

Mystery Worshipper Checklist

(based heavily on the *Guest's Checklist for Hospitality* by Paul Nickerson, nickersoncoaching.com)

How did I find out about the church?

- A friend
- Google search
- Yelp
- Walking or driving by
- Street festival, block party or other public event. Which one? _____
- Event at the church. Which one? _____
- Other (how?) _____

Why did I choose to visit *this* church?

If I phoned the church beforehand, was the voicemail message/administrator friendly and clear?

If I used the website to get information about services, was the information clear and readily available?

Any other feedback about the website or digital footprint of the church:

Getting to the church

If I didn't know the town/city, could I find the church via road signs?

Were the driving directions on the website helpful and correct?

Did you use Waze, Google Maps or any other app to find the church, and was it correct?

Write down any other reflections re: directions:

When I arrived at the church were the outside signs sufficient to tell me where to park and where to enter?

Was there sufficient parking? Handicapped parking?

Was I greeted by anyone outside the church?

Is the exterior of the building attractive and well-maintained? Explain.

Entrance into the church

When I came in the door, was I greeted by stationary greeter or by roving Welcomers who accompanied me?

What was my first impression upon entering the building? (this could include: lighting, heat/cold, smell of coffee brewing or other smells good/bad, friendliness, background music, conversation vs. silence, tidiness vs. messiness, media and bulletin boards)

Did someone help me get a name tag, show me classrooms if I had children, point out bathrooms or any other amenities?

Were there sufficient interior signs so I could find my way around the church building?
Were there any signs that were confusing, or with language you didn't understand?

Please describe any other spaces you remember, and good/bad features of each, including sanctuary, bathrooms, etc.

Church School and Nursery (if applicable)

Were the rooms clean and well-maintained?

Were there trained and prepared classroom leaders?

Were there secure procedures to ensure the safety of children?

Was I given any information explaining those procedures?

The Worship Service

Did someone help me find a seat or did I find my own way?

Was I comfortable where I was seated? Why/why not?

Could I follow the worship bulletin or were there words, hymns and practices that made no sense to me?

Could I hear everything adequately?

If I had children with me in worship, were they made to feel welcome, and did they engage with the service?

Were the music/hymns helpful to my sense of worship? Why/why not?

Was “insider” language used during the service that I didn’t understand?

Was the preaching helpful to my sense of worship? Why/why not?

Was the pace of worship helpful to my sense of worship? Why/why not?

Were modern technologies used in worship? Did this enhance or detract from the experience of worship?

Name the elements of worship during which you were most moved.

Name the elements of worship during which you were most distracted.

Name three feelings that came up for you during the worship service.

Were there other elements of worship that made you feel especially included/excluded?

After-Worship Experience

Did anyone speak to me after worship?

Was I invited/escorted to coffee hour/fellowship time?

Did I have any meaningful conversations or make connections during coffee hour?

Did I leave with any helpful information/material?

Will I come back to this church?

Overall: How would I rate my overall experience of this church? (1=terrible, 10=divine)

Other constructive criticism or positive comments:

Thank you so much for your honest and helpful feedback!