

Weekend Service Assessment

As part of the upcoming Ministry Health Assessment, we will have a conversation to assess the health and effectiveness of your weekend experience. For most churches, the weekend service is the main front door that new people walk through to explore faith. To prepare for this conversation, we would like each person participating in the engagement to do a “fresh eyes” activity detailed below. We want you to take a fresh look at the weekend experience through the eyes of someone who is currently not connected to faith or to your church.

Preparing for the Weekend Service Assessment

To do this well, it's important that you do your best to shed what you have become accustomed to. After all, you've probably parked in the same parking space for years. You know where the restrooms are. You may not see the clutter, words like “worship” are familiar to you, and singing in public with hundreds of people is normal. In other words, you know “the drill.”

The objective for you is to do your best to look at your weekend experience through the lens of someone who is not familiar with faith, church or Christianity. What questions would they have? What would be confusing to them? What would cause anxiety? Does our weekend service make sense to people who are outside of faith?

So here are some ways to prepare for this assignment.

- Create a persona that you can put on as you look at your weekend experience with fresh eyes. Envision someone in your life who is not following Jesus. Put yourself in their shoes. Put on their persona. How would they respond to all they encounter at the weekend service?
- Better yet, invite a friend or family member who is not connected to the church to join you on this assignment. Lean into the *real* fresh eyes of someone with an outside perspective.
- Disrupt your routine. Park somewhere new. Walk a different route. Sit in a different seat. And, remember: *You don't know where you're going or what's going to happen.*

Additionally, read through the full instructions and tips below in advance of attending church. Use this to prepare yourself for what you should be assessing. We do not recommend you bring the full document along for your visit. However, on the last sheet we are providing a half-sheet rubric for you to document your scores and notes. Print and bring the rubric with you to church.



Assessing Your Experience

You will be assessing the service in six areas:

- **The Pre-Visit Experience:** Was I drawn to attend the church when I encountered it? *(e.g. by driving by the facility, experiencing the service online, or checking out the website.)*
- **Facilities:** Did clean, organized and aesthetically-pleasing environments facilitate a smooth and appealing experience?
- **Guest Services:** Did the guest services experience put me at ease, answer my questions, and create a positive impression of the church?
- **Children's Ministry:** Are the kids spaces easy to find, and do they create a clear expectation of safety, security and fun?
- **Worship Experience:** Was the weekend service an "invitable" experience that was engaging, compelling and helpful?
- **Overall Experience:** And lastly, did the overall experience compel me to return?

For each category, we will provide you with questions to help you think through your experience.

After processing the questions, we would like you to score each category on a scale from 1 - 5:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

At the end of this document, you will find a rubric to use when scoring against the core WIN statement that accompanies each category. We've left room for you to jot down some thoughts that support your score.



Category 1: The Pre-Visit Experience

Most people have formed some sort of opinion about your church before they have ever stepped onto your property. Maybe they've driven past your church, or they've seen you on social media. If they were invited, or just interested in your church, they've likely gone to your website to see what the church is like before they show up.

*In this first category, we would like you to assess this **Pre-Visit WIN**:*

Was I drawn to attend the church?

*In other words, did the website and online presence help draw you to attend the church?
Did the external look of the church (and the signage) help draw you to attend the church?*

Here are some additional questions you can think through to help determine your score:

Website/Online Presence

- *Is the website clean and visually appealing? Is it easy to navigate?*
- *Are the service times and church location prominently displayed?*
- *Is there clear, easy to find guest expectations?*
- *Is the website relevant and modern? Is there a lot of church-language used?*
- *Does it make sense to people outside of faith?*
- *Does it make people feel like they could come as they are?*

Exterior of Facilities/Property

- *Is the building a draw?*
- *Does the property have uniqueness? Is it different from other church buildings in the area?*
- *Is the signage professional, clear and readable?*
- *Is the building visible from the main road?*



Category 2: Facilities

In this next category, we would like you to take a fresh look at your facilities. This one requires a little discipline, as most people quickly habituate to their environments. The more you are exposed to your surroundings, the less you notice the details. For this exercise, put on fresh eyes and try to see your environment as a new person would.

In this second category, we would like you assess this **Facilities WIN**:

Did clean, organized and aesthetically-pleasing environments facilitate a smooth and appealing experience?

In other words, did the drive onto our campus put me at ease? Is it easy for new people to find their way into our building? Is the interior design relevant and appealing to the people we're trying to reach? Does our signage help people easily find their way around without needing to ask questions or directions?

Here are some additional questions you can think through to help determine your score:

Parking Lot

- *Is our main entrance easy to identify? Does the entrance have appeal and a sense of arrival?*
- *Does our signage help people easily find their way onto campus, including where to find a parking spot, drop family off and enter our building?*
- *Is there plenty of available parking? Is it easy to find a spot? Is the parking lot in good shape?*

Facility Design

- *Is the exterior of the facility in good condition?*
- *Does the facility look modern? Does it appeal to the people we're trying to reach?*
- *Is there a good flow through the facility on a Sunday? Were there bottlenecks or congestion?*

Interior Design

- *Is the facility clean and clutter free? Is the interior maintained in "like new" condition?*
- *Is there adequate restroom availability and are the restrooms clean?*
- *Is the decor up to date?*

Signage

- *Can people easily find their way around without having to ask someone?*
- *Do the signs help direct people to the essential areas—such as how to find the kids area, bathrooms and the worship environment?*
- *Is the signage professional, clear and readable? Are they high enough to be seen in a crowd?*



Category 3: Guest Services

People say, you never get a second chance to make a first impression. It's probably true. In the church world, many experts say you only have 7-10 minutes before people decide if they are coming back to your church.

*In this third category, we would like you to assess this **Guest Services WIN**:*

Did the guest services experience put me at ease, answer my questions, and create a positive impression of the church?

*In other words, did the Guest Services team make me feel like this is a place where I would fit?
Was there an obvious place to go that addressed the needs and questions of first-time guests?
Did the program or other key visuals address the top questions a first-time attendee would have?
Did the auditorium feel comfortable and welcoming, and did it create a sense of expectation?*

Here are some additional questions you can think through to help determine your score:

Guest Services Team

- *Was I greeted in a comfortable, joyful way without feeling overwhelmed?*
- *Was the team attentive, energetic, and engaging?*
- *If I had kids, did the team notice me and help me figure out where to go?*
- *Was the guest service team diverse or were they similar in age, gender, race, etc.?*

Information Center

- *Was it easy to see where you could get information?*
- *What was the average age of the people manning this center?*
- *Did the volunteers engage and ask questions?*
- *Did the resources appeal to the people you're trying to reach?*

Worship Program/Pre-Visit Slides

- *Was it voiced with a new person in mind? Did it have internal language that would only be able to be understood by regular attenders?*
- *Was it a good first impressions piece?*
- *Did it answer questions regarding what to expect and information on kids?*

Auditorium Environment

- *Is the auditorium environment attractive to guests?*
- *Was the platform cleared and lights set before the doors opened?*
- *Did the preservice music create the right vibe in the auditorium?*
- *Was their ample seating available for a family of 4?*



Category 4: Children's Ministry

It's often said if you can win the kids, you can win the family. When new families walk into your church, do they immediately know that you value their kids? Do the children's spaces communicate a "wow" experience for kids? Does the environment appear safe and secure? Are there great volunteers in place that connect with both parents and kids?

*In this fourth category, we would like you to assess this **Children's Ministry WIN**:*

Are the kids spaces easy to find, and do they create a clear expectation of safety, security and fun?

Here are some additional questions you can think through to help determine your score:

- *Are the kids areas visible and easy to find?*
- *Does the kids space communicate a "wow" to children (and parent (a)?*
- *Was I greeted by a person I would trust?*
- *Did the location and environment feel safe and secure?*
- *Were the volunteers and staff passionate about what was happening?*
- *Are the children having a fun and compelling experience designed for their ages?*



Category 5: Worship Experience

The crowd is now gathered. Each person made a decision to get out of bed, and maybe also to get their kids out of bed. They hopped in the car, and they are now in your auditorium. Are you ready?

*In her book, *An Hour on Sunday*, Nancy Beach wrote “I have never believed more strongly in the potential of the hour on Sunday! From the moment the first note is played or the first word is spoken, opportunity hangs in the air. The hour can simply be sixty minutes for attenders to survive, a time for minds to wander aimlessly and hearts go untouched. Or, just maybe, the hour on Sunday can be a time of wonder, a time of transformation, perhaps seen as a time of awe.”*

Creating an experience like this (every week!) takes a lot of intentionality.

In this fifth category, we would like you to assess this *Worship Experience WIN*:

Was the worship service an “invitable” experience that was engaging, compelling and helpful?

Again, we want to look at this through the eyes of someone who is not currently connected to faith or the church.

Here are some additional questions you can think through to help determine your score:

Welcome

- *Did the welcome create a sense of connection and trust with new people?*
- *Did the welcome help new people know what to expect?*

Music/Singing

- *Did the music and singing point people to God by moving them from a connection with the team to a connection with God?*
- *Was the music well done and engaging? Were transitions seamless?*
- *Was worship modeled without making guests feel uncomfortable?*
- *Did the production elements of sound, light and video help support and accomplish the purpose of pointing people to God?*

Hosted Spots/Announcements

- *Were hosted spots/announcements used effectively to communicate what’s most important?*
- *Was humor, personal stories and creativity used to reflect “We’re normal”?*
- *Did they focus on the “why” more than the “what and how”?*
- *Was there an effective use of time and content?*



Message

- *Was the delivery of the message authentic, understandable and continuously engaging?*
- *Was the message biblically based and presented in a way that was relevant to everyday life?*
- *Did the message include well-placed stories, illustrations and/or humor that made the content and communicator more relatable to me?*
- *Did the message provide ways to apply God's word to everyday life?*
- *Was the takeaway/next step clear?*

Service Flow

- *Was the flow of the service continuously engaging?*
- *Did the service feel like one continuous journey or several parts placed alongside one another?*
- *Were there elements that disrupted the overall flow? Were there lot of starts and stops?*



Category 6: Overall Experience

Now that we've looked at all the pieces of the weekend, the last thing we would like you to assess is the overall experience for a new person.

Overall Experience WIN:

Do you believe the overall experience will compel a new person to return?

Here are some additional questions you can think through to help determine your score:

- *What aspects of the experience would influence someone currently not connected to the church to return?*
- *What parts of the experience might deter someone from returning?*