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## **Do people know you exist, and can they find you? Here are some ideas:**

-  A listing in the Yellow Pages, and on your local paper's religion page.
-  An informative, up-to-date website that is linked with the UUA and your District.
-  Newspaper articles and notices about worship speakers and other events.
-  A large, clear, visible and well-lit sign in front of your church that indicates you are a Unitarian Universalist congregation and the time of Sunday worship.
-  Additional signage if you are a Welcoming Congregation or a Green Sanctuary.

## **Once they find you, ask yourselves these questions:**

-  Is your building clean and in good repair, inside and out?
-  Do guests know where to park and which door to enter?
-  Is the parking ample, with designated handicapped accessible spots?
-  Is the (most obvious) front door accessible to all?
-  Is there a greeter who enjoys greeting?
-  Does the greeter give the guest an order of service, a visitor packet (that contains information about Unitarian Universalism in general and your congregation in particular), get the guest's name and contact information, and orient them to the building?

## **During worship:**

-  Are all parts of the worship service clearly explained in the order of service and by the worship leader (particular culprits... when to sit and stand, words written out for affirmations, doxology, covenants, songs to sing children out, etc.)?
-  Is your worship space clean and well-cared-for, and conducive to a relaxing experience?
-  Is the worship service spiritual and meaningful?
-  Is the music high quality, and are the hymns singable?
-  Are announcements brief, relevant to the mission of the congregation, and do they include people's first and last names?
-  Do you have a sound system so that all may hear, and so you can record the service?
-  Do you have a large print hymnal for those who may need it?
-  Do you have a religious education program for children, childcare for toddlers (and/or a place for parents to hear the service if they are caring for a fussy infant or child)?
-  Is there a verbal, and physical, sense of welcoming to all? Would a same sex couple feel welcome? A young adult? An immigrant? A person without a college education? A person with hidden or obvious disabilities? A political conservative?

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## **At Social Hour:**

- ☼ Does everyone wear readable nametags, and do you offer them to guests?
- ☼ Do you have a designated person or “buddy” for guests, to speak with them, and introduce them to others?
- ☼ Do other congregants speak to guests without ignoring them or overwhelming them?
- ☼ Can guests find the beverages and food, and are the refreshments presented in a welcoming way?
- ☼ Do you offer an alternative beverage for those who don’t drink coffee or tea?
- ☼ Are your restrooms clean and accessible to all with clear signage?
- ☼ Don’t use the “yellow cup for visitors” – instead announce to guests that they should feel free to speak to church members with yellow cups. Make sure the yellow-cup-holders are the folks who like to talk with guests!

## **Follow-up:**

- ☼ Does a designated person (greeter, board president, or other specified person – not your minister, if you have one) send the guest a card to thank them for coming and offer to answer any questions?
- ☼ Is the guest added to the newsletter mailing list for a limited period of time (3-6 months)?
- ☼ Is there a second follow-up if the person returns, or doesn’t return?

## **Remember –**

- ☼ No one walks into a Unitarian Universalist worship service for no reason at all!
- ☼ A tactful greeter or designated guest-welcomer can find out why, and can assist the guest to get more information, support, or community that they are searching for.

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