

Leveraging Your Biggest Front Door

Episode 387

In this episode of The Unstuck Church Podcast, Amy and Sean dive into part two of our conversation on reach and retain strategies, focusing on how churches can leverage their weekend services as effective “front doors” for connecting with new people.

From common misses like poor signage and untrained volunteers to practical solutions that create excellent guest experiences, Amy and Sean unpack what’s working (and what isn’t) in churches today. They share insights on creating a clear guest services presence, developing intentional follow-up processes and ensuring weekend experiences connect with both churched and unchurched people.

Listen in to learn how your church can create more effective entry points through your weekend services and establish systems that help new people take their next steps toward Christ.

Key Quotes

1. AMY: “The weekend service continues to be the main place where people who are seeking answers about God and faith still go.”
2. AMY: “If you expect unbelievers or those currently not connected to faith or your church, then you actually design the experience to connect with them.”
3. AMY: “People don’t try church very often. And so when they commit to the one hour at your church on those big weekends (like Easter or Christmas), design it for them.”
4. SEAN: “Lead pastors, don’t be hidden away on Sunday morning. If you’re out, engaged and talking to people, you’re leading the way in a great guest experience that’s going to speak volumes.”
5. AMY: “The key is remembering that reaching new people is not just about programs. It’s about creating an experience that connects with those outside the church, and it communicates genuine care.”

Self-Assessment: How Are We Doing?

When we think about our weekend experience specifically from a new person’s point of view, how would we rate ourselves in the following four areas on a red / yellow / green scale?

1. We have clear directional signage from the parking lot, especially when the church is full.
2. There is great visibility of kid spaces from the main gathering area.
3. Our welcome team offers warm, natural interactions with guests.
4. During services, we acknowledge guests and use normal language that visitors will understand.

If we scored ourselves with a yellow or red in any area, what are a few changes we could make that would get us closer to green?

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