

# First impressions



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**FOR MANY CHURCHES**, September sees a surge of new guests. Summer is over, school's back in session, and families often think about spiritual matters. With that in mind, what is a person's first impression of your church? Here are a few areas you might want to evaluate and improve for both guests and regulars.

**Signage.** Do your signs clearly direct folks to the right places?

**Greeters and ushers.** Do you have the right volunteers in the right places to welcome newcomers? Do you have parking lot attendees, greeters at the doors, and ushers who can direct people to the right destination?

## RIP&EQUIP

- Pastors
- Ministry Leaders
- Administrative Staff

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**Printed materials.** Your worship guide, class schedules, small group listings, children's and youth materials—are all tangible pieces of information that guests will take home. Is the information clear, user-friendly, and up-to-date?

**Facilities.** How's your landscaping? Anything need fresh paint? Are the areas for children's and youth ministries reflections of their target audience?

## BEST PRACTICE

### Team Values

At a recent conference, the leadership team at Mountain Lake Church, in Cumming, Georgia ([mountainlakechurch.com](http://mountainlakechurch.com)) shared the importance of identifying ministry team values and their biblical foundations. As you read Mountain Lake's ministry team values, consider the non-negotiable values for your staff.

**COMMUNITY:** Places a high value on relationships. "Dear friends, since God so loved us, we also ought to love one another." 1 John 4:11.

**HONESTY:** Gives and receives constructive observation with grace and truth. "As iron sharpens iron, so one person sharpens another." Proverbs 27:17.

**TEAMWORK:** Lends helping hands to other team members. "From him the whole body, joined and held together by every supporting ligament, grows and builds itself up in love, as each part does its work." Ephesians 4:16.

**LOYALTY:** Supports the vision and lead-

ers of our church. "In the same way, you who are younger, submit yourselves to your elders. All of you, clothe yourselves with humility toward one another, because, 'God opposes the proud but shows favor to the humble and oppressed.'" 1 Peter 5:5

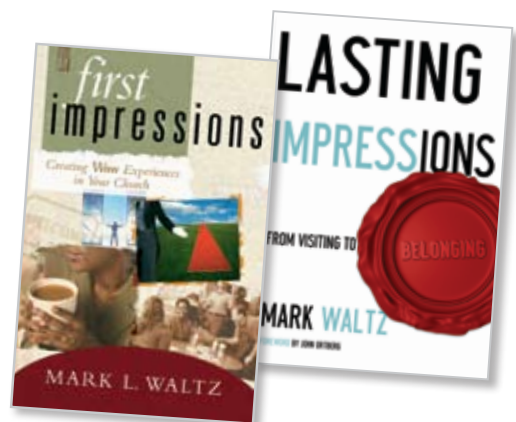
**EXCELLENCE:** The best use of resources on a consistent manner. "And whatever you do, whether in word or deed, do it all in the name of the Lord Jesus, giving thanks to God." Colossians 3:17

**EXECUTION:** Does what they say they are going to do and accomplishes all assigned tasks. "All you need to say is simply 'Yes,' or 'No'; anything beyond this comes from the evil one." Matthew 5:37

**SACRIFICE:** Demonstrates a willingness to do what it takes to accomplish our mission. "Whatever you do, work at it with all your heart, as working for the Lord, not for human masters." Colossians 3:23

## RESOURCES

*First Impressions* and *Lasting Impressions* both by Mark Waltz (Group). *First Impressions* will help you learn how to better create a church that's welcoming to guests from the time they arrive. *Lasting Impressions* offers practical ways to encourage meaningful connections and the next steps for building community.



**PAUL ALLEN** ([pallen@southbrookchurch.com](mailto:pallen@southbrookchurch.com)) is the executive pastor of Southbrook Church in Weddington, North Carolina. He's also a writer, consultant, and editor (including former executive editor of this magazine).