



SALEM COVENANT CHURCH

Encountering God. Equipping People. Extending the Gospel.

Hospitality Team Training Manual

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Why Have a Hospitality Team?

**Goal: to create a comfortable environment so guests can
Encounter God and be open to the truth of God's Word**

Imagine walking into a new church where no one greeted you as you entered. The pastor is standing with his back toward you while texting on his phone. There's a group of people staring at you as you walk by the coffee station. When you sit down, the person next to you stands up and moves a little further away without offering a greeting. How would that make you feel?

Christian media expert Phil Cooke tells us people judge their visit to a new church location within the first eight seconds. Whether we realize it or not, the way a guest feels during their experience at our church will have the greatest influence on their decision to return. As a Hospitality Team, we want to ensure every aspect of our church will positively influence our guests' perceptions of Salem. At Salem, we want to create an atmosphere of inclusion and worship from the time our guests drive into the parking lot until the time they leave; in doing so our guests will see Salem truly is a great place to hear God's Word and connect with others.

Roles and Responsibilities

Think about your first time visiting a store. Think about the different experiences you will encounter. You will need to park. Find the front/correct door. Think about your first impression of the store as you walk in. Undoubtedly, you will interact with a salesperson who will offer to sell you something. All these different experiences shape your overall opinion and determine if you will visit again. There are countless studies and data models companies use to elicit you returning to their store. Have you ever thought about your experience in the same way as you enter church? Everything communicates something to our guests either favorably or unfavorably and will shape their overall opinion of Salem.

Think about the different experiences and needs which occur as guests visit Salem. As a Hospitality Team, we will detail your roles and responsibilities that shape our guests' experience and service their needs.

Greeting Team

8:30 – GATHER with the Greeters in the lobby (coat room) for information for the day and prayer.

8:40 – **Greeters #1 and #2** at the alley door – one may leave as needed to show guests the nursery, restroom, coffee, etc.

- GREET as people enter and signal an usher for seating assistance when needed.
- GIVE DIRECTIONS - elevator, nursery, coffee, etc. as appropriate (Careful not to make parents feel that their young ones are not allowed in the service, nursery is an option)
- OFFER Newsletters during the first 1 or 2 Sundays in the month, hold 1-3 printed newsletters from the Welcome Center to offer to newer attendees. (They can sign up to receive them on-line via the Connect cards.)
- NAME TAG SUNDAY – one Greeter can be up the stairs to encourage people to make a name tag.

9:15 – **Greeters #1 and #2:** Before leaving the doors, lock both office doors and the side (circle drive) door. Reopen office doors as needed for other volunteers.

10:15 – **Greeter #1** goes to the Welcome Center. As First Time Attenders stop by, collect a Connect Card with their information or enter their information in the computer AND give them a cup (extra cups may be underneath). Completed Connect Cards go into the lock box by the sanctuary doors.

10:15 – Greeter #2 goes to the alley doors to say goodbye for first service attendees and welcome second service attendees.

11:00 – Greeters #1 and #2: Before leaving, lock both office doors and the side (circle drive) door. Please do a walk through in the coffee area and tidy up for the next coffee time at 12:00.

Ushers

There are ushers at three stations from 8:30 to 11:00.

FRONT – USHER #1

8:30 – GATHER with the Greeters in the lobby (coat room) for information for the day and prayer.

8:40

- Greet, pass out handouts (& communion cups), seat as needed
- Open/Close Sanctuary doors using the sequence below:
 1. BEFORE SERVICE – OPEN BOTH DOORS
 2. AFTER Anchored kids leave – CLOSE RIGHT DOOR (coffee side)
 3. CLOSE BOTH DOORS IF NOISY – please move to see the alley door
 4. DURING LAST SONG – OPEN BOTH
- Security – Watch the alley door in case someone wanders in during the service. If you do not recognize him/her please “check it out.” Ushers in back have walkie-talkies.
- Exit Offering – On Communion Sunday there is an exit offering for our Care Fund, and sometimes there may be a special exit offering. Please hold the offering plate at the door. Put gifts from front and back offering plates into the labeled envelope and put into the lock box.

10:15 ALL USHERS – Clean and Restock the pews after first service.

10:30–11:00 ALL USHERS – Greet attendees arriving for the second service. Pass out Handouts, Communion cups (1st Sunday of the month), Assist with seating, etc.

USHER #2 BACK and #3 FRONT/BACK

8:30 – GATHER with the Greeters in the lobby (coat room) for information for the day and prayer.

8:40 – USHER #2 move to the back, USHER #3 start in the front then

move to back when the service starts. Determine which usher will do which tasks.

TURN on the fans in the sanctuary and overflow when needed.

GREET, pass out handouts (& communion cups), seat as needed.

SECURITY – Pass out the walkie-talkies (in Usher closet)—one for the Nursery and one for an usher. They need to be on a different frequency than the one used for filming—**use #6**. Watch the cameras frequently during the service.

COUNT people in attendance (10 minutes after service starts), including people in the sanctuary, balcony, worship team, and nursery. Repeats in the second service—Nursery staff, Worship Team, etc. are included in the second service count also. Tally is in the Usher closet on the inside door.

EXIT OFFERING – On Communion Sunday there is an exit offering for our Care Fund, and sometimes there may be a special exit offering. Please hold the offering plate at the door. Put gifts from both front and back offering plates into the labeled envelope and put it into the lock box.

10:15 ALL USHERS – Clean and restock the pews after first service. Gloves in the Usher closet can be used if you prefer.

10:30–11:00 ALL USHERS – Greet attendees arriving for the second service. Pass out handouts and Communion cups (1st Sunday of the month) and assist with seating.

COUNT people in attendance (10 minutes after service starts), including people in the sanctuary, balcony, worship team, and nursery. Repeats in the second service—Nursery staff, Worship Team, etc. are included in the second service count also. Tally is in the Usher closet on the inside door.

WALKIE-TALKIES – Give yours to Nick before you leave at 11:00.

THANK YOU SO MUCH!!

Contact Peg Johnson if you have questions or concerns: 218-260-6501

Welcome Center

The Welcome Center is where new guests are directed if they want to learn more about Salem Covenant Church. Guests are instructed to bring their Connect Card here; there are additional Connect Cards at the Welcome Center if needed.

As people approach, try to read their expression and body language. Do they seem “new?” Do they have a Connect Card in hand? Do they look like they need assistance? Do your best to support their needs before the guest has a chance to voice it but DO NOT be pushy. Let the guest lead the conversation unless they ask an open-ended question, ask follow-up questions if appropriate. Do your best to connect with the guest and let them know you are grateful they were here today.

Here are a few tips when volunteering for the Welcome Center:

- Assist new guests by answering questions or walking with them to tour different areas of the church.
- Have knowledge of each ministry area including ages and locations of those ministries.

Check-In Station

The check-in station is very important to the safety of the children who come to Salem. Each child will receive a security sticker that includes the child’s name and any allergies the child may have along with a security code. The parent/guardian of the child will also receive a sticker with a matching security code which must be presented when the parent/guardian picks up their child at the end of the service.

As families navigate the stairs, greet the child first warmly, with eye contact, and with a smile. We want to extend our welcoming spirit to the children visiting Salem as well. If the child does not like being at church, there’s a good chance the parents/guardians will not return either.

When greeting the child, you may even get down on the child’s level and learn their name in a fun way. This makes children feel special, and it communicates to the parents that we adore kids!

If the child is new to Salem, there is a “guest” option to create a one-time security sticker. This allows newcomers to make the decision to give over any information when they are ready.

When you are done at the station, please put the laptop and printer on the shelf under the counter and move the entire cabinet to a safe location.

Coffee

Food and drink have served as a catalyst for making social connections since the beginning of time. Do you notice at family gatherings people often congregate in the kitchen area or where there is food? Study after study confirms the link between eating together and social connectedness.

There have been numerous iterations of the coffee area at Salem. While the current set up does not have much space to congregate, it is conveniently located near the Sanctuary and therefore easy for guests to locate. The space is arranged to allow for circular traffic flow to ease congestion for everyone. With this set up, we provide a clear way in and (hopefully) an easy way out.

Here are a few tips when volunteering for the Coffee Area:

- Welcome every guest who approaches the coffee area and assist as needed.
- Consistently provide drinks and snacks in a neat, well-presented area.
- Maintain the cleanliness and presentation of the coffee area and nearby seating areas throughout the lobby.

Parking Team

We currently do not have a parking team at Salem; however, we are including here as the Parking Team creates our guests' first experience of Salem. Is it easy for our guests to know where to park? Which door to enter? If our guests park across the street, do they feel welcomed by someone who will guide them where to go? Our Hospitality Team can help answer these and other questions.

Here are a few tips for you as you volunteer for the Parking Team:

- Greet guests by smiling and attempting to genuinely connect with them.
- Give guests clear directions to available parking places and where to enter the building.
- Parking Team volunteers should use a light wand and reflective gear when it is dark outside.

Expectations for All Volunteers

All volunteers are expected to arrive before your scheduled time as doing so enables you to put your things down, check in, get coffee, chat with friends, and be at your post ready to serve on time. Connect with the team leader that day for role assignments and any other pertinent updates.

Please wear your "I Can Help" tee shirt when volunteering. This creates an easy way for our guests to identify who to contact in case of any questions or when assistance is needed.

Always put on a smile when people approach.

No eating, drinking, or cell phone usage. This communicates poorly to our guests.

If someone asks where something is located, always personally escort the guest to the location. Do not point or give directions. A great response can be, "I know where that is, let me show you!" This also gives you time to personally connect with the guest.

If you can no longer serve during your volunteer time, please communicate with the Hospitality Team Leaders as soon as you can. This allows the Hospitality Team Leaders an opportunity to find a replacement volunteer or devise a new solution. We want to ensure that every area of Salem is properly staffed so our guests feel welcomed.

Conclusion

This training guide has covered a lot of ground, and you may only be serving in one of these roles. All of these roles work together to create a comfortable and welcoming environment as people experience Salem in their first and subsequent visits, and they go a long way to help our guests encounter God. We want to be open to the truths of God's Word. Please internalize your role on the Hospitality Team so we can help people Encounter God, Equip People with God's Word, and Extend the Gospel.