

Guest Ministries Profile

A single-rater walk-through assessment for welcoming first-time guests, from the road to the follow-up.

61

OBSERVABLE CHECKPOINTS

9

GUEST EXPERIENCE AREAS

90

DAY ACTION PLAN

Built for the weekend

Use this tool before, during, and after a service to see what first-time guests actually experience.

How to Use This Tool

Walk the campus before, during, and after a weekend service. Score every item from 0 to 5, then set clear priorities for the next ninety days. This is a practical, on-site assessment: observe what guests experience from the road, parking lot, entrance, lobby, children's areas, service, congregation, and follow-up process.

0 to 5 Scoring Rubric

- 0 Missing.** Not currently in place.
- 1 Minimal.** Barely present or unclear.
- 2 Developing.** Started but needs improvement.
- 3 Functional.** Works but needs consistency.
- 4 Healthy.** Serving people well.
- 5 Excellent.** Intentional, clear, and guest-ready.

Grade Legend

| | | | | |
|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| A 90 to 100% | B 80 to 89% | C 70 to 79% | D 60 to 69% | F Below 60% |
|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|

Guest Overview Data Capture

Informational only. Capture current guest patterns before scoring.

| | | |
|-----------------------------|-------------------|----------------------|
| Guests per weekend service | Guest age profile | Religious background |
| Other services or functions | Ethnic background | Primary needs |
| Primary drawing area | Marital status | Economic profile |

01 Location

Findability from the wider city or region.

Max 20 pts

WHAT TO LOOK FOR

SCORE (CIRCLE ONE)

- | | | | | | | | |
|---|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 1 | Our church is easy to find from major roads and navigation apps. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 2 | Approach roads near our property are safe and well maintained. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 3 | Directional signs in the neighborhood make it obvious where to turn in. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 4 | The neighborhood context matches our guest expectations, and we address gaps with communication and hospitality. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |

SUBTOTAL

MAX

20

PERCENT

%

LETTER GRADE

Friction to fix

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Strengths to protect

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02 Property

Parking, circulation, signage, landscaping, and outdoor visibility.

Max 35 pts

WHAT TO LOOK FOR

SCORE (CIRCLE ONE)

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|---|---|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 1 | Parking capacity matches peak attendance with overflow plans in place. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 2 | Clearly marked guest parking is close to primary entrances. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 3 | Clearly marked handicap and elder parking is available and enforced with grace. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 4 | Traffic flow is smooth before and after services with trained attendants. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 5 | Landscaping is clean, safe, and communicates care. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 6 | Exterior lighting covers lots, walkways, and entries for evening use. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 7 | Exterior wayfinding signs are visible, well designed, and up to date. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |

SUBTOTAL

MAX

35

PERCENT

%

LETTER GRADE

Friction to fix

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Strengths to protect

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03

Outdoor Building

First impressions at the building exterior and entrances.

Max 30 pts

WHAT TO LOOK FOR

SCORE (CIRCLE ONE)

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|---|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 1 | Building exterior is clean and in good repair, including paint and finishes. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 2 | Entry areas are obvious and inviting, with adequate covered space. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 3 | Entry doors function smoothly and are adequate for traffic flow. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 4 | Designated smoking area is clearly away from main guest pathways. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 5 | Service times and key information are posted visibly at the entry. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 6 | Building number and name signage is clear from the parking lot. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |

SUBTOTAL

MAX
30

PERCENT

%

LETTER GRADE

Friction to fix

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Strengths to protect

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04 Indoor Building

Wayfinding, information, facilities, and readiness inside.

Max 45 pts

WHAT TO LOOK FOR

SCORE (CIRCLE ONE)

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|---|---|-------------|
| 1 | Foyer size and flow support peak traffic without congestion. | 0 1 2 3 4 5 |
| 2 | Directory and directional signs are visible, consistent, and accurate. | 0 1 2 3 4 5 |
| 3 | A staffed Information Center is easy to find and uses current materials. | 0 1 2 3 4 5 |
| 4 | Bathrooms are clean, stocked, and checked before and during services. | 0 1 2 3 4 5 |
| 5 | Family friendly spaces are provided: baby changing, nursing mothers, and clear signage. | 0 1 2 3 4 5 |
| 6 | Interior finishes are cared for, including flooring, paint, lighting, and decor. | 0 1 2 3 4 5 |
| 7 | Ministry display boards and vision signage are current and compelling. | 0 1 2 3 4 5 |
| 8 | Welcome counters or bookstore areas are tidy and staffed. | 0 1 2 3 4 5 |
| 9 | Monitors and message screens function and display current content. | 0 1 2 3 4 5 |

SUBTOTAL

MAX
45

PERCENT

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LETTER GRADE

Friction to fix

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Strengths to protect

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05 Children and Youth

Safety, access, and hospitality for children, students, and families.

Max 30 pts

WHAT TO LOOK FOR

SCORE (CIRCLE ONE)

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|---|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 1 | Nursery, children, and youth rooms are clean, secure, and age appropriate. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 2 | Entry and exit points are clearly marked and controlled during services. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 3 | Background checks and training are required and current for all workers. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 4 | A secure check-in system is in place and easy to use for new families. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 5 | Room sizes, layout, and furniture support learning and safety. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 6 | Clear wayfinding directs families from parking to check-in and to rooms. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |

SUBTOTAL

MAX
30

PERCENT

%

LETTER GRADE

Friction to fix

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Strengths to protect

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06

Greeting and Arrival

Human welcome from curb to seat and back again.

Max 35 pts

WHAT TO LOOK FOR

SCORE (CIRCLE ONE)

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|---|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 1 | Greeters and ushers are positioned from parking lot to foyer to sanctuary. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 2 | Greeter teams represent a healthy age and culture mix of the congregation. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 3 | Greeters are consistently warm, attentive, and proactive without hovering. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 4 | Guest materials are prepared and handed out with a simple explanation. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 5 | A guest card or digital equivalent is offered and retrieved with care. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 6 | Guests are invited to meet a pastor or leader in a clear location after service. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 7 | Guests are greeted multiple times without feeling pressured. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |

SUBTOTAL

MAX

35

PERCENT

%

LETTER GRADE

Friction to fix

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Strengths to protect

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07 Service

How the service feels to a first-time guest from start to finish.

Max 55 pts

| # | WHAT TO LOOK FOR | SCORE (CIRCLE ONE) |
|----|---|--------------------|
| 1 | Service start time and length are consistent and communicated. | 0 1 2 3 4 5 |
| 2 | Before-service environment is welcoming: music, visuals, and hosts. | 0 1 2 3 4 5 |
| 3 | Transitions between elements are clear and help guests track what is happening. | 0 1 2 3 4 5 |
| 4 | The service host welcomes guests and explains what to expect. | 0 1 2 3 4 5 |
| 5 | Worship is accessible: length, style, volume, dress, and lyric presentation. | 0 1 2 3 4 5 |
| 6 | The message is biblically faithful, relevant, and connects with guests. | 0 1 2 3 4 5 |
| 7 | Visual aids or testimonies are used appropriately to support the message. | 0 1 2 3 4 5 |
| 8 | Prayer moments are explained, and guests know how to participate. | 0 1 2 3 4 5 |
| 9 | Altar response is clear with trained teams and defined next steps. | 0 1 2 3 4 5 |
| 10 | The pastor or leaders are available to greet guests after service. | 0 1 2 3 4 5 |
| 11 | Seating capacity is within a healthy range, not empty and not overcrowded. | 0 1 2 3 4 5 |

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|----------|---|------------------|---|--------------|--------------|
| SUBTOTAL | / | MAX 55 | = | PERCENT % | LETTER GRADE |
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Friction to fix

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Strengths to protect

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08 Congregation

Culture, participation, and relational warmth of the church family.

Max 25 pts

WHAT TO LOOK FOR

SCORE (CIRCLE ONE)

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|---|---|---|
| 1 | The congregation reflects the demographics of the mission field, or we have a plan to bridge the gap. | <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 |
| 2 | Participation is engaged during prayer, worship, Word, and altar moments. | <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 |
| 3 | People naturally welcome newcomers near them before and after service. | <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 |
| 4 | There is a visible sense of community and joy among the congregation. | <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 |
| 5 | Members are ready to invite guests to next steps: groups, teams, and classes. | <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 |

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|-------------------|---|------------------|---|-----------------------|-----------------------|
| SUBTOTAL _____ | / | MAX 25 | = | PERCENT % _____ | LETTER GRADE _____ |
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Friction to fix

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Strengths to protect

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09 Follow Up

Systems that turn first-time guests into friends and disciples.

Max 30 pts

WHAT TO LOOK FOR

SCORE (CIRCLE ONE)

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|---|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 1 | A follow-up process exists for every guest touchpoint: card, QR, text, or app. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 2 | Guests receive a timely and personal follow-up within forty-eight hours. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 3 | Follow-up includes prayer, answers to questions, and an invitation to a next step. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 4 | Guest data is entered into a database and tracked for future care. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 5 | There is a second and third touch plan if no response is received. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 6 | New believer or newcomer pathways are ready and easy to join. | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |

SUBTOTAL

MAX
30

PERCENT

%

LETTER GRADE

Friction to fix

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Strengths to protect

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Scores and Priorities

Record each section score, compute the percent and letter grade using the legend, then rank your priorities.

| SECTION | SUBTOTAL | MAX | PERCENT | GRADE | PRIORITY |
|----------------------|----------|-----|---------|-------|----------|
| Location | | 20 | | | |
| Property | | 35 | | | |
| Outdoor Building | | 30 | | | |
| Indoor Building | | 45 | | | |
| Children and Youth | | 30 | | | |
| Greeting and Arrival | | 35 | | | |
| Service | | 55 | | | |
| Congregation | | 25 | | | |
| Follow Up | | 30 | | | |

What the score means

A or B

Protect the culture and keep training reproducible.

C

Pick two or three friction points and improve them this quarter.

D or F

Focus on the basics: clarity, safety, welcome, and follow-up within forty-eight hours.

Ninety-day Action Plan

Choose up to three priorities. Define an owner, a deadline, and a first step.

| PRIORITY | ACTION | OWNER | DEADLINE |
|----------|--------|-------|----------|
| 1 | | | |
| 2 | | | |
| 3 | | | |

Share what you learn

Pair this walk-through with a short blog explaining why the first visit is not only a facilities issue. It is a discipleship, care, clarity, and follow-up issue.