



Invite • Welcome • Connect®

Digital WELCOME During a Pandemic CHECKLIST

First Impressions

Website

- Is the site engaging and welcoming? Is content warm and inclusive?
- A one-stop “digital church” link on the homepage.
- Your “connect with us” form is easily identifiable and inviting.
- Is there a place for newcomers to request a pastoral follow up from clergy?
- Home page – more pictures, less text, clickable links to other pages on site, updated calendar.
- Testimonials from members/guests.
- “Subscribe to our mailing list” link is easily identifiable.

Social Media

- Presence on Facebook, Instagram, and Twitter - very important!
- Post at least three times per week...what’s happened (pictures), what’s happening (links to live worship), what’s coming up (events with images and little text linking to pages on the website).
- Social Media campaign –identify a special event and post engaging graphics (3 times the week leading up to event) with links to more information.
- Create a FB event and encourage people to let you know they’re coming.

Signage or Banners

- Marquees/Banners | Easily readable information with links to the website.

Facilities (inside and out)

- Are the premises clean, attractive, mowed lawn, clearly tended and cared for?

Greeting & Welcoming

Welcome Team Members (YouTube Live and Facebook Live)

- Identify yourself as an online greeter, welcoming all and inviting newcomers to type “new” in the chat/comments area. Follow up via chat using their user name.
- Include a link to the “connect with us” form on the website.
- Include a link to a downloadable PDF Bulletin.
- Hospitality: Include ZOOM link to post service coffee hour in chat feature on YouTube and comments section of FB Live.
- Have designated greeters responding to questions posed in chat and comments.

Welcome Team Requirements

- Intentional warm, friendly & informed greeters

Clergy Welcome

- Words of welcome from clergy before or during service. Include a link to the downloadable bulletin and “Connect with us” form on the website
- Invite guests to type “new” in the FB Live comments or YouTube Live chat feature. Follow up the same day.
- Readily accessible clergy contact info on website
- Invite guests PM designated greet

Newcomer Welcome Gift

- A welcome gift for newcomers is a standard policy. Encourage guests to complete the “connect with us” form so you can follow up with a \$5 Starbucks card – coffee on us and invitation to a future event.

Kid Coloring Pages

- Include the link in YouTube chat and FB Live comments to Illustrated Ministry coloring pages or other children’s ministry coloring pages.

Worship Bulletin

- Simple, understandable, newcomer-friendly, intelligible to someone who has never been to church.
- Use insider language (EYC, ECW) as a teachable moment.

Hospitality Time (coffee hour)

- A separate Zoom room link posted on YouTube/FB Live for newcomers to visit and ask questions – led by clergy, designated greeter for the day, or vestry member.
- Invite newcomers to complete and submit the Connect with Us form.

Follow Up

Clergy Follow Up

- A phone call, text, or email from clergy following first visit (critical!) – within 24 hours
- A handwritten note, preferably from clergy, within the first week

Staff or Laity Follow Up

- A phone call, email, or handwritten note after 1st or 2nd visit
- Invitation to Zoom newcomer class facilitated by clergy or lay leader
- Distribution of newcomer info to staff/leadership
- Delivery of welcome gift

Training, Education, In-House Assessment

- On-going training for the entire welcome team, including greeters and hospitality team
- Flow Chart - Newcomer ministry strategy/process for clergy/staff/leadership