



Fresh Eyes Assessment

The purpose of a “Fresh Eyes” Assessment is to make every effort to see your local church and its ministries through the lenses of those who might be seeing these things for the first time.

Acclimation or “[visual numbness](#)” occurs when we become so accustomed to seeing something that we no longer notice it. For those of us who attend church services regularly, it takes great effort to see a Sunday morning experience through “fresh eyes.” That’s why those who are new to our group may be the best resource for this type of assessment.

But, if you think you’re able to see things through “fresh eyes,” then take an up-close look at these items:

ENTERING THE PROPERTY

1. What impression does our exterior church signage make from the street-view?
2. What might the condition and care of our church property suggest about the people inside?
3. Are the appropriate parking spaces evident to first-time guests?
4. Is the preferred entrance clear to first-time guests on Sunday morning? During the week?
5. Is someone available to assist me in these areas, if needed?
6. How can we better extend a welcome atmosphere to those who have entered our property?

ENCOUNTERING THE PEOPLE

7. Do we welcome people at the door with warmth and intentionality?
8. Are our people intentionally friendly to guests or is that primarily the “greeter’s” job?
9. How do we discern the immediate needs of our guests (nursery, children’s ministries, etc.) and their interest in engaging these?
10. Are our hallways and gathering areas warm and inviting to guests or just a place for congregation members to engage their friends?
11. When and how do we ask guests for their personal information?
12. Which is greater, our desire to know our guests or our desire for them know us?

EXPERIENCING THE BUILDING

13. How do we help guests find their way in our facility?
14. Are important locations like restrooms or available nurseries clearly marked?
15. Are our restrooms clean, well-cared for, and up-to-date in appearance?
16. Who is available to answer guests' questions as they proceed to our auditorium/sanctuary?
17. What impressions do our children's ministries facilities make on parents? (Safety, cleanliness, quality care, anticipated fun, etc.)
18. Who is available to help parents engage security procedures and learn important information such as pick-up processes?

ENGAGING THE WORSHIP SERVICE

19. How do we assist guests once inside our auditorium/sanctuary?
20. Is our auditorium clean and well-cared for (light bulbs working, technology operational, seat cards and supplies in place, etc.)?
21. Do we acknowledge our guests in a comfortable manner, extending a genuine welcome and providing direction for their desire to gain more information about our church?
22. Are there parts of our service that guests might not understand (communion, liturgical elements, expressions of spiritual gifts, etc.)? How do we explain these?
23. Does each part of our worship service (music, leadership, and preaching) demonstrate gift-oriented ministry and our best efforts?
24. Is our verbiage understandable to guests or do we make frequent use of "insider" terminology?
25. After the service concludes, do we make a final effort to extend welcome and friendship to our guests?