



Metropolitan Washington, D.C. Synod
Evangelical Lutheran Church in America
God's work. Our hands.

Secret Visitor Report

Congregation Name:

Date of Visit:

1. GETTING TO THE CHURCH

a. Website:

- Was I able to Google it and easily find the Church's Website? _____
When I looked at it, what did I find out about the church?
Directions _____ Where they accurate? _____
Info about the pastor _____
Worship times _____
What to expect when I came _____
Stuff for kids _____
Get a sense of who'd be there by the pictures on the home page? _____
Was there something I wanted but couldn't easily find on the website? _____
Did the website seem current and modern? _____

b. Finding the building

- Were there adequate signs directing me to the building when I got close? _____
Were there signs to help me find parking? _____
Could I easily find the right door to enter? _____

2. ENTERING THE BUILDING

- Was I greeted by anyone in the parking lot or on the street? _____
Did the building appear clean and attractive? _____
Was I greeted at the door by one or two persons? _____
Did anyone come up to me in the lobby to introduce themselves? _____
Was the lighting adequate in the lobby? _____
Could I smell coffee brewing? _____
Were there signs directing me to the snacks? _____
Could I easily locate bathrooms? _____
Did anyone help me find a place to put my coat? _____
Were there signs to help me find a place to put my coat? _____
Was it clear where to bring my kids? _____
Was there background music playing in the lobby? _____
If there was music, could I hear it playing outside the building? _____
Did the music appeal to me? _____

3. STUFF FOR KIDS

- If you had children, would you know what was offered for them? _____

4. THE BEGINNING OF THE WORSHIP SERVICE

- Was there live music at the beginning of the service? _____
- Did I like the music? _____
- Was there enough time during the music to “settle in” to the environment? _____
- Did anyone welcome the congregation? _____
- Did I feel welcomed? _____
- Could I follow along with the worship service itself? _____

5. CONNECTING WITH YOU, THE VISITOR

- Did anyone say hello to you outside of the passing of the peace? _____
- Was it clear what the next step would be if I wanted to take the next step with this congregation? _____
- Did they ask for your contact information? _____ Was the way they did it comfortable? _____

One is lowest, and five the highest score.

Ease of finding the church and its worship (on internet and on the day of your visit)	1	2	3	4	5
Greeting upon arrival	1	2	3	4	5
Initial impressions in the first few minutes and general feeling of welcome	1	2	3	4	5
General Impression of the Worship Experience	1	2	3	4	5
Music	1	2	3	4	5
Impressions at the end of worship	1	2	3	4	5
Encounters upon leaving	1	2	3	4	5

1. Say something about your experience finding the congregation, both on the website (way it looks) and on the day of your visit.

2. Say something about how you were/weren’t greeted upon your arrival and your initial sense of welcome and ease/discomfort in the church.

3. Say something about your favorite and least favorite parts of the worship service.

4. Say something about the worship experience, bulletin, liturgy, music, lasting impression, length.

5. In your opinion, what could this congregation or its leadership improve upon?

6. In your opinion, what should this congregation or its leadership leave as it is?

7. Please add any other comments you would like to make regarding this congregation and your experience in it.

Thank you!

Please email to Phirsch@metrodcelca.org

Or Mail To:

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