

LEADER CONVERSATION GUIDE

# Reaching New People Through Weekend Services, Continued - Episode 233

## *Reaching New People (Part 3)*

There are several factors that contribute to a relevant and engaging weekend experience. [In part one of this episode](#), Tony, Amy, and Sean discussed the importance of weekends for reaching new people, then detailed ways you can design your service and sermon with newcomers in mind.

In part two of this episode, we'll explore more key differentiators in churches that are reaching new people and those that aren't, and give recommendations for how you can enhance some other key parts of your weekend experience.

## *Key Differentiators in Growing Churches*

Our Secret Shopper assessments rate churches based on six components of their weekend service experience: **website**, **facilities**, **guest services**, **kids ministry**, **worship experience**, and **message**. While it's certainly a combination of these that differentiates churches who are reaching more new people and those that are not, some make a bigger difference than others:

- The strongest correlation between reaching more new people and those six components of the weekend service experience was **guest services**.
- The second strongest correlation was in **kids ministry**.
- **Teaching** was number five on the list, with **facilities** being last.

So, what can you take away from this?

1. **Focus on your guest services.** This may just be the easiest, yet most impactful, part of the Sunday service experience that churches of any size can easily improve.
2. **Prioritize your kids ministry above other ministries.** Over youth ministry, adult ministries, and everything in between, our research through the years has confirmed that healthy, growing churches (especially those who are trying to reach young adults) prioritize their kids ministry.

## *Best Practices for Guest Experience*

### **1. Your guest experience should start at the front door, but shouldn't stop there.**

Churches should be intentional about building teams of volunteers that help people from the parking lot, to the front door, to the kids check-in, to the auditorium. Developing teams that can create a personalized and warm experience for every guest in what may be a foreign environment can make all the difference to a newcomer.

### **2. Your guest experience team should reflect the people you're trying to reach.**

Pastor Lee Kricher (Amplify Church) used this strategy: 75% of all public-serving volunteers and staff positions were filled by someone of the average age in the community or lower. That's how strongly committed they are to representing the mission field they are trying to reach.

### **3. Your guest experience team should be equipped to answer key questions.**

All guest service volunteers should be prepared to answer common questions like, "How do I get help? How do I connect with other people? How do I take my next step?" New people may not realize that these people are volunteers—all they know is that they represent your church. If your volunteers are unclear on the basics, that may be a red flag.

### **4. Your guest experience team should have a cohesive uniform.**

We recommend designated matching shirts rather than just name badges. Think Target or Home Depot... We want to make it extremely obvious to new people who they should go to with their questions or for help.

## *Discover the Unstuck Process*

For more than a decade, we've helped **500+ churches of all sizes** clarify their vision (where they believe God's called them to go) and their strategies (how they are going to get there).

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