

The "HII" Process

Hospitality, Invitation, Incorporation

3 Key Church Attitudes

Grace
Gratitude
Compassion

(All are Outward Directed)

First Impressions

Two Primary Issues!

- "The unchurched were more impacted by their second visit than their first visit."
 - First Visit – "on spiritual overload." But, were sufficiently impressed to return.
 - Churches that are sticklers for "first impressions" tend to attract a second visit.
- "90% of the unchurched indicated that some factor about the people or the facilities impacted their decision to return for another visit." (**See Uchenna Alexander's commentary!**)
- Hospitality, Hospitality, Hospitality!!

First Impressions

Prayer & Excellence!

- Key Point! This is the most important point. The remainder of the HII Process merely facilitates the "experience of God".** ("The mission of the church is to restore all people to unity with God and each other in Christ." BCP p855 & Diocesan Vision & Mission!!)
- Why do members invite their unchurched friends to church?
- "Because they are excited about what they've experienced and are confident that every week the grounds, the nursery, the greeting, the singing, and the preaching will be done with excellence."
- Translated: **They experience God.**

HII PROCESS

First Impressions

Impression #1- Friendliness & Hospitality

- 88% of unchurched say that "the friendliness of people was a major attraction."
- Almost all churches see themselves as "friendly" but...
- They are "friendly" only to others whom they already know."
- This is an essential "get it" concept!

Impression #2- Facilities & Space

- Clean, neat, comfortable, and well kept facilities are essential.
- Adequate space is important – especially parking.
- Directions** or **Greeters** are a real plus.
- But, the #1 attraction making a connection with Jesus Christ!**

Impression #3- Nursery/Children's Issues!

- Parents see this as a **critical** issue
- But, even those who do not have children are very committed to children's ministry as well.
- Safety** is #1
- Easy accessibility to children
- Ability to notify parents – **paggers!**
- Training** and attitude of adult workers
- Cleanliness

Impression #4- Inviting to Return!

- Quality of the **worship** is essential but....
- Would you invite a friend to your church?
- Why would they want to come back?**
- Two Critical Points** in the service for Visitors and Hospitality:
 - During the **Peace**
 - After the **Dismissal**

Impression #5- Greeters!

- Greeters** and/or a **Welcome Center** shows sensitivity to potential new members as well as current members.
- Wal-Mart built their business on **courtesy** and **friendliness**.
- All** effective ministries have organized, grace-filled **HII Ministry!**

HII

Hospitality, Invitation, Incorporation

Strategic Stages

Formation of a HII Ministry

Characteristics of a HII Leadership Team

- Three Types of Leader Resources**
 - **Dreamers**
 - **Lovers of People**
 - **Detailers (Can't say enough about DATA)**

Stage #1

- Assemble 3 + Key Leaders with Passion and Talents for New Member Ministry.
- Gather Resources
- Develop a Plan that is an integral part of the Parish's Ministry Plan
- Make it a ministry similar to choir, altar guild, ushers, etc!
- Work in **Stages.....**Key Point!

Stage #2

- Invitation is Everyone's Ministry!
- To be Effective, Must be Intentional!
- Church Year is designed as an invitation to join parish family!**
- Every Event in the Parish's Liturgical & Life Cycle is an Invitation!

Know the culture: Parish & Community

Stage #3

- Welcoming Process has Three Segments
 - **Externals**
 - **Internals**
 - **People Welcomed**

HII PROCESS

1st: Welcoming Externals

- When the Visitors approach your church, What do they see?**
 1. Condition of Property?
 2. Accessibility?
 3. Signage?
 4. Parking?
 5. Access to building
 6. Nursery?
 7. Office Location?

2nd : Welcoming Internals

- When you enter your church, what does a Visitor see?
- First Impressions? (If negative, hard to overcome!)
- Condition of Narthex, Pews, Restrooms, Nursery, Classrooms, Offices, Parish Hall, Playground, etc.

3rd: Welcoming People

- When you enter your church, what does a Visitor **experience**?
 1. **Welcomed?** Greeted? Hospitality???
 2. In Narthex?
 3. In Worship?
 4. **Parish Hall?**
 5. Invited to Participate?
 6. Greeted by others or ignored?

Stage #4

- Follow-Up
- Mail
- E-Mail & Web Page
- Phone Call
- Visit by Clergy & Parish Leaders
- Invitation to New Member Classes; Faith Seeking/Formation Classes?
- Classes/Renewal Events, Service Projects, etc.?
- Note:** People do not enter in a linear manner but find their own path. Provide for alternate entry points.

Stage #5

- Tracking Process: Systematic and Consistent!
- How is Data Collected?
 1. Greeters
 2. Pew Cards
 3. Checks or **Credit Card Information**
 4. Person to Person
 5. **Usher's** Book
 6. Prayer Teams

Stage #6

- New Member Classes: 2 Primary Reasons
 - #1. Who are **They**?
 - #2. Who are **We**!
- What is your parish's **Ministry Plan**: Vision, Mission, Action Plan
- What is their **Ministry**?
- How do they discover, enter, train, & exercise their Ministry?
- New Member Classes: **Questions recruits ask?**
 - Do I fit here?
 - Does anyone want to know me?
 - Am I needed?
 - What is the advantage of joining?
 - What is required of members?
- New Member Class: **Structure**
 - What is the Episcopal Church?
 - Who are we at (your church) Church?
 - What are the benefits of joining?
 - How does this church make a difference?
 - What is the mission of this church?
 - How can I get involved in ministry?
 - What do I do now to join?

Stage #7

- Training Ministry Leaders
- The Dynamics of Growing Parishes
- The Volunteer & Staff Structure for Growth!
- Create places for other to join the parish's ministry!

HII PROCESS

Staffing for 200



Staffing to Grow Past 300



Stage #7

- Training Ministry Leaders
- Every Ministry Leader must know the details of the New Ministry Classes!
- It is Essential that **Ministry Leaders** welcome the new members into their Ministry!
- Parish Ministry Leaders MUST be constantly **RECRUITING!!!!**

Stage #8

- Incorporation** Into Ministry
- Track** New Members in their quest for a place to exercise their ministry.
- Staff** systematically reviews all parish ministries...
- Is the ministry membership and/or Leadership stagnant?
- Are Opportunities for Ministry **OPEN?**

Stage #9

- Renewal & Growth Events
- Are New Members given opportunity for formation, renewal, or growth in their relationship to Jesus, self, others?**
- Does the faith community renew itself?
- Does the faith community stretch itself?

Stage #10

- Presence of Active, Focused & Viable Ministry Plan

Stage #11

- "Verily, verily I say unto thee, assemble your New Member Ministry process in **stages!**"*

HII PROCESS

Do it well!

Main Thing!

***It's His Church
It's His Work
It's His Harvest***

