



The Seven Deadly Sins of Guest Services at the Summit

1. No on-ramp or ongoing care for new volunteers.

Our church-wide standard is that we offer monthly First Impressions training at *least* ten times per year. Putting volunteers in place *without* training is a natural byproduct of not offering training, and it means that we fail in passing along the “why” behind our “what.” Lack of follow up or clearly defined next steps for potential volunteers may lead them to believe they are not needed.

2. No outward posture.

The point of guest services is to point people to Jesus. We can’t serve our guests if we’re in a huddle with our friends. The Summit’s guest services teams should be proactive, outward-facing, and intentional so that we will see our guests before our guests see us.

3. No attention to detail.

Handwritten signs, dirty bathrooms, litter on the sidewalks, and supply closets short on supplies are an abomination to a guest services team. Every gum wrapper should be considered *our* gum wrapper. Every flickering light and squeaky door should catch our attention before it impacts our guests’ experience.

4. No “attend one, serve one” expectation.

A healthy volunteer is a worshipping volunteer. Our standard is that all of our volunteers will be able to fully engage in an entire worship service, and then fully serve for another service. This expectation allows our entire team to focus on Jesus *and* our guests without the two being in conflict with each other.

5. No skeleton crew.

Related to “attend one, serve one,” we will have no ghost towns. Every guest who shows up - regardless of what time - deserves a warm greeting and clear instructions on what looms behind closed doors. We will always have 10-15% of our team present at key locations any time a service is in progress.

6. No inclusive language.

We do not have *visitors* but *guests*. There is a profound difference in the two words...one is an afterthought, the other is planned for and honored. We will speak directly to guests at appropriate times throughout the service, interpreting what they are witnessing (baptism, communion, offering, etc.).

7. No first time guest follow up.

The first visit should always set up the second visit. If a guest trusts us with their contact information, we should serve them by contacting them within 48 hours to thank them for their visit, provide additional next steps, and answer any questions they may have.