISITORS GOAL

- [ ] Calculate your visitor numbers
- [ ] Set a goal for next 12 months

☐	Begin to create strategies to increase visitor numbers
☐	Decide who will know the goal

5. YOUR DIGITAL FRONT DOOR: WEBSITE

☐	Service times on site's front page
☐	Google map on site's front page
☐	Link to your Facebook page on site's front page
☐	Site is built with responsive design
☐	Investigate Google AdWords Grant

6. YOUR DIGITAL FRONT DOOR: SOCIAL MEDIA

☐	Discover social media channels used by our church
☐	Discover social media channels used by our community
☐	Create a simple social media policy
☐	Appoint a Facebook facilitator
☐	Start a church Facebook page

- [ ] Start a church Facebook group
- [ ] Appoint an Instagram facilitator
- [ ] Adopt a church hashtag
- [ ] Appoint a YouTube facilitator
- [ ] Start a YouTube channel

7. FIRST IMPRESSION

- [ ] Reserved parking for visitors
- [ ] Signs: clear and above head height
- [ ] Training for greeters
- [ ] Declutter every area
- [ ] Remove rubbish
- [ ] Secure sign-in of children
- [ ] Check colour scheme
- [ ] Check furniture

8. WORSHIP SERVICE

- ☐ Countdown clock

- ☐ Check pace of song lyrics

- ☐ Audit meeting transitions

- ☐ Remove meet and greet time

- ☐ Review welcome of guests

- ☐ Gift for guests

9. AFTER THE SERVICE

- ☐ Establish guest lounge

- ☐ Print contact card

- ☐ Pastor carrying contact card

- ☐ Volunteers carrying contact card

10. FOLLOW UP

- ☐ Establish method of recording contact details

- ☐ Establish your system of connecting with visitors

☐ Buy postcards

☐ Diarise a recurring reminder for non-returning visitors

11. ASSIMILATION

☐ Establish "Get to know us" event

☐ Establish "Let's get connected" event

12. NEW PEOPLE STATS

☐ Establish your method of recording stats

☐ Calculate your retention rate

☐ Review stats with team