



EVALUATION

1 - Immediate Attention Required 2 - Below Average 3 - Average 4 - Above Average 5 - Amazing job

NA - Does not apply or did not evaluate

FACILITIES

- Ease in finding the church
- Curb Appeal
- Parking (ease, accessibility, signage)
- Exterior signs (condition, clarity, size)
- Interior Signage

TOTAL SCORE _____ (Max ____)

NOTES AND THOUGHTS

HOSPITALITY

- Greeting (by anyone, warmly/coolly, too gregarious)
- Appearance of greeters
- Offered bulletin or information
- Knowledgeable of facility/class locations/church information
- Did I feel comfortable as a newcomer (under a spotlight, just right, ignored)?

TOTAL SCORE _____ (Max ____)

NOTES AND THOUGHTS

BABIES / TODDLERS AREA

- Signage/directions
- Cleanliness
- Staff (adequate number, competence, appearance)
- Teacher there/organized environment
- I met the teacher
- Child was greeted, made to feel at home
- Facility (size, appearance, equipment)
- Check-in system
- Security
- Check-out system

TOTAL SCORE _____ (Max ____)

NOTES AND THOUGHTS

CHILDREN'S MINISTRY AREA

- Signage/directions
- Cleanliness
- Staff (adequate number, competence, appearance)
- Teacher there/organized environment
- I met the teacher
- Child was greeted, made to feel at home
- Facility (size, appearance, equipment)
- Equipment
- Decorations
- Take-home materials
- Check-in system
- Security
- Check-out system

TOTAL SCORE _____ (Max ____)

NOTES AND THOUGHTS



SECRET SHOPPER



EVALUATION

STUDENT MINISTRY AREA

- Signage/directions
- Cleanliness
- Staff (adequate number, competence, appearance)
- Teacher there/organized environment
- I met the teacher
- Youth was greeted, made to feel welcome
- Facility (size, appearance, equipment)
- Equipment
- Decorations
- Check-in system
- Security

TOTAL SCORE _____ (Max _____)

NOTES AND THOUGHTS

WORSHIP SERVICE

- Auditorium appearance
- Seating (availability, comfort)
- Help offered to find seat
- Could I see the screen(s)?
- Was the music balanced (vocal versus instruments)?
- Did the worship service flow freely?
- Message/sermon
- length
- clarity
- interest
- relevance
- notes
- pastoral perceptions (attire, friendliness, etc.)
- content
- takeaway
- Audio mix
- Friendliness (general feel, warmth)
- Length of service
- Did I feel informed about what I was to do/when?
- Next Steps

TOTAL SCORE _____ (Max _____)

NOTES AND THOUGHTS

REST ROOMS

- Signage/directions
- Lighting
- Décor
- Aroma
- Cleanliness

TOTAL SCORE _____ (Max _____)

NOTES AND THOUGHTS

BRAND AND IMAGE

- Bulletin/worship folder (printing, graphics, clarity, information)
- Newsletter
- Brochures
- Logo
- Signage
- Lobby
- Information availability (arrangement, thoroughness, appeal)

TOTAL SCORE _____ (Max _____)

NOTES AND THOUGHTS



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EVALUATION

FOLLOW-UP

- Appropriate amount (too much, too little)
- Type of follow-up received
- Overall comfort (embarrassed, felt welcome, etc.)
- Friendliness of people
- Friendliness of pastor/staff

TOTAL SCORE _____ (Max ____)

NOTES AND THOUGHTS

▶ Is this a place where you would invite your friends/neighbors to attend? Why or why not?

▶ If you could change one thing about your experience, what would it be?

MISCELLANEOUS:

▶ What are your overall impressions of you visit? Strengths, things to work on, etc.?

▶ Is this a place where you would want to return? Why or why not?



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EVALUATION

