

# SECTION I

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## Leader's Guide

# The Winning Welcome

## NOTES

### LECTURE

1 Pet. 4:9-10

*“Offer hospitality to one another without grumbling. Each one should use whatever gift he has received to serve others, faithfully administering God’s grace in its various forms.”*

### The Philosophy of the Winning Welcome:

*Christ first, others a close second.*

#### QUALITY GOALS FOR TRINITY CHURCH

- We will always seek to speak an encouraging word to our guests.
- We will focus on our strengths and seek to improve our weaknesses.
- We will strive to build quality ministry action teams.
- We will be thoughtful and Christlike in every relationship.
- We will cultivate physical, mental, and spiritual growth.
- We will treat others as we hope others will treat us.
- We will ask, listen, and hear—to determine the felt needs and potential of each newcomer.
- We will seek the guidance of the Holy Spirit in every decision-making opportunity.

NOTES

**Core Competencies of the Winning Welcome**

Luke 6:31

*“Do to others as you would have them do to you.”*

1. Invitation —A willingness to accept people

***“Satisfy the customer,  
first, last and always.”***

**—Peter Drucker**

**Three Questions to Ponder**

1. What do you do to get people to come to church?

Matt. 28:19-20

*“Therefore go and make disciples of all nations,  
baptizing them in the name of the Father and of  
the Son and of the Holy Spirit, and teaching  
them to obey everything I have commanded you.  
And surely I am with you always, to the very  
end of the age.”*

2. How do you treat them when they come to church?

1 Thess. 5:11

*“Therefore encourage one another and build  
each other up, just as in fact you are doing.”*

3. What do you do after they have come and gone?

Matt. 7:12

*“So in everything, do to others what you would*

*have them do to you, for this sums up the Law and the Prophets.”*

Source: Dr. Ponder Gilliland  
(Given to Stan Toler in 1980)

## NOTES

### **DON'T FORGET THE FOUR BASIC NEEDS OF PEOPLE**

1. The need to feel welcome
2. The need to be understood
3. The need to feel important
4. The need for comfort

2. Innovation—A willingness to be flexible
3. Inspiration—A willingness to do things differently

***Remember the WOW factor!***

**—Tom Peters**

### **Questions to Discuss**

- Who are the clients or customers of our church?
- What are the real and felt needs of these people?
- What are we doing to measure customer service in our church?

## NOTES

- What do we think we might be doing well? What are we doing poorly?
  - What are some potential blind spots?
  - What tools, instruments, or feedback systems do we have in place?
  - Can we stay true to the gospel and yet strive to meet the needs of people in a way that is attractive?
  - What is the growth rate of our church the last five years?
  - What percentage of our guests are we retaining?
  - What does this imply regarding our service orientation?
  - Who are the leaders in our church?
  - With whom do we need to consult in order for us to become a quality, service-oriented church?
4. Implementation —A willingness to practice what we preach

***“Every person in the church must understand his or her unique role in making ministry to guests happen.”***

**—Stan Toler**

## Types of Customer Service in the Marketplace

Luke 9:11

*“But the crowds learned about it and followed him. He welcomed [emphasis mine] them and spoke to them about the kingdom of God, and healed those who needed healing.”*

1. The freezer approach
2. The factory approach
3. The friendly zoo approach
4. The QCS approach

Quality

Customer

Service

***“High expectations are  
the key to everything.”***

**—Sam Walton**

## Common Complaints of First-Time Attenders

Acts 1:8

*“But you will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth.”*

1. Poor signage
2. Insufficient parking
3. Pressures to give money
4. Inadequate nursery
5. Unfriendliness of regular attenders

## NOTES

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### WHAT ATTRACTS YOUNG PARENTS?

Parents of young children who are ready to return to church turn up in disproportionately large numbers in those congregations that display at least four of these seven characteristics: (1) a high-quality teaching ministry; (2) excellent biblical preaching; (3) first-class physical facilities including an attractive nursery, adequate off-street parking, and good meeting rooms; (4) fast-paced and meaningful worship experiences; (5) attractive choices in weekday programming; (6) a position on the right two-thirds of the theological spectrum; and (7) a Christian day school.

—Lyle E. Schaller, *The Parish Paper*

***“Assimilation begins in the parking lot,  
not when people return for a  
second visit or join the church.”***

**—William Easum**

(*Net Results*, Lubbock, Texas, January 2000, p. 23)

### Focus on Improvement and Encouragement

Col. 2:2-3

*“My purpose is that they may be encouraged in heart and united in love, so that they may have the full riches of complete understanding, in order that they may know the mystery of God, namely, Christ, in whom are hidden all the treasures of wisdom and knowledge.”*

\_\_\_\_\_10\_\_\_\_\_ percent of first-time guests become regular attenders.

\_\_\_\_\_25\_\_\_\_\_ percent of second-time guests become regular attenders.

\_\_\_\_45\_\_\_\_ percent of third-time guests become regular attenders.

Source: Chip Arn

1. Good \_\_\_\_signage\_\_\_\_ throughout the church property and buildings

***“Guests make quick decisions. Most guests form an opinion of a church as they drive into the parking lot and within 30 seconds of entering the front door.”***

**—Gary McIntosh**

2. Trained and \_\_\_\_friendly\_\_\_\_ ushers and greeters

**MISSION OF TRINITY USHERS  
AND GREETERS**

***To glorify God by introducing Jesus Christ as Lord to as many people as possible.***

**GOAL OF TRINITY USHERS  
AND GREETERS**

***To help our church accomplish its overall mission by presenting a positive and loving atmosphere at each worship service.  
The ushers will attempt to greet every person who enters our building and assist them in any way possible.***

**NOTES**



## NOTES

### ATTITUDES OF A TRINITY USHER

- ☐ I touch for Christ.
- ☐ I am an extension of the pastoral staff.
- ☐ I am a part of the worship team.
- ☐ I impact the worship of many people.
- ☐ I am a servant.

### ACTIONS THAT TROUBLE THE PASTOR

- ☐ Idle chitchat.
- ☐ Inattentive to needs.
- ☐ Problems that arise.
- ☐ Crying babies.
- ☐ People wandering down the aisles.

### TIPS FOR BETTER USHERING

- ☐ Dress for success.
- ☐ Wear deodorant.
- ☐ Carry breath mints.
- ☐ Read the worship folder.
- ☐ Wear your name tag.
- ☐ Make everyone feel welcome.
- ☐ Learn names quickly.
- ☐ Introduce guests to the pastoral team.
- ☐ Be helpful with the small things.

### TRINITY USHERS AND GREETERS REFLECT

#### Gal. 5:22-23

*“But the fruit of the Spirit is love, joy, peace, patience, kindness, goodness, faithfulness, gentleness and self-control. Against such things there is no law.”*

**WATCHWORDS OF USHERS AND GREETERS**

- ☐ Thoughtfulness
- ☐ Tactfulness
- ☐ Timeliness
- ☐ Teamwork

***“There is little difference in people,  
but that little difference makes  
the big difference. The little difference  
is attitude.”***

**—W. Clement Stone**

3. Clean facilities and restrooms

4. Welcome and Information Centers

Formal welcome centers are a great idea and are a logical place for added courtesies, such as directing parents to the nursery and to get older children to the correct Sunday School class.

Make sure it's staffed by people who have a gift for making other people feel welcome (not those with a “church chip” on their shoulder!). The welcome center at one church is usually staffed by a middle-age couple who recently retired after operating a successful family restaurant for many years. Their livelihood as businesspeople depended on their ability to make their customers feel welcome. They are professional *welcomers*.

Resist the temptation to ask for volunteers to staff your welcome center. Decide who you want to do it and then recruit them. Make sure they think it's a responsible job, which it is, and that you think they're the most capable people to handle the assignment.

Train the staff in extending the welcome, including good eye contact, a friendly and helpful attitude, and diligence in gathering follow-up information.

**NOTES**

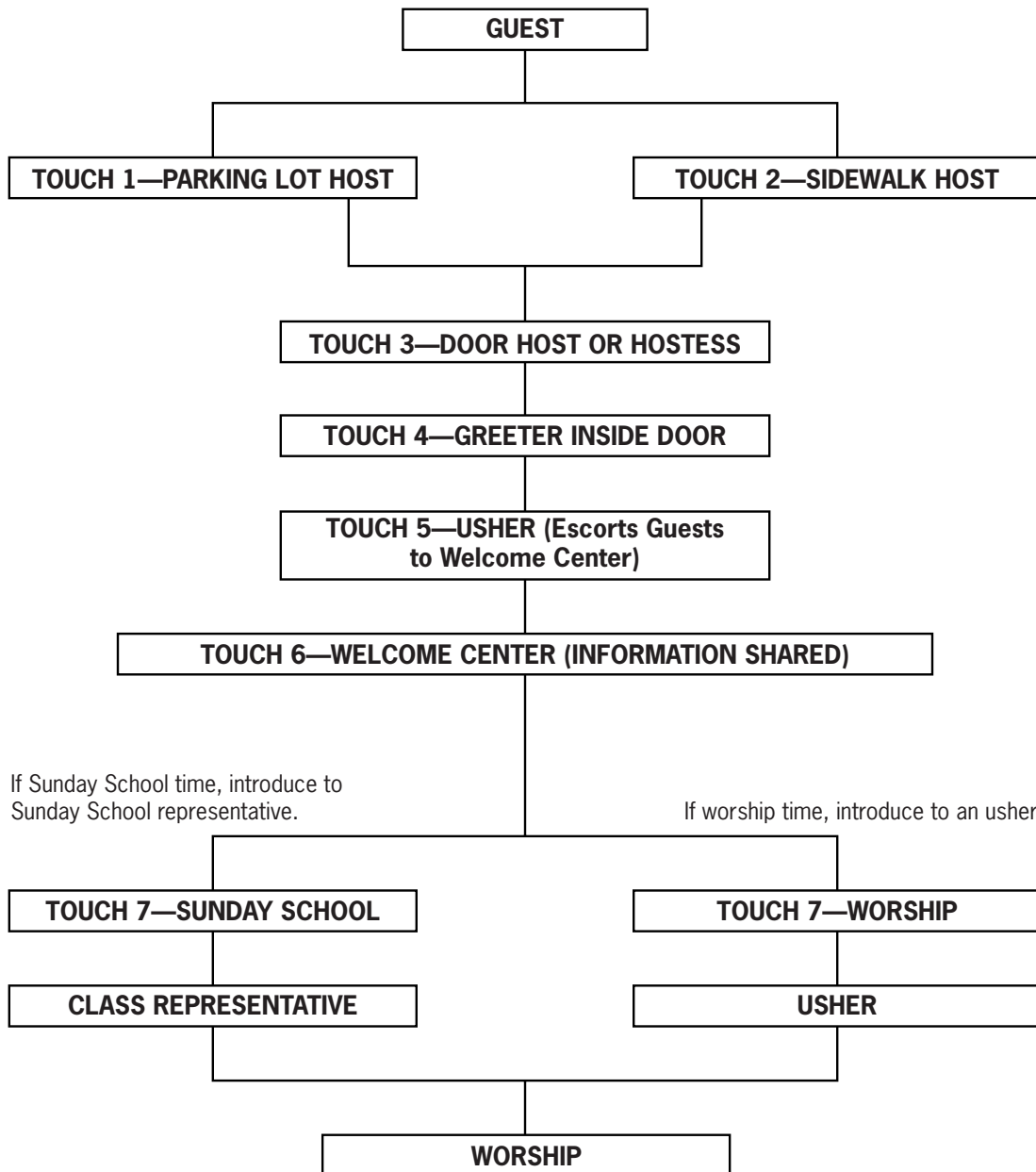
**NOTES**

5. Small groups and Sunday School classes that \_\_\_\_\_ as-  
similate\_\_\_\_\_ well
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Calvary Church of the Nazarene in Bethany, Oklahoma, does an excellent job of making people feel welcome. Several years ago, under the leadership of layperson Harry Miller, the “Seven Touches of Calvary” was established. Today the program is continued with excellence under the watchful eye of Pastor Larry Pruitt.

The following diagram describes the flow of “Seven Touches of Calvary”:

## SEVEN TOUCHES OF CALVARY



## SEVEN TOUCHES OF CALVARY “FOLLOW-UP”

<b>TOUCH 1</b> An Expression of Love: “Love Loaves”	Guests receive a loaf of bread
<b>TOUCH 2</b> A Word of Appreciation: “Phone Ministry”	Every Sunday School and morning worship visitor receives a phone call Sunday afternoon
<b>TOUCH 3</b> A Letter of Appreciation: “Pastor and Staff”	A letter from pastor welcoming the visitors to our fellowship
<b>TOUCH 4</b> A Ministry of Outreach: “Sunday School outreach”	Every Sunday School class makes contact with the visitor
<b>TOUCH 5</b> A Ministry of Love/Acceptance: “A ministry of friendship”	Families at Calvary invite guests into their homes for a meal
<b>TOUCH 6</b> A Ministry of Involvement: “Special groups”	Involving new people in special groups
<b>TOUCH 7</b> A Time of Fellowship: “Friendship night”	An evening of fellowship with those who have visited our fellowship

Talmadge Johnson and Stan Toler, *Rediscovering the Sunday School* (Kansas City: Beacon Hill Press of Kansas City, 2000), 65-67. Used by permission.

**NOTES**

6. Plenty of parking with an \_\_\_\_\_ attitude \_\_\_\_\_

### **Parking Lot Questions**

- When people enter your parking lot, what do they see?
- Does the parking lot have good signage with all building entries clearly identified?
- Is the parking lot striped in a user-friendly manner?
- Do you have adequate parking?
- Do you have reserved parking for first-time visitors?

### **Across a Crowded Room**

I must confess I loved her. We tried to see each other at least once a week—more often if we could. We would catch each other's eye across a crowded room, exchange a wink and a knowing smile, and then thread our way through that crowd until at last we embraced and kissed. She would tell me how she loved me, and I would swear my affection to her. You see, we had fallen in love the first time we met, and though many relationships ebb and flow over the years, ours never did; the love and deep feelings waxed stronger with time.

Many times her husband would catch us, but he never seemed to mind. He was just as likely to be hugging my wife—or my kids—or waiting to hug me and say, “God bless you and your family.” I was in love with his wife, it's true, but I loved him in just the same way.

And I probably always will love Reuel and Irma Douglas, the first couple to greet us and make us feel welcome at this church some 16 years ago. We were in our 20s; they were in their 60s, but there was no generation gap. They've both crossed over to the other shore recently, but their spirit and

memory linger near my heart. I can see the twinkle in their eyes, hear their gracious and loving words and feel the warmth they exuded. It's a shame they're not here to seek out and welcome visitors as they did with us. Guess I'll need to pick up where they left off, engaging new folks in conversation, trying to make them feel at home. I'll be looking across a crowded sanctuary to catch the eye of someone new, but all the while it will be Irma and Reuel I'll be remembering.

—Jim Priest

Lay leader, Oklahoma City First Church of the Nazarene,  
quoted in Stan Toler *The People Principle* (Kansas City:  
Beacon Hill Press of Kansas City, 1997), 104-5. Used with permission.

***“Efficiency is getting the job done right.  
Effectiveness is getting the right job done.  
Excellence is getting the  
right job done well.”***

—Zig Ziglar