
Top 10 Things to Include In Your Welcome Kit

1. Welcome Letter

- a. A warm letter from the Pastor should be one of the first items seen when opening a welcome kit.

2. Directions and Parking Information

- a. Especially if your church is located in a high traffic area, explaining to visitors the easiest way to get to your church and where to park is very helpful. A map can also be helpful.

3. Sunday School and Worship Times

- a. Providing detailed information on start times and locations is very important. Keep in mind that parents want to know what to expect as to when and where to drop off and pick-up their children for Sunday school and children's service, so including as much information is always helpful.

4. Children's Sunday School and Nursery Information

- a. Understand that the more information you provide parents, the less stressed they will feel when dropping their children off for Sunday school or the nursery. Explain times, format and location.

5. How long the services last

- a. Explaining how long the services last and what they include will allow your visitors to know what to expect and how to plan their day.

6. How to get around inside the building

- a. Depending on the size and layout of your building, providing information as to the location of the nursery, classrooms, offices, restrooms and sanctuary is very helpful in making newcomers feel comfortable getting around in your church.

7. Special programs, groups and mission information

- a. Show your visitor that you offer something for them. Providing detailed information on meeting times, locations and contact information for the coordinator of the program will allow your visitor to feel comfortable joining in and meeting the members of your congregation. A calendar of upcoming events is especially helpful.

8. What should they wear?

- a. Surprisingly, this is often a point of stress for newcomers. There is always a worry they will be under or over-dressed. Explain to your visitor what to expect in this regard. This is a great opportunity to communicate that your congregation

cares about them on the inside, not what they're wearing, and that they should wear what makes them feel comfortable.

9. How do they get more information or get added to the mailing list?

- a. Let your visitor know how they can stay in communication with your church. Whether it's an email list or mailing list, keeping them up-to-date on upcoming events and activities will likely keep them returning to your church.

10. Contact information and hours

- a. Lastly, always include contact information and hours of operation for your church office.
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