



FAITH Perceptions[®]

UNBIASED RESEARCH

Services

- **Mystery Guest Program**
- **On-Site Hospitality Consulting**
- **Speaking & Training**
- **Communication Assessment**
- **Focus Groups & Surveys**

Packages & Pricing

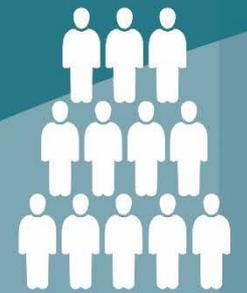
“Faith Perceptions has come alongside us in our ministry to improve the quality of our hospitality towards guests. It’s been an eye-opening process and very beneficial. Besides the results, what sets them apart is their personal touch and genuine desire to help their clients become the very best they can be. I highly recommend using Faith Perceptions!”

- Ron Watts, Senior Pastor La Croix Church

The Mystery Guest Program helps you see what your church looks like ***through your visitors’ eyes.***

Mystery Guest Program

HOW IT WORKS:



We hire numerous local, "unchurched" people to visit your church.



They anonymously attend your church services.

They complete our survey.



We produce a report based on their feedback.



We discuss your results and how to make guests feel more welcome.



Visitors are more likely to feel accepted, return, or even call the church "home."



3- Visit Snapshot

Snapshot Package:
\$1,075

Ideal for small rural churches that average fewer than 50 worshipers each week. This package is perfect for a church that is eager to gain a “snapshot” of the Sunday morning experience and to see how welcoming they are.

- ***3 individual mystery guest visits*** over a six-week period.
- **A detailed report that provides insights** to help your church see your church through a visitors’ eyes.

See your church through the eyes of a visitor!

5- Visit Small Church

Small Church
Package: \$1,600

Designed for a small church with just one service that wants to gain an idea of their guests' first impressions. Find out why someone would or (would not) return to your church.

- *Five individual mystery guest experiences* over a two-month period and quantifies the findings into one report.
- **A detailed report that provides insights** to help your church see your church through a visitors' eyes.

A great option for a smaller church that is looking to see their church through their visitors' eyes.

12- Visit Basic

Basic Package: \$2,600

Designed for any size church that wants to gain a strong sampling of their guests' first impressions, glean common themes among feedback, evaluate congruency in hospitality from service-to-service, and isolate opportunities to improve the welcoming process.

- ***12 individual mystery guest visits*** over a four to six month period with more data-points that can be used across multiple services.
- **A comprehensive report and conference call** to discuss results, provide insights, and determine next steps for improving your welcoming process.

This package provides the overview that many church leaders are looking for when making improvements to their hospitality.

20-Visit Comprehensive

Comprehensive
Package: \$3,775

With this number of visits, you can send multiple guests across several services and find out how truly welcoming your church is from service to service.

- ***20 individual mystery guest visits*** over a four to six month period with more data-points that can be used across multiple services.
- **A comprehensive report and conference call** to discuss results, provide insights, and determine next steps.

This package allows you to measure multiple services. More visits allows for more confidence in the findings.

30-Visit Complete

Complete Package: 30-visits and
Consultation \$7,500 + travel
OR \$4,400 for 30-Visit only

The more visits you have, the more you can be sure of what guests are experiencing. This in-depth study of the first-time guest experience provides...

- **30 individual mystery guest visits** over a four to six-month period. Excellent for churches with multiple services.
- An **on-site hospitality consultation** to perform a full evaluation of the first-time guest experience and work with you on creating a superior experience for guests.
- **A comprehensive report and development of a welcoming process** with specific ways the church can improve the welcoming - from the website to follow-up.

**This package allows you to gain statistical
meaningful information and development
of a welcoming process**

Mystery Guest Package- Multi-Campus Church

Want to know if you are welcoming to newcomers at each campus/service or how guests feel about a live service vs. a video venue?

Perfect for churches with more than one campus and for those offering a video venue. By sending mystery guests to each campus you'll find out if your church is consistently welcoming, where inconsistencies may be and gain insights on guest perceptions of a video venue service.

Pricing depends on scope of work

Customize your own mystery guest study. We will work with you to determine number of visits along with any other special requests you have.

- Multiple visits to each campus
- Mystery guests of different demographics (ex. millennials, parents with children, differing ethnicities, etc.)
- Survey customization - add additional questions to our existing survey.

Mystery Guest & Communication Assessment

\$2,600 for 5 visits & Communication Assessment OR \$3,800 for 12-visits & Communication Assessment

Did you know that most people will visit your website before they ever visit you? When they do can they easily learn about your church and the ministries you offer? Find out if your church is welcoming to guest when they visit AND in your communication to them.

- **Communication Assessment:** Brochures, bulletins, website, welcome packet, and social media all have one thing in common. Each communicates something, but does everything communicate or connect the way you hope it does? Our team will evaluate the consistency and effectiveness of your communication as outsiders from the point of first engagement to follow up and provide you with specific recommendations for improvement.
- **Mystery Guest Report:** We will send 5 or 12 anonymous “unchurched” mystery guests to attend a service and provide honest feedback on their experience so you’ll know how welcoming your church really is to visitors.

Hospitality Consulting

The process of implementing a welcoming process takes time and resources and can be overwhelming. We will come on-site to your church, attend worship services and meet with key hospitality leaders. We will look at environments and collateral materials that guests receive and observe your current welcoming process through an expert lens and develop a complete “street to seat” welcoming process for you.

We will help you develop a clear vision and plan for welcoming guests and following up with them!

“The mystery guest feedback and final report exposed so much about our ministry and the potential for growth. We truly believe we are now on the right track.”

- Michele Burney, Faith Chapel

\$3,500 + travel w/mystery guest package

Note: On-site consulting is included and discounted with the 30-Visit “Complete” Package.

Speaking & Training

Hospitality Matters! Whether you are a large or small church you'll walk away with ways to improve the welcoming process at your church.

Topics Include:

- 10 Things Churches Do to Drive People Away
- How to Retain More First-Time Guests
- Best Practices to Engage & Connect With Your Visitors
- Beyond the First Visit - First-Time Guest to First Time Giver
- 7 Ways Your Church Can Become More Welcoming

We've learned a lot from our mystery guest feedback over the years and we're available for speaking engagements or interactive training for first impression/hospitality teams.

Get access to the tools and resources you need to become more welcoming!

Pricing depends on scope of work

Communication Assessment

We noticed early on through our mystery guest reports how often a church either miscommunicates information or fails to communicate at all. As a result, a guest can walk away feeling disconnected from the community and ministries you're trying to engage them in!

- Brochures, bulletins, website, welcome packet, and social media all have one thing in common. Each communicates something, but does everything communicate or connect the way you hope it does? Our team will evaluate the consistency and effectiveness of your communication as outsiders from the point of first engagement to follow up and provide you with specific recommendations for improvement.

Communication Assessment: \$1500

Note: Discounted if purchased with a Mystery Guest Report

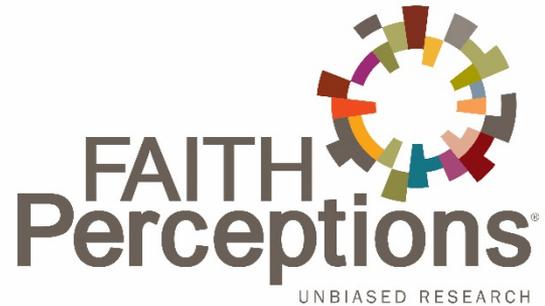
Focus Groups & Surveys

Focus groups and surveys allow you to **test ideas** and **gain valuable feedback** about anything you want to know more about...

Whether you are planting a church, starting another campus, beginning a capital campaign or would simply like to evaluate the fruitfulness of an existing ministry we can help.

By letting us ask the questions and facilitate those conversations, you will be able to gather authentic and unbiased information to make **effective ministry** decisions.

Pricing depends on scope of work



Contact us today to talk
about any of our services.

573.335.1782

877.330.1885

info@faithperceptions.com

FaithPerceptions.com

Pricing is valid through December 2018