Instructions

Members of your team conduct individual evaluations of your church using the *Curb Appeal* booklet. Next, meet together as a group and compare the results.
Instructions

Rate the messages your church sends to first-time visitors:

0  Not Applicable (select 0 when an item mentioned is not relevant to your church or its facilities)
1  Poor Message
2  Fair Message
3  Good Message
4  Outstanding Message

The higher the mark, the more outstanding your church is in this particular area.

Because no two church buildings or congregations are exactly alike, it is impossible to include everything in this self-evaluation tool. Use the line labeled “Other” to specify items that apply to your unique setting.
Category A
Signs & Directions
1. INFORMATION/ADDRESSES, part 1

What kind of messages do people find when they are trying to locate information about your church and its services for the first time?

0 1 2 3 4 on the church website
0 1 2 3 4 on social networking websites
0 1 2 3 4 when performing an internet search
0 1 2 3 4 in the church section of the telephone book
0 1 2 3 4 with the directory assistance operator
0 1 2 3 4 in local newspapers
1. INFORMATION/ADDRESSES, part 2

What kind of messages do people find when they are trying to locate information about your church and its services for the first time?

0 1 2 3 4 in hotel/motel church directories
0 1 2 3 4 in the local chamber of commerce church directories
0 1 2 3 4 emails are returned within 24 hours
0 1 2 3 4 a professional message on an answering machine that gives and receives information
0 1 2 3 4 phone calls are returned within 24 hours

Other:
Comments:
2. DIRECTIONAL SIGNS

What kind of messages do the directional signs to your church send when people are in the general vicinity of the church?

0 1 2 3 4 directional signs are rust-free and well painted
0 1 2 3 4 directional signs are free of weeds and branches
0 1 2 3 4 directional signs are well-lit
0 1 2 3 4 directional signs are placed in clearly visible areas

Other:
Comments:
3. CHURCH SIGNS
What kind of message does the information on the sign in front of your church send to people passing by?

0 1 2 3 4 your church’s name is clearly visible
0 1 2 3 4 the sign includes days and times services are held
0 1 2 3 4 there is a number to call listed on the sign

Other:
Comments:
Category B
Exterior
4. PARKING LOT
What kind of messages do first-time visitors and people from the community get from your church parking lot?

0 1 2 3 4 it is in good repair
0 1 2 3 4 it has adequate visitor parking
0 1 2 3 4 it has well-marked handicapped spaces
0 1 2 3 4 it is well lit at night
0 1 2 3 4 its surface is smooth and hazard-free

Other:
Comments:
5. CHURCH GROUNDS
What kind of message do the church grounds send to the community or those who are first-time visitors?

0 1 2 3 4  the curbs and drainage systems are in good repair
0 1 2 3 4  the lawn is regularly mowed and edged
0 1 2 3 4  the grounds are free of litter
0 1 2 3 4  the shrubbery and plants are well groomed
0 1 2 3 4  the sidewalks are in good repair

Other:
Comments:
6. BUILDING EXTERIOR

What kind of message does the exterior of the church building(s) send to individuals who drive by or are first-time visitors?

0 1 2 3 4  windows and doors are clean and in good repair
0 1 2 3 4  buildings are well painted, stained or bricked
0 1 2 3 4  buildings are attractive to those who pass by
0 1 2 3 4  buildings are in good repair

Other:
Comments:
Category C
Interior
7. CHURCH ENTRANCE
What type of message does the entrance/foyer/lobby of the church send to first-time visitors?

0 1 2 3 4 is warm and inviting
0 1 2 3 4 makes them feel welcome
0 1 2 3 4 has well-marked directional signs to the rest rooms, Sabbath School classes, sanctuary and parents’ room

Other:
Comments:
8. CHURCH SANCTUARY, part 1
What kind of messages does the sanctuary send to first-time visitors?

0 1 2 3 4 is inviting to visitors
0 1 2 3 4 is well-lit
0 1 2 3 4 has a good sound system
0 1 2 3 4 is a comfortable temperature
0 1 2 3 4 has carpet that is clean and in good repair
0 1 2 3 4 has comfortable seating
8. CHURCH SANCTUARY, part 2
What kind of messages does the sanctuary send to first-time visitors?

0 1 2 3 4 has a piano and/or organ in good repair and tune
0 1 2 3 4 platform is free of clutter and dust
0 1 2 3 4 has hymnals
0 1 2 3 4 Bibles in the racks that are in good repair
0 1 2 3 4 has comment cards visitors can fill out and place in the offering plate

Other:
Comments:
9. REST ROOMS, part 1

What kind of messages do the rest rooms in the church send to first-time visitors?

0 1 2 3 4  they are in good repair
0 1 2 3 4  they are freshly painted or wall paper is in good shape and not dated
0 1 2 3 4  they are free of odor
0 1 2 3 4  they are free of mold and mildew
0 1 2 3 4  they are children-friendly (step stools near the sink, etc.)
0 1 2 3 4  there is a baby changing area in both men’s and women’s rest rooms
9. REST ROOMS, part 2
What kind of messages do the rest rooms in the church send to first-time visitors?

0 1 2 3 4  there are air fresheners in each stall
0 1 2 3 4  there is an adequate amount of supplies
0 1 2 3 4  there is notice of where to obtain additional supplies
0 1 2 3 4  there is notice of where to obtain first aid supplies assistance

Other:
Comments:
10. CHILDREN’S ROOMS
What messages do the children’s Sabbath School rooms send to first-time visitors?

0 1 2 3 4 they are clearly marked by age or grade level (visitors may not recognize primary, kindergarten, juniors)
0 1 2 3 4 the rooms are orderly
0 1 2 3 4 the rooms appear safe
0 1 2 3 4 the rooms feature colorful, age appropriate decorations
0 1 2 3 4 the chairs are the appropriate size for the children in each class

Other:
Comments:
11. FELLOWSHIP HALL
What kind of message does the fellowship hall send to first-time visitors?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 1 2 3 4</td>
<td>is well-maintained</td>
</tr>
<tr>
<td>0 1 2 3 4</td>
<td>has plenty of lighting</td>
</tr>
<tr>
<td>0 1 2 3 4</td>
<td>has adequate heat/air conditioning/ventilation</td>
</tr>
<tr>
<td>0 1 2 3 4</td>
<td>chairs and tables are clean and in good repair</td>
</tr>
</tbody>
</table>

Other:
Comments:
12. PASTOR’S STUDY
What message does the pastor’s study send to first-time visitors?

0 1 2 3 4 is neat and free of clutter
0 1 2 3 4 creates an atmosphere of professionalism
0 1 2 3 4 represents a sense of the pastor’s mission
0 1 2 3 4 is private but not secluded
0 1 2 3 4 has comfortable seating

Other:
Comments:
Category D
Print
13. GUEST REGISTRY
What kind of message does the process of guest registry send to first-time visitors?

0 1 2 3 4 it is not intrusive
0 1 2 3 4 it offers visitors a place to eat lunch
0 1 2 3 4 it provides an avenue for someone in need to express that need to the greeter

Other:
Comments:
14. BULLETIN
What kind of message does your church bulletin send to first-time visitors?

0 1 2 3 4 it clearly indicates where activities/services are located
0 1 2 3 4 it is free of Adventist jargon
0 1 2 3 4 it is free of typographical errors
0 1 2 3 4 it is clear that events during the week are open to visitors
0 1 2 3 4 it gives the name, address, website, email and telephone number of the church
0 1 2 3 4 it includes the pastor’s contact information

Other:
Comments:
15. CHURCH BANNERS AND POSTERS
What kind of messages do your church’s banners and posters send to first-time visitors?

0 1 2 3 4 complement church decor
0 1 2 3 4 direct thoughts to God
0 1 2 3 4 provide information of interest to visitors
0 1 2 3 4 are motivational or provoke a sense of awe

Other:
Comments:
16. OFFERING ENVELOPES & COMMENT CARDS

What kind of messages do the offering envelopes and comment cards in the hymnal racks send to first-time visitors?

- 0 1 2 3 4 a reminder of one’s stewardship
- 0 1 2 3 4 a way to communicate one’s needs to the pastor
- 0 1 2 3 4 offers Bible studies
- 0 1 2 3 4 a way for visitors to request more information about your church
- 0 1 2 3 4 includes space for prayer requests

Other:
Comments:
17. MUSIC, part 1
What kind of message does the music during church send to first-time visitors?

0 1 2 3 4 the congregation is led in music by someone who can sing well
0 1 2 3 4 there is a mixture of tempo
0 1 2 3 4 words exalt and praise the name of Jesus
0 1 2 3 4 words follow the theme of the worship service
17. MUSIC, part 2
What kind of message does the music during church send to first-time visitors?

0 1 2 3 4 the congregation sings enthusiastically
0 1 2 3 4 special music is well planned
0 1 2 3 4 if words are projected on a screen, the words are large enough to read, music is in sync and the slides are attractive

Other:
Comments:
18. LITERATURE
What kind of message does your church’s literature rack send to first-time visitors?

0 1 2 3 4 is orderly and attractive
0 1 2 3 4 a sign indicates if materials are free
0 1 2 3 4 materials are current
0 1 2 3 4 there is a large variety of subject matter with balance of gospel and doctrine
0 1 2 3 4 there is a sense of God’s love for people of all ages and backgrounds
0 1 2 3 4 there is an urgency to share good news with others

Other:
Comments:
19. EVANGELISTIC/OUTREACH FLYERS
What kind of messages do the church’s evangelistic/outreach flyers send to potential first-time visitors?

0 1 2 3 4  this is a church with a Christ-centered, relevant, relational message
0 1 2 3 4  this is a church with a mission
0 1 2 3 4  this is a church that cares about people
0 1 2 3 4  meeting times and contact information are clearly listed

Other:
Comments:
Category E
Technology
20. WEBSITE, part 1
What kind of message does your church’s website send to potential visitors?

0 1 2 3 4 provides an accurate description of what first-time visitors can expect
0 1 2 3 4 meeting and worship times are clearly posted
0 1 2 3 4 is easy to find the church’s address, map link and phone number
0 1 2 3 4 free of spelling errors
0 1 2 3 4 all links work properly
0 1 2 3 4 is frequently updated with new information, calendar events and photos
0 1 2 3 4 includes information about the church’s ministries
0 1 2 3 4 lets potential visitors know about children’s classes and activities
20. WEBSITE, part 2

What kind of message does your church’s website send to potential visitors?

0 1 2 3 4 looks professional and gives a positive impression of the church
0 1 2 3 4 colors and overall design complement one another
0 1 2 3 4 includes an evangelism component, allowing visitors to request Bible studies, join a Bible study group or attend an event at your church
0 1 2 3 4 presents a clear invitation for visitors to attend
0 1 2 3 4 presents a summary of Adventist theology
0 1 2 3 4 avoids Adventist jargon

Other:
Comments:
21. AUDIO/VISUAL, part 1
What kind of message does your church’s audio/visual technology send to first-time visitors?

0 1 2 3 4 PowerPoint slides appear attractive and professional
0 1 2 3 4 PowerPoint slides are free from errors and distracting backgrounds and colors
0 1 2 3 4 the font used on PowerPoint slides is easily readable
0 1 2 3 4 there are smooth transitions between slides
0 1 2 3 4 audio/visual volunteers know when to change slides
0 1 2 3 4 screen is large and placed in a location where everyone can see it
0 1 2 3 4 lighting levels are adjusted so information on the screen is easily visible
21. AUDIO/VISUAL, part 2
What kind of message does your church’s audio/visual technology send to first-time visitors?

0 1 2 3 4 microphones work properly
0 1 2 3 4 all platform participants are easily able to find and adjust their microphones
0 1 2 3 4 the church’s sound system works properly
0 1 2 3 4 an appropriate sound level is maintained throughout the service

Other:
Comments:
Category F
Verbal
22. CONGREGATIONAL WELCOME
What kind of message is sent when visitors are welcomed?

0 1 2 3 4  they are not put on the spot
0 1 2 3 4  they are treated with respect
0 1 2 3 4  the welcome is authentic, not just a routine
0 1 2 3 4  fellowship dinner is announced and visitors are invited to stay

Other:
Comments:
23. ANNOUNCEMENTS
What kind of message does the announcement period send to first-time visitors?

0 1 2 3 4 re-reading details found in the bulletin or church newsletter is avoided
0 1 2 3 4 there is intentional avoidance of jargon
0 1 2 3 4 reference to secular activities is avoided

Other:
Comments:
24. PRayers

What picture of God do your public prayers send to first-time visitors?

0 1 2 3 4 prayers are well thought out in advance
0 1 2 3 4 prayers praise and give glory to God as well as outline the concerns of the congregation
0 1 2 3 4 prayers are not lengthy
0 1 2 3 4 prayers use words that are simple
0 1 2 3 4 prayers avoid Adventist jargon
0 1 2 3 4 prayers are given by old and young, men and women, youth, young adults, boys and girls

Other:
Comments:
25. MONEY
What message does your church’s request for tithe and offerings send to first-time visitors?

0 1 2 3 4 no pressure is applied from the pulpit
0 1 2 3 4 visitors are not made to feel obligated to give
0 1 2 3 4 calls for offering are thought out in advance
0 1 2 3 4 calls are not read but given in one’s own words
0 1 2 3 4 denominational church-specific words are explained
0 1 2 3 4 motivation is not to create guilt
0 1 2 3 4 the issue of money is tied to responsible stewardship

Other:
Comments:
Category G
Nonverbal
26. CHILDREN’S CHURCH SERVICE

Does your church provide an alternate service for children during the worship service? Whether or not your church provides such a service, what message does it send to visitors with small children?

0 1 2 3 4 has appropriate supervision
0 1 2 3 4 helps parents feel confident their children will be safe
0 1 2 3 4 has a system of child–parent identification
0 1 2 3 4 has a system so attendant knows how to locate parents in the sanctuary
0 1 2 3 4 is run in an orderly manner

Other:
Comments:
27. CHURCH NURSERY
What message does your church’s nursery send to first-time visitors with infants?

0 1 2 3 4  cribs, toys, changing table and play area are clean
0 1 2 3 4  nursing mothers have privacy
0 1 2 3 4  the church service can be heard through speakers placed in the nursery

Other:
Comments:
28. ATTIRE/DRESS

What kind of message do church members send to visitors who are not dressed in “Sabbath attire”?

0 1 2 3 4 visitors are made to feel welcome regardless of what they are wearing

Other:
Comments:
29. SERVICES FOR PEOPLE WITH DISABILITIES, part 1
What messages are sent to first-time visitors with disabilities?

0 1 2 3 4 parking spaces for people with disabilities are provided
0 1 2 3 4 entrances that are accessible to people with disabilities are clearly marked
0 1 2 3 4 ramps and elevators are well marked and easily accessible
0 1 2 3 4 someone at every door knows where assistive devices for people with disabilities are located and is able to assist people with disabilities as they enter the church
0 1 2 3 4 at least one rest room for each gender is accessible to those with disabilities
29. SERVICES FOR PEOPLE WITH DISABILITIES, part 2
What messages are sent to first-time visitors with disabilities?

0 1 2 3 4 the bulletin includes a welcome statement to people with disabilities and includes contact information for the disabilities ministries director

0 1 2 3 4 there is a list of individuals who are available to interpret for people who are deaf

0 1 2 3 4 a section of the church is available for people who are deaf and for the interpreter

0 1 2 3 4 there are amplifying systems for people who are hard of hearing

0 1 2 3 4 there is a section of the sanctuary where wheelchairs fit and don’t block aisles
29. SERVICES FOR PEOPLE WITH DISABILITIES, part 3
What messages are sent to first-time visitors with disabilities?

0 1 2 3 4 people who are blind are offered information about Christian Record Services for the Blind

0 1 2 3 4 accommodation is made for service animals

Other:
Comments:
30. OVERALL IMPACT, part 1
What is the overall impact of your church on first-time visitors?

0 1 2 3 4 members are Christlike in the way they deal with one another and with first-time visitors
0 1 2 3 4 members are friendly toward visitors
0 1 2 3 4 members make an effort to learn visitors’ names
0 1 2 3 4 members make sure visitors do not sit alone during the worship service or fellowship dinner
0 1 2 3 4 members engage visitors in conversation
30. OVERALL IMPACT, part 2
What is the overall impact of your church on first-time visitors?

0 1 2 3 4  there is a sense that this is an open community of faith that welcomes all into its fellowship
0 1 2 3 4  the church facilities are well maintained
0 1 2 3 4  the worship service is Christ-centered
0 1 2 3 4  the church and its people point first-time visitors to a loving Savior

Other:
Comments:
## Scoring

Did your church score outstanding, good, fair or poor on each of the following?

<table>
<thead>
<tr>
<th>CATEGORY A—SIGNS &amp; DIRECTIONS</th>
<th>CATEGORY B—EXTERIOR</th>
<th>CATEGORY C—INTERIOR</th>
<th>CATEGORY D—PRINT</th>
<th>CATEGORY E—VERBAL</th>
<th>CATEGORY F—NONVERBAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>11. Fellowship Hall</td>
<td></td>
<td></td>
<td>30. Overall Impact</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12. Pastor’s Study</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
List 3–5 areas where your church communicates best to first-time visitors.
List 3–5 areas where your church could improve its messages to first-time visitors.
Sample Goal:
Create Parking Spaces for Visitors

A. STRATEGIES TO ACHIEVE GOAL
1. Bob will call the local sign company to find cost of visitor parking sign.
2. Carolyn will check with friend who is a sign painter to get a cost estimate.
3. Committee will meet at 7 p.m. on June 10 to determine lowest/best bid and the number of spaces/signs we need and can afford at this time.
4. Funds will be raised by July 15 or funds will be requested of the church board from the building and grounds fund.

B. RESOURCES REQUIRED
1. Research time
2. Cost for each sign
3. Labor and equipment if we decide to install signs ourselves

C. SUGGESTED TIMELINE
Completion date: July 31

D. INDIVIDUAL(S) ASSIGNED TO KEEP PROJECT ON TRACK
Bob
Create Your Own Plan for Reaching a Goal

A. STRATEGIES TO ACHIEVE GOAL
1.
2.
3.
4.

B. RESOURCES REQUIRED
1.
2.
3.
4.

C. SUGGESTED TIMELINE
Completion date:

D. INDIVIDUAL(S) ASSIGNED TO KEEP PROJECT ON TRACK
1.
2.
3.
4.