

GREENSBURG ALLIANCE CHURCH

WELCOME HOME

Culture Playbook

A guide to how we welcome, care for, and grow with every person who walks through our doors — designed to be lived out consistently, week after week.

Draft v1

Table of Contents

Why This Matters	3
The Credo.....	3
The Seven Core Values.....	3
Modeling the Values: Leadership First.....	4
The Welcome Home Standards	5
Role Structure	5
Station Color System	6
Welcome Team Script.....	6
Host/Guide Script.....	7
Connection Director Role	7
Volunteer Hospitality Room	9
Training Process.....	9
The Welcome Home Class.....	10
New Believers Class	11
Monthly Meet the Pastors	11
Felt-Needs Pathway	12
Membership & Baptism	12
The Full Discipleship Pathway	12

Why This Matters

Everything in this Playbook exists to serve a purpose bigger than hospitality for its own sake. Culture is the vehicle — this is the mission it carries.

Purpose

To have passion for God and compassion for people.

Why

To love people so they experience Jesus and share Him with others.

Goal

To reach 1% of Westmoreland County.

Every role, script, and standard in this document is built to serve these three things. If a practice ever stops serving the Purpose, Why, or Goal, it should be reconsidered — culture is a means, not the end.

The Credo

This is the single paragraph every volunteer should be able to recite from memory. It is read aloud at trainings and recited together at quarterly refreshes.

At Greensburg Alliance Church, every person who walks through our doors — first-time or fiftieth — is family coming home, not a guest passing through.

We notice you. We remember your name. We make room for you — because that's how people experience Jesus before they ever hear a sermon about Him.

Whoever you are, wherever you've been, however far you've wandered — this is home, and home always welcomes you back.

The Seven Core Values

These values define how "Welcome Home" actually shows up in behavior — not just as a feeling, but as something every volunteer can be trained and evaluated against.

1. Everyone Is Family

We don't have members and visitors — we have family, some of whom we haven't met yet. From the first hello, we treat every person like they already belong, because in God's family, they already do.

2. We Walk People There

Pointing says "good luck." Walking says "you matter." We always walk people to where they need to go.

3. Passion for God, Compassion for People

Our worship and our welcome are not two different things — they're the same thing pointed in two directions. Passion for God without compassion for people is just noise. Compassion for people without passion for God has no lasting power. We need both, every Sunday, from everyone.

4. Every Seat Matters

One seat filled is one person who matters to God. We're not chasing a number — we're chasing people, one at a time, until we've reached 1% of Westmoreland County. Every guest who walks in is part of that mission, not a statistic toward it.

5. We Own It, We Don't Wait

If something needs to be done — a spill, a lost child, a guest who needs help — we don't go find someone else to handle it and we don't wait to be told. We are trusted to act, because home doesn't run on permission slips.

6. Excellence Honors God

Our best isn't for applause — it's an offering. A clean building, a warm greeting, a well-run check-in — these aren't small things. They're how we say God is worth our very best.

7. Prayer Comes First

Before we greet, before we plan, before we serve — we pray. Every “Welcome Home” moment is powered by prayer, not performance. If we ever have to choose between a polished program and a prayed-over one, we choose prayer, every time.

Sunday Morning Prayer Practice

Every Sunday morning, before service begins, the elders gather to pray over every seat in the sanctuary and for every person who will walk through the doors that day — known and not yet known. This is a standing, non-negotiable practice, not an occasional add-on. It is the clearest, most concrete expression of Prayer Comes First: the building itself, and everyone who will sit in it, is covered in prayer before a single guest arrives.

Modeling the Values: Leadership First

Culture is not what we post on a wall — it's what our leaders do when no one is grading them for it. If pastors, elders, and staff don't visibly live these seven values, no volunteer training will make them stick.

How Leadership Models Each Value

- **Everyone Is Family** — Pastors and elders learn names, not just faces; greet volunteers and regulars with the same warmth as first-time guests
- **We Walk People There** — Staff physically walk people to answers instead of pointing, even in everyday church business, not just Sundays
- **Passion for God, Compassion for People** — Leaders make time for real, unhurried conversations with people, not just tasks and to-do lists

- Every Seat Matters — Leadership celebrates one changed life as loudly as they celebrate attendance numbers
- We Own It, We Don't Wait — Staff and elders solve problems on the spot rather than passing them up the chain
- Excellence Honors God — Leaders hold themselves to the same standard they ask of volunteers — no double standard between staff and serving teams
- Prayer Comes First — Every staff meeting, every leadership huddle, begins in prayer, not just Sunday programming; every Sunday morning, elders gather before service to pray over every seat and every person who will walk through the doors

Why this matters: volunteers won't build this culture by reading the Playbook — they'll build it by watching leaders live it out and imitating what they see. This section exists to hold leadership to the same standard as everyone else, explicitly, in writing.

The Welcome Home Standards

Three moments define every guest's experience, from the parking lot to the parking lot. Each one has a specific, trainable standard behind it.

1. The Greeting — “Seen before they sit”

- First-time guests identified and greeted within their first 60 seconds
- First name used within the first exchange whenever possible
- No one enters alone

2. The Anticipation — “Cared for before they ask”

- Volunteers trained to notice hesitation, juggling parents, or someone standing alone
- Coffee, seating help, and directions offered — never just posted on a sign

3. The Farewell — “Known before they leave”

- No first-time guest leaves without one specific, personal moment
- Personal follow-up within 48 hours from the Connection Director or another staff member

Role Structure

Each role has a narrow, mastered job rather than one person trying to do everything. This is what makes the system trainable and consistent, week after week.

1. Entrance Door Team — first contact, opening greeting
2. Welcome Center — staffed table where a volunteer personally hands out the first-time gift and collects connection cards
3. Sanctuary Door Greeters — final greeting before entering worship
4. Host/Guide — tours guest from entrance through Welcome Center
5. In-Sanctuary Seating Help — assists finding seats as needed
6. Connection Director — paid staff position; captain of the Welcome Home system; oversees all roles, follows up with first-time guests after service

Station Color System

Every volunteer position is marked on the building map by color, indicating how much freedom they have to leave their post. This keeps coverage consistent and protects the Standards from breaking down due to an empty station.

Color / Type	Stations	Rule
 Red — Fixed Station	Sanctuary Door Greeters	Stay at all times. No leaving without a replacement already in place.
 Blue — Flexible with Coverage	Entrance Doors, Welcome Center	Some flexibility to step away if needed, but must be replaced first.
 Green — Free to Move	Host/Guide, In-Sanctuary Seating Help, Connection Director	Full mobility — these roles require going wherever the need is.

Why this matters: a color-coded map means the system stays simple enough to train in one sentence — “Red stays, blue gets covered, green roams” — no matter how many new volunteers rotate through.

Welcome Team Script

The Welcome Team is stationed at the entrance — first contact, gathers no personal information themselves, and hands guests off to a Host/Guide. They do not escort guests and do not sit with them in service.

Opening

“Good morning! So glad you're here — first time with us, or have you been before?”

“Hi there! I'm [name] — what's your name?”

If It's Their First Time

“What brought you in today?”

“Are the kids with you today? The check-in station is staffed and ready — our host will walk you there in just a second, or if you'd rather keep them with you today, that's totally fine too.”

“Let me get someone to walk you around and show you where everything is.”

Handoff to Host/Guide

“This is [Name] — they're going to take great care of you and show you around.”

To Host:

“Hey [Name], this is [Guest Name] — first time with us!”

Regulars

“Hey! Good to see you — how's your week been?”

“Anything going on this week I can be praying for you about?”

Farewell (For Guests Cycling Back Through)

“So glad you came — I hope we get to see you again next week.”

“Did you make it by the Welcome Center? That's where your gift is, and where you can leave a connection card if you'd like someone to reach out this week.”

Host/Guide Script

The Host/Guide is mobile (Green station) — they walk the guest through the building and end the tour at the Welcome Center, a staffed table where the guest fills out a connection card and is personally handed a first-time gift by the Welcome Center volunteer.

Opening

“Hey [Guest Name]! I'm [name] — I'd love to show you around before service starts.”

“First time here? Let's get you oriented — I'll show you everything real quick.”

During the Tour

“This is where kids' check-in is, in case you ever need it.”

“Restrooms are right here.”

“This is where coffee is — help yourself anytime.”

“Sanctuary's this way — I'll show you good seats in a second.”

Closing at the Welcome Center

“Last stop — this is our Welcome Center. Our team here will get you a gift, just to say we're really glad you came home today.”

“While you're here, feel free to fill out a connection card — it's not just for first-timers, it's how anyone here can request prayer, ask for more info, or let our team know what you need. Totally no pressure.”

“Take your time — I'll walk you to your seat whenever you're ready.”

Seating Handoff

“Let's find you a great seat.”

“Sit anywhere that feels comfortable — and if you need anything during service, just look for anyone with a [lanyard/name tag] — that's us.”

Connection Director Role

This is a paid staff position, not a volunteer role — the Connection Director carries ongoing accountability for the health of the entire Welcome Home system week to week.

The Connection Director is the captain of the whole Welcome Home system — they oversee every role in the chain (Entrance Doors, Welcome Center, Sanctuary Door Greeters, Host/Guide, In-Sanctuary Seating Help) end to end. They make sure every station is staffed and every handoff happens smoothly. When it comes to connection cards, the Connection Director's role is focused specifically on first-time guests: those cards are directed to them, and they personally follow up with a text and a Senior Pastor letter. This role is always a Green (free to move) station, since overseeing the whole system requires full mobility.

Captain of the Ship

The Connection Director is responsible for the health of the entire system on any given Sunday:

- Confirms every Red, Blue, and Green station is staffed before service begins
- Steps in personally to cover a gap if a station is short a volunteer
- Checks in with Welcome Team, Host/Guides, and the Welcome Center throughout the morning
- Is the go-to person for any in-the-moment question or problem a volunteer can't solve on the spot

First-Time Guest Follow-Up

First-time guest connection cards are directed to the Connection Director. From there:

Sent by the Connection Director or another staff member — never a volunteer, never an automated system.

“Hi [Name], this is [Connection Director name] from Greensburg Alliance Church — just wanted to personally say how glad we were to have you with us this week! If you have any questions or need anything, I'm just a text away. Hope to see you again soon!”

Senior Pastor Follow-Up Letter

A standard letter, sent that week to every first-time guest:

It was nice to have you worshiping with us at Greensburg Alliance Church.

We believe God has called us to the Great Commission (Matthew 28:19-20) and given us a special mission of growing in passion for God and compassion for people. We hope you sensed our passion for this as you worshiped with us.

I look forward to having you worship with us again. If our church, or I, can minister to you in any way, please do not hesitate to contact us.

— Rev. James Llewellyn

Volunteer Hospitality Room

Volunteers give their time and energy to make others feel like family — this room is how we make sure they feel like family too.

Details

- Available before service and during service
- Refreshments provided
- Open to any volunteer serving that day, across every team — Welcome Team, Hosts, Welcome Center, Connection Director, Children's Ministry, Youth, Worship Team, Coffee Crew, and any other serving team

Hospitality that only flows outward — toward guests — eventually burns volunteers out and starts to feel transactional. A church that says “we walk people there” and “excellence honors God” has to apply that inward too, or the value only half-works.

Training Process

Owner: Connection Director

Cadence: Rolling / As Needed — new volunteers are trained as they come in, not on a batch schedule. Onboarding never becomes a bottleneck to serving.

Step 1 — Culture Orientation (30–45 min, before ever serving)

Culture Foundation

- The Credo (recited together)
- All 7 Core Values, with the “why” behind each
- The 3 Standards (Greeting, Anticipation, Farewell)
- Role structure and handoffs

What to Actually Say — Reviewed and Practiced Out Loud, in Pairs

Opening

“Good morning! So glad you're here — first time with us, or have you been before?”

“Hi there! I'm [name] — what's your name?”

If It's Their First Time

“What brought you in today?”

“Are the kids with you today? The check-in station is staffed and ready — our host will walk you there in just a second, or if you'd rather keep them with you today, that's totally fine too.”

“Let me get someone to walk you around and show you where everything is.”

Handoff to Host/Guide

“This is [Name] — they're going to take great care of you and show you around.”

“Hey [Name], this is [Guest Name] — first time with us!”

Regulars

“Hey! Good to see you — how's your week been?”

“Anything going on this week I can be praying for you about?”

Farewell

“So glad you came — I hope we get to see you again next week.”

“Did you make it by the Welcome Center? That's where your gift is, and where you can leave a connection card if you'd like someone to reach out this week.”

Live practice: pair up new volunteers with an experienced one — have them run the full opening → first-time-guest → handoff sequence out loud, swapping roles, before ever stepping onto the floor. Mention the Volunteer Hospitality Room here too — a small way of signaling from day one that this isn't a thankless assignment.

Step 2 — Shadow Weekend(s)

- Shadows an experienced Welcome Team member for at least one full service
- Watches first, then tries 2–3 live interactions with support nearby
- Debrief immediately after service: what went well, what felt awkward, one thing to work on next time

Step 3 — Solo with Check-In

- First solo Sunday, brief check-in before and after service with Connection Director or designated lead
- Not evaluative — a quick “how'd it feel, anything you want to talk through”

Step 4 — Fully Released

- Volunteer now serves independently, part of the regular rotation

Ongoing: Quarterly Culture Refresh

Applies to all trained volunteers, regardless of when they onboarded.

- Recite the Credo together
- One “Welcome Home” story from that quarter — a specific moment where the culture worked
- Revisit one Core Value in depth — rotate through all 7 over time
- Open floor: anything volunteers are seeing that isn't working

Why this matters: training only sticks if it's reinforced. A volunteer trained once in January and never touched again by August will drift back to generic behavior. This rhythm is what keeps our culture consistent all year long.

The Welcome Home Class

For new attendees wanting to go deeper — not a volunteer training, a discipleship on-ramp.

Format: 2 weeks, offered once per quarter.

Purpose: Gives new people a 10,000-foot view of who we are and what we believe — so “welcome home” isn't just a warm feeling, it becomes an informed sense of belonging.

Week 1 — Who We Are

- History of Greensburg Alliance Church
- History of the Christian & Missionary Alliance (C&MA)
- How Greensburg Alliance Church fits into that broader family of churches

Week 2 — What We Believe

- Core beliefs / statement of faith
- The Fourfold Gospel (Jesus as Savior, Sanctifier, Healer, Coming King) — the C&MA's theological foundation
- How our Purpose and Why flow out of these beliefs

Connection to the Rest of the System

- A natural next step to offer through the Connection Director's first-time-guest follow-up text or letter
- Welcome Center should have signage/info about upcoming class dates

New Believers Class

The foundation-building step between attending and formally committing — for those who are new in their faith or new to following Jesus.

Format: 10 weeks, offered twice a year.

Purpose: Gives new believers a solid, unhurried foundation — Scripture, prayer, spiritual disciplines, and what it means to actually follow Jesus day to day — before they're asked to take next steps like Membership or Baptism.

Connection to the Rest of the Pathway

- Sits after the Welcome Home Class (who we are) and before Membership — it's the depth step in between
- A natural next step to recommend through the Connection Director or Welcome Home Class instructors for anyone who identifies as new in their faith

Monthly Meet the Pastors

Purpose: Give new attendees a low-pressure chance to meet leadership personally — turning “I liked the service” into “I know who leads this church.”

Format

- Held once a month, immediately after service
- Casual, drop-in style — no RSVP required
- Coffee and light refreshments in a side room
- Senior Pastor, plus a rotating group of elders and pastoral staff, attend
- 20–30 minutes

Why This Is the Standard

This is the version built into the core Playbook because it's simple enough to run consistently, month after month — no event budget, no RSVP system, no advance planning beyond picking a room and making coffee. A quarterly dinner remains a great optional enhancement if there's ever the staff and budget to support it, but it is not required.

Connection to the Rest of the Flow

- The Connection Director's first-time-guest text/letter can mention the next upcoming date
- Welcome Center signage can post the monthly date as a standing invitation

Felt-Needs Pathway

Purpose: Marriage, finances, and parenting are where most people are quietly struggling — meeting real needs builds trust and deepens belonging faster than any program built around church jargon.

Offered Twice a Year, Each

- Marriage Cohort
- Financial Class
- Parenting Class

Why this matters strategically: these aren't “churchy” topics — they're felt needs. Someone who'd never sign up for a Bible study might absolutely show up for help with their marriage or their money. This is often the real front door for people who are far from God but close to a need.

Membership & Baptism

Membership

Ongoing pathway for those ready to formally commit to Greensburg Alliance Church.

Baptism

Offered at least once a year.

How these connect to the Welcome Home Class and to each other can be defined further once the full discipleship pipeline is built out, separate from this Culture Playbook.

The Full Discipleship Pathway

From first contact to lasting commitment — the complete picture of how a new person moves through Greensburg Alliance Church's culture:

1. Welcome Home Class (quarterly, 2 weeks) — who we are, what we believe
2. New Believers Class (twice a year, 10 weeks) — a solid foundation for those new in their faith
3. Monthly Meet the Pastors — know leadership
4. Felt-Needs Pathway (marriage, finances, parenting — twice a year each) — real-life help
5. Membership (ongoing) — formal commitment
6. Baptism (at least annually) — public step of faith

This Playbook is a living document. As Greensburg Alliance Church grows from 500 to 1,000, every piece here is built to be taught, repeated, and carried forward without losing what makes it feel like home.