DIGITAL FRONT DOOR

Website:

- Is the website easy to navigate to find accurate information?
- Does the website provide good information for new visitors (i.e. FAQ, “What to Expect,” “New Here?”)?
- Does the website invite engagement (i.e. prayer requests, worship, recordings)?

Digital information:

- Does the Google search of your church’s name reveal an accurate address and time of services?
- Does the outgoing voicemail have accurate information (i.e. worship times)?

Social Media:

- Is the church utilizing social media to the best of its ability or using it at the bare minimum?
- Who is responsible for sharing on social media?
- Which platforms make sense for your mission and mission field?

THE HOSPITALITY PROJECT

IS YOUR “FRONT DOOR” INVITING & HOSPITIBLE?

A project of the American Baptist Churches of WI
Commission on Congregational Mission

www.abcofwi.org

THE HOSPITALITY PROJECT

"Hospitality" means "receiving and treating guests and strangers in a warm, friendly, welcoming way." Hospitality is often cited as one of the most important spiritual gifts for Christians. And we all like to think that we're hospitable in our churches. The ABC of Wisconsin Commission on Congregational Mission has been working on what we're calling the "Hospitality Project." We wanted to examine how people first encounter our congregations = the "front door." And we thought not only about our physical front doors but also our digital front doors – our websites and digital presence.

We developed a list of several questions for churches to consider as they examine their own (physical and digital) front doors. This list is not at all exhaustive. Each congregation is unique, existing in a different context. The questions are suggestions for thinking together about how your church exists in your neighborhood. Try to take on the perspective of someone who has never been in your building and knows no one.

PHYSICAL FRONT DOOR

Campus:

- Is adequate parking available, identifiable, and adjacent to the building?
- Is the exterior of the building well-maintained and clean?
- Is there a church sign and/or marquee, and if so, is it up to date/accurate (i.e. times of worship)?

Entrance:

- Are the entrances well-marked?
- Are there disabled accessible walkways, stairs and handrails (with adequate signage)?
- If an exterior door is NOT used, is it properly marked with directions to the proper door?
- Are persons and/or resources available at the entrance to help with welcoming and guiding visitors?

Navigating the building:

- Can visitors easily find the sanctuary from the front door?
- Are there visible signs indicating where the restrooms are?
- Can I sit anywhere I want? How would visitors know this?