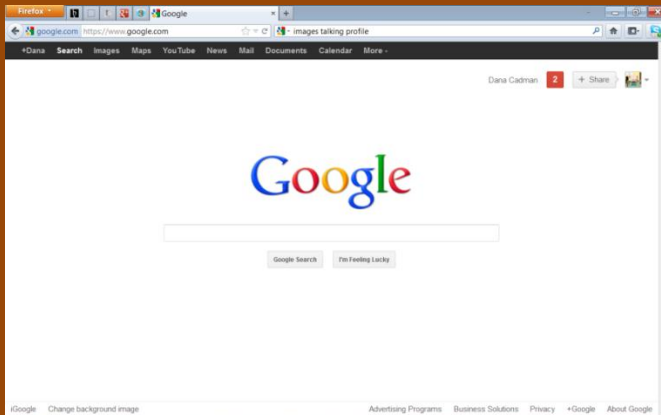
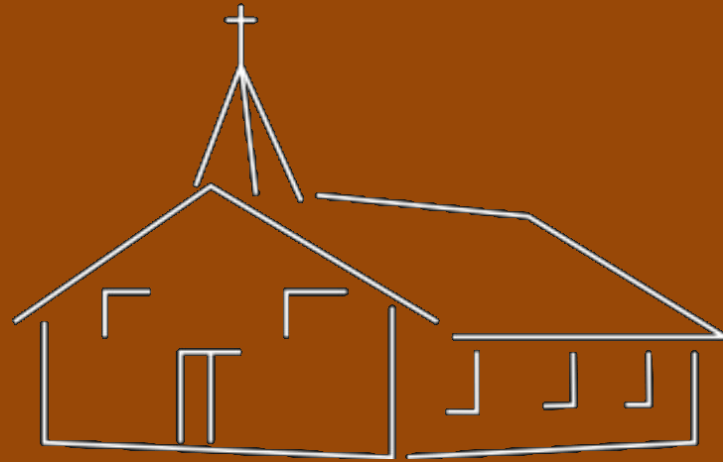
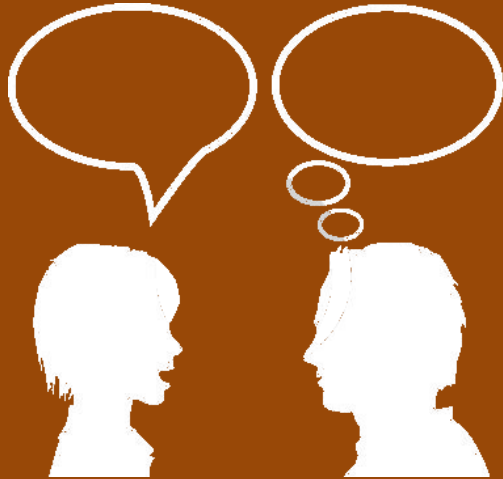
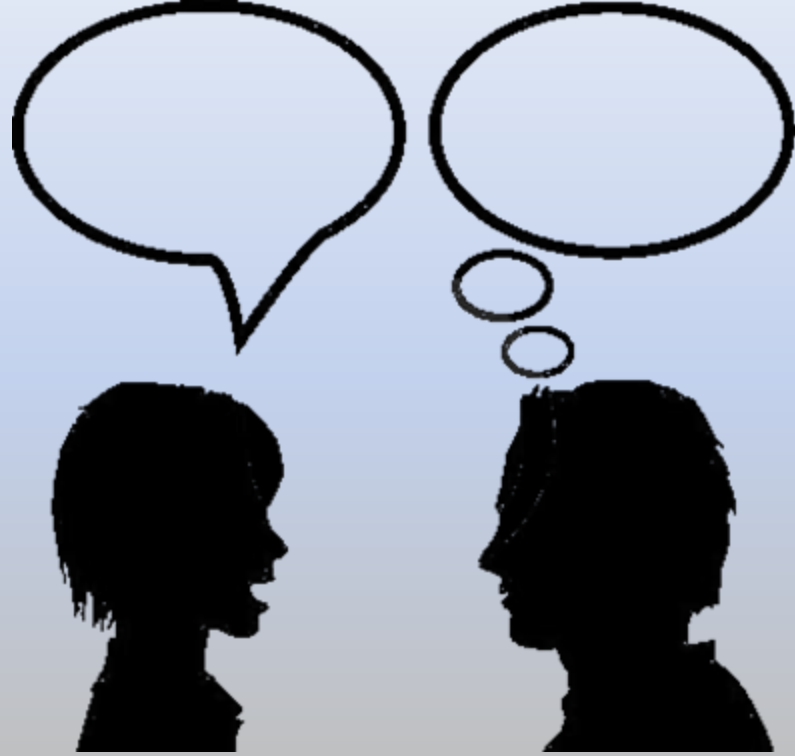




Improving the communications
we use to welcome visitors

What we will learn today





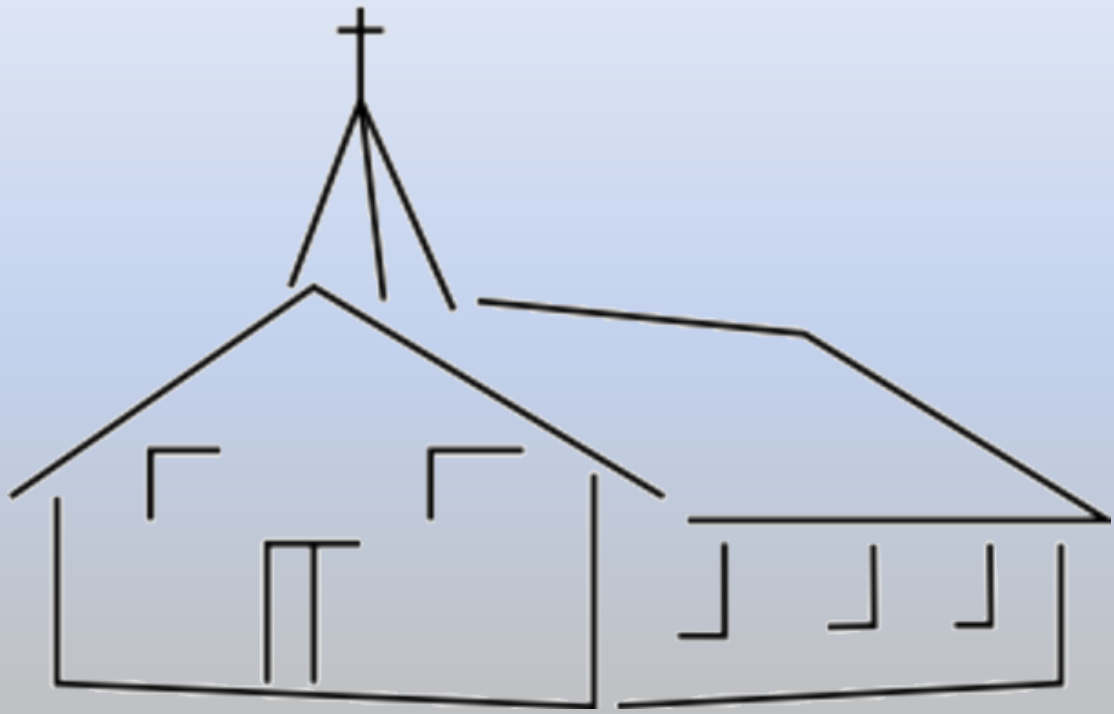
Vision and Mission

- Can your volunteers, ministry leaders, elders, staff, and regular attendees clearly articulate your church's vision?
- Can your congregation clearly articulate the mission of the church or the mission of ministries of interest?
- Letting visitors know what you are about helps them determine if your church is a good fit for them.

Welcoming Phrases

Avoid phrases that make visitors feel like strangers.

- “Have we met?” vs. “Are you new here?”
- “Are there any questions I can answer for you?” vs. “How did you like our service?”



Road Sign

- The busier your road, the more distinct your sign must be.
- Busy can be fast or cluttered.



Road Sign - continued

- Dedicated page
- Vision
- Mission
- Last' week's podcast
- Upcoming sermon
- Events this week



Road Sign - continued



- Phone number
- Service times

Where do I go?



Entrance Signage

- Multiple entrances marked meaningfully?
- Have traffic directors wear orange
- Visitor parking?
- Single parent parking?



Interior Signage



Interior Signage

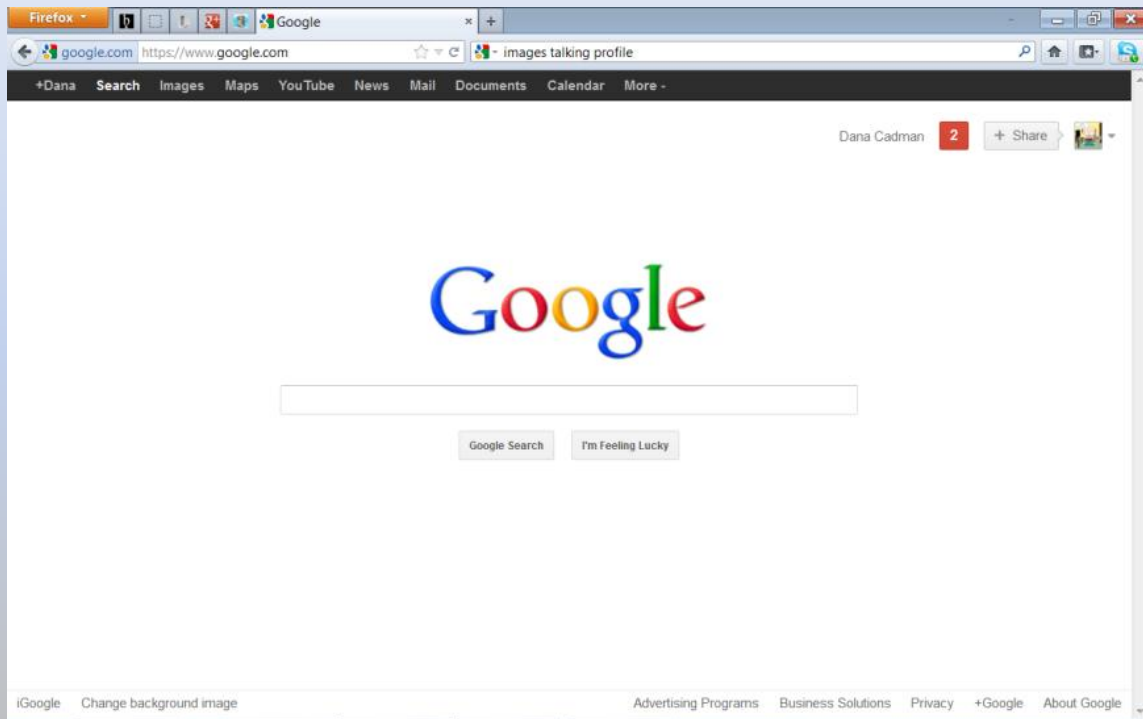
- Rooms and directions clearly marked, particularly children's rooms.
- Themes can be confusing. At Rock Church, do your children belong in Pebbles or Canyon Crawlers?
- Is the coffee free or is a donation expected?
- Welcome center and literature easily marked.

Welcome Center

- Clearly marked and easy to get to? What if parents come in the children's entrance?
- Informational literature racks in appropriate places and separate from the Welcome Center.
- Monitors placed at eye-level and in low-traffic areas?
- Keep monitor text short < 30 words

Clearly mark your people





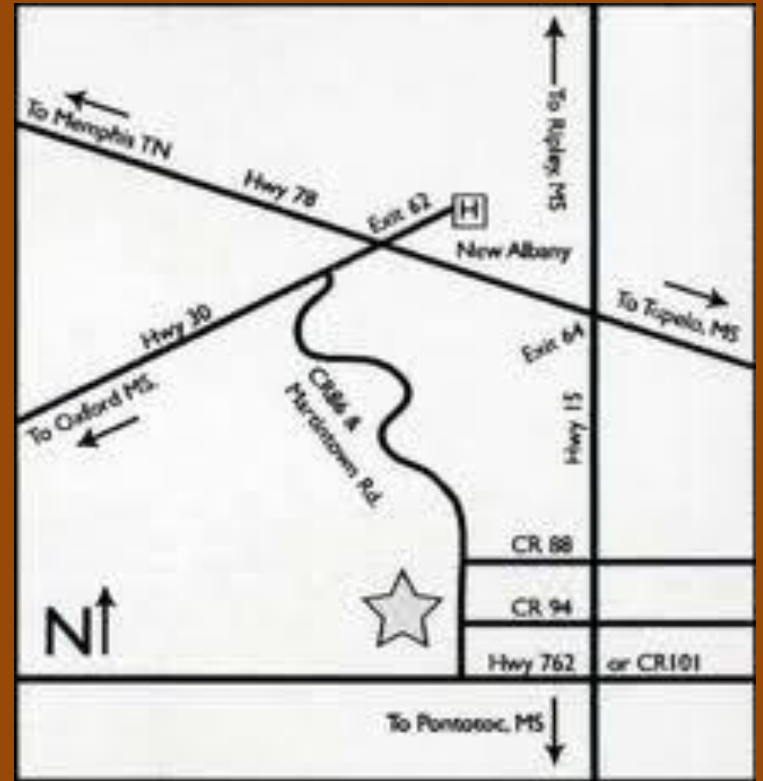
Contact Us

- Do you have a page dedicated to contact information? – phone, Facebook, Twitter, blog, etc. Is it easy to find?
- Include the main phone number and office e-mail in the footer or sidebar.
- Is appropriate contact information placed on appropriate pages? Youth Director's e-mail on the youth ministry page?

Driving Directions

- Do you have a page just for this?
- A map is great, but do you have driving directions? Don't force people to go to Mapquest, but do include a link.
- Add photos for every different approach. Especially if your church is nondescript, located among other churches, or way back off the road.

Driving directions - continued



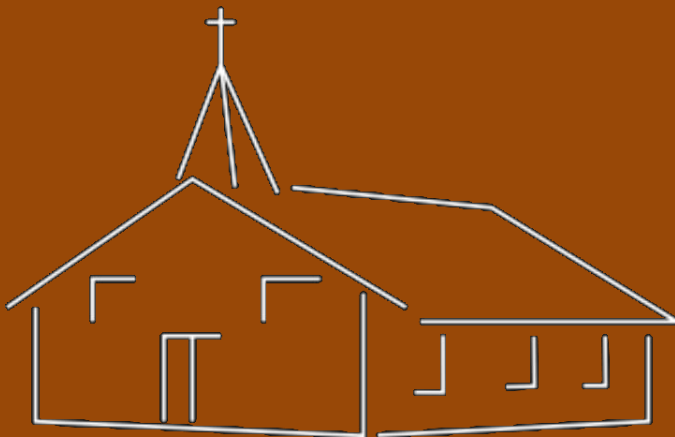
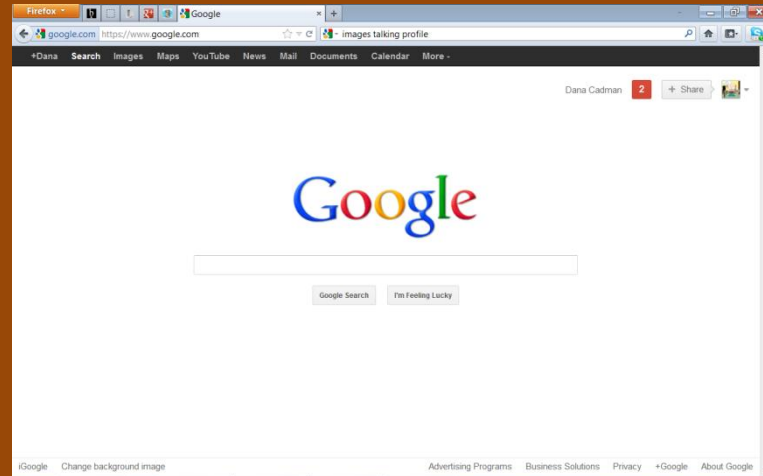
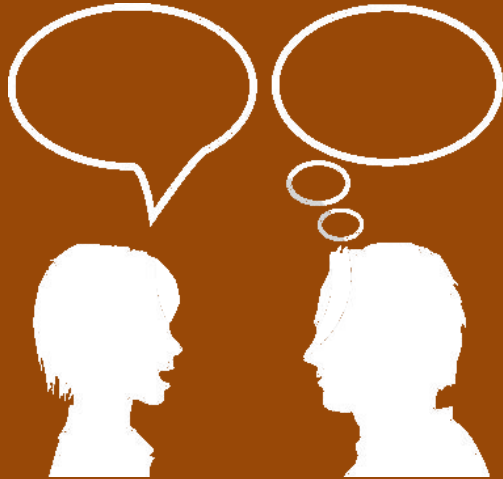


Ad Placement

- Newspaper – Don't advertise in the religion section with everyone else.
- Phone book – if you pay for an ad, include your web site address and not much else.
- Both – include pictures of smiling people, not your pastor or your building.

Wrap-up

What do you learn today?



Homework

- Invite someone else to join us.
 - Another staff member or volunteer leader.
 - A nearby EPC church.
 - Use www.EPC.org to contact a random church.
- Connect with us.
 - EPC Community – EPC.SocialGo.com
 - Facebook - www.Facebook.com/EPChurch
 - Twitter – www.Twitter.com/EPChurch
 - YouTube – www.YouTube.com/EPChurch80

What's coming up?

- What did Dana learn at CLA?