

# Secret Shopper Checklist

## Preparing to visit a church for a consult

It can be difficult to see your church from the perspective of a newcomer when you have been there for a long time and are so familiar with it. Part of loving the churches we are consulting with is getting a genuine experience of what it is like to step into their church for the first time.

Below is a checklist/form to help you prepare and engage effectively with the church you are visiting. Feel free to use it either as a prompt for the day, or to discreetly fill in details as you notice them.

### Remember!

- Know your answer to “what brings you here?” before you get there?
- Don’t be too friendly (e.g. you might need to stand by yourself as you wait for people to approach you)
- Ask people why they came and why they stayed
- Look from the perspective of the Christian and non-Christian newcomer

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|                       |  |
|-----------------------|--|
| <b>Church name:</b>   |  |
| <b>Date of visit:</b> |  |

### Website and Socials

- Is the website mobile friendly?
- Is it user-friendly?
- Can you easily find information about Sundays?
- Are there pictures of people?
- Is it up to date?
- When you do an incognito Google search for churches in the area does it come up in the top 2?
- Are the social media accounts up to date with consistent updates?

Do social media posts primarily profile people/stories over events/announcements?

**Further Website Considerations:**

- What conclusions do you reach about the church based on its website?
- Would you visit this church based off the website?
- If they live stream, does the recording content/quality draw you in or put you off?

**Notes:**

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## Arrival

- Was the building easy to find?
- Is it obvious from the street that something is going on at this church?
- Is there a church sign that's helpful?
- Is there signposted guest parking?
- Is the parking less than 80% full?
- Is the main entrance easy to find?
- Did the website instructions match up with reality?

**Further Arrival Considerations:**

- What were your first thoughts seeing the building?
- What impression does the building give you about this church?

**Notes:**

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## Facilities

| Score out of 5 |                 |
|----------------|-----------------|
|                | Inviting        |
|                | Warm atmosphere |
|                | Tidiness        |

|  |             |
|--|-------------|
|  | Foyer space |
|  | People flow |

**Further Building Entrance Considerations:**

- How do you feel as you walk into the space?
- Is there a welcome table and does it have relevant information?
- Foyer space is critical for before and after church conversations.
- Is the signage to the bathrooms, kids spaces etc. clear?

**Notes:**

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## Welcome — warm and deliberate

**Welcoming considerations:**

- How warm (not weird) was the welcoming?
- How deliberate was the welcoming? E.g. clear system, greeters, ushers etc.
- Were your details collected in an appropriate way?
- Was there a clear next step for you as a newcomer?
- **How long before someone spoke to you, both before and after the service?**
- Was it clear where to go for morning tea/supper afterwards?

**Notes for each service:**

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## Gathering

|                                    |
|------------------------------------|
| <b>Attendance for all services</b> |
|                                    |

**Gathering considerations:**

- Was the newcomer addressed in a warm and deliberate way?
- If a non-Christian were present, would they feel addressed directly or discussed as if they were not there?
- Were things appropriately explained for the newcomer (without being

- over-explained)?
- Was the execution good? Music, lights, slides, service leading etc.

**Notes for each service:**

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## Teaching

**Gathering considerations:**

- Was the teaching compelling?
- Was the teaching to two audiences (i.e. both Christian and non-Christian)?

**Notes for each service:**

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## Kids

**Kids considerations:**

- Are there clear signs and/or drop-off processes for kids, especially with the newcomer in mind?
- Are the kids' facilities safe?
- Is there a clear sign in/sign out process?
- Do the kids have fun?

**Notes for each service:**

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## General Notes

**Notes for each service:**

**Quick wins:**

