

Get Your Church Noticed Toolkit



part of the
CHURCH TOOLKIT
series

STREET TO SEAT WORKBOOK



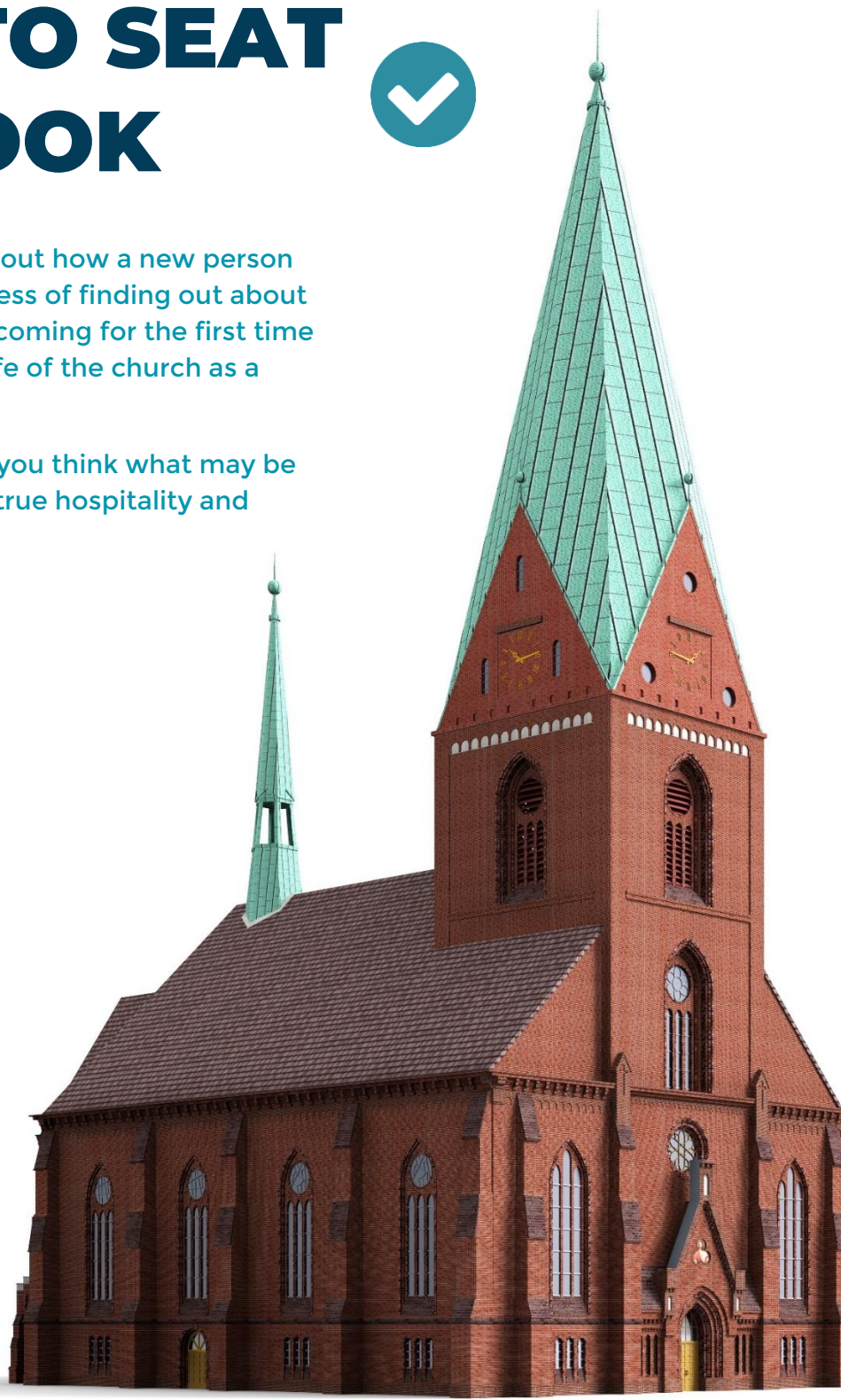
A tool to help churches think about how a new person would feel throughout the process of finding out about the church, finding the church, coming for the first time and becoming involved in the life of the church as a member.

A street to seat journey to help you think what may be needed at every stage to show true hospitality and welcome.



THE DIOCESE OF
SHEFFIELD

Copyright © Diocesan Board of Finance Company
limited by guarantee and registered in England no.
196087 Registered charity no. 245861



Section 01 | Finding out about your church

It's so important if you want to get your church noticed that you expect people to be looking for information about you

n/a

Provide information which gives details of...

- WHO – details of key people in the church with photos
- WHAT – style, duration, mid-week groups, opportunities to serve
- WHY – statements of your vision and values
- WHERE – locations of services and events with maps & postcodes
- WHEN – times of services and events

Encourage people to invite friends and share on social media

Develop a modern website and keep up-to-date

Register with 'A Church Near You' (Anglican churches only)

Create a noticeboard which is eye-catching and represents you well

Action points

Notes

Section 02 | Finding the church

How do people find where you meet?

n/a

Expect visitors and give them as much information as possible on your website, printed information and noticeboards...

- Address details
- Google maps on website
- Postcodes so sat navs can be used

Signpost the church from the main streets

The church and other buildings should be clearly signed externally

Entrances and other directions should be clearly signed

Give enquirers easy ways to contact you via email or phone

Action points

Notes

Section 03 | Information displayed

How might visitors discover more about what happens at your church, its events, programmes and how to get involved?

	✔	n/a
Create a welcome pack and printed materials	<input type="checkbox"/>	<input type="checkbox"/>
Provide printed materials which...		
• Follow brand guidelines on fonts, colours and use of logo	<input type="checkbox"/>	<input type="checkbox"/>
• Are well designed	<input type="checkbox"/>	<input type="checkbox"/>
• Are good quality and well-printed	<input type="checkbox"/>	<input type="checkbox"/>
• Use attention grabbing images, big text and lots of colour	<input type="checkbox"/>	<input type="checkbox"/>
• Adapt the key message and style to the audience (e.g. youth)	<input type="checkbox"/>	<input type="checkbox"/>
• Encourage people to sign up to an eBulletin	<input type="checkbox"/>	<input type="checkbox"/>
• Direct people to website or social media for more information	<input type="checkbox"/>	<input type="checkbox"/>
Rather than big brochures use cards that can be updated more easily	<input type="checkbox"/>	<input type="checkbox"/>
Consider a mix of media with printed materials to be most effective	<input type="checkbox"/>	<input type="checkbox"/>
Consider scrolling information screens on TVs or projected on to walls	<input type="checkbox"/>	<input type="checkbox"/>

Action points

Notes

Section 04 | Welcome Pack

One way to make it easier for newcomers is to put together a comprehensive guide to church activities in a handy welcome pack

n/a

Create a welcome pack and printed materials which...

- Are well designed and well printed
- Contain how to find out more and who to contact
- Use the WHO, WHAT, WHY, WHERE and WHEN checklist
- Are made up of separate, easily updated printed elements

Consider creating a pack with other churches in the neighbourhood

Be intentional about handing a welcome pack to newcomers/visitors

Consider a welcome pack for those who move into the locality

Consider cards or follow-up materials for life events – baptisms, etc.

Action points

Notes

Section 05 | Welcome

As well as a culture of welcome you need a friendly team and a plan in place to make sure people are welcomed well from the moment they arrive at the door

	<input checked="" type="checkbox"/>	n/a
Have welcomers on the door who smile and give brief information	<input type="checkbox"/>	<input type="checkbox"/>
Have a welcome team inside the church who...	<input type="checkbox"/>	<input type="checkbox"/>
• Engage with visitors particularly looking out for new people	<input type="checkbox"/>	<input type="checkbox"/>
• Find people seats and reassure those who are apprehensive	<input type="checkbox"/>	<input type="checkbox"/>
• Help those with small children and additional needs	<input type="checkbox"/>	<input type="checkbox"/>
• Hand out relevant information and packs	<input type="checkbox"/>	<input type="checkbox"/>
• Wear badges so visitors know who to talk to	<input type="checkbox"/>	<input type="checkbox"/>
Encourage a whole-church culture of welcoming new people	<input type="checkbox"/>	<input type="checkbox"/>

Action points

Notes

Section 06 | Comfort and hospitality

Newcomers will feel welcome when they are made comfortable and safe

	<input checked="" type="checkbox"/>	n/a
Create a comfortable environment for attendees thinking about...	<input type="checkbox"/>	<input type="checkbox"/>
• Temperature between specific comfortable parameters	<input type="checkbox"/>	<input type="checkbox"/>
• Seating is appropriate to sit for long periods	<input type="checkbox"/>	<input type="checkbox"/>
• Make drinking water stations available	<input type="checkbox"/>	<input type="checkbox"/>
• Provide refreshments of as high a quality as you can manage	<input type="checkbox"/>	<input type="checkbox"/>
• Ensure direction signs to facilities and exits are clear	<input type="checkbox"/>	<input type="checkbox"/>
Make sure health & safety is of the highest standard	<input type="checkbox"/>	<input type="checkbox"/>
Ensure safeguarding procedures are in place and communicated	<input type="checkbox"/>	<input type="checkbox"/>

Action points

Notes

Section 06| continued - Hospitality to young families

Parents with young children have particular needs which require more careful planning

	<input checked="" type="checkbox"/>	n/a
Offer a buggy park area either in church or in another room	<input type="checkbox"/>	<input type="checkbox"/>
Reserve seating at the back of church so parents can move around	<input type="checkbox"/>	<input type="checkbox"/>
Create a crèche/breakout area for parents with upset/bored children	<input type="checkbox"/>	<input type="checkbox"/>
Have very secure registration, drop off and collection procedures	<input type="checkbox"/>	<input type="checkbox"/>
Make every effort to listen to and assure visiting parents	<input type="checkbox"/>	<input type="checkbox"/>
Ensure kids and youth team members are easily identifiable	<input type="checkbox"/>	<input type="checkbox"/>

Action points

Notes

Section 06| continued - Hospitality to those with a disability

People with a disability have particular needs which require more careful planning

	<input checked="" type="checkbox"/>	n/a
Consider a hearing loop or a signing area for the hard of hearing	<input type="checkbox"/>	<input type="checkbox"/>
Reserve spaces without seating for those in a wheelchair	<input type="checkbox"/>	<input type="checkbox"/>
Design good access to the building e.g. ramp and handrail	<input type="checkbox"/>	<input type="checkbox"/>
Ensure you have accessible toilets that are not used for storage	<input type="checkbox"/>	<input type="checkbox"/>
Ask those with a varying disabilities to give feedback	<input type="checkbox"/>	<input type="checkbox"/>
Consider how to make events with food as accessible as possible	<input type="checkbox"/>	<input type="checkbox"/>

Action points

Notes

Section 07 | Information from the front

It's very important information from the front is clear, concise and well-presented

	<input checked="" type="checkbox"/>	n/a
Develop a good sound system	<input type="checkbox"/>	<input type="checkbox"/>
Speakers should always introduce themselves and their role	<input type="checkbox"/>	<input type="checkbox"/>
Offer presentation & use-of-microphone training for those who speak regularly	<input type="checkbox"/>	<input type="checkbox"/>
Ensure notices are placed appropriately in the order of service	<input type="checkbox"/>	<input type="checkbox"/>
Inspire as well as inform – tell stories from the front and direct to bulletins and web pages for more information	<input type="checkbox"/>	<input type="checkbox"/>
Interview people from the front rather than handing over the mic	<input type="checkbox"/>	<input type="checkbox"/>
Use a good communicator to deliver notices perhaps using video	<input type="checkbox"/>	<input type="checkbox"/>
Use projectors and TV screens to supplement spoken messages	<input type="checkbox"/>	<input type="checkbox"/>
Avoid alienation – don't use jargon or in-jokes and be careful to explain traditions and customs	<input type="checkbox"/>	<input type="checkbox"/>
Be sensitive to messages from the front about giving and serving	<input type="checkbox"/>	<input type="checkbox"/>
Give clear paths to getting involved – e.g. how to give and how to serve	<input type="checkbox"/>	<input type="checkbox"/>

Action points

Notes

Section 08 | After the service

Try to encourage a time when people talk after the service

	<input checked="" type="checkbox"/>	n/a
Create a comfortable space for people to congregate and chat	<input type="checkbox"/>	<input type="checkbox"/>
Provide excellent tea, coffee and biscuits	<input type="checkbox"/>	<input type="checkbox"/>
Welcomers should look out for people on their own or newcomers	<input type="checkbox"/>	<input type="checkbox"/>
Have fliers and welcome packs to hand out for further information	<input type="checkbox"/>	<input type="checkbox"/>
Encourage new people to complete a welcome card to allow follow up	<input type="checkbox"/>	<input type="checkbox"/>
Keep information screens rolling for key messages and events	<input type="checkbox"/>	<input type="checkbox"/>

Action points

Notes

Section 09 | Following up

Newcomers who leave details need to be followed up well

n/a

Set up a follow-up system – who will contact and how

Give information about how to stay-in-touch with events

Add people to mailing, emailing lists, social media groups as appropriate – with their explicit permission

Do not overwhelm people with too much information and too often

Action points

Notes

Section 10 | Information about serving

Much further down the line people may express an interest in serving the church and wider community

	<input checked="" type="checkbox"/>	n/a
Develop structures to allow people to explore calling and serving	<input type="checkbox"/>	<input type="checkbox"/>
Make information readily available for the various roles in the church and who to contact	<input type="checkbox"/>	<input type="checkbox"/>
Communicate the system for contacting team leaders directly or through the office	<input type="checkbox"/>	<input type="checkbox"/>
Develop a culture with those leading ministries to recognise those God may be calling to serve	<input type="checkbox"/>	<input type="checkbox"/>

Action points

Notes