

Building a World-Class Greeter Team

A Practical Toolkit for Structuring & Growing a Small Greeter Team

“Offer hospitality to one another without grumbling.”

1 Peter 4:9

1. Lay the Foundation First

A guest decides how they feel about a church before they ever hear a word of the sermon — usually in the first ten seconds, in the parking lot or at the door. A world-class greeter team isn't built on a few naturally friendly people; it's built on structure that makes warmth consistent no matter who's on duty. Before you build a schedule, put these things in writing, even if it's one page.

Vision, Values & Guidelines

State plainly why the greeter team exists: to be the first face of the church's love before anyone reaches a seat. Core values should be simple and visible — warmth, readiness, excellence, and genuine attention. Non-negotiables: on time and in position before guests arrive, phones away while on duty, and a consistent standard of energy regardless of weather, mood, or how small the crowd is.

Developing a Leadership Team

Even a team of three needs a lead greeter who owns the standard, and a second who can run the team if the leader is out. Meet with this small core apart from the full team to review the coming week, assign positions, and address anything that isn't landing well with guests before it becomes a pattern.

Discipleship is part of the role, not separate from it — every greeter should be developing the next greeter. A team with no one in training is one absence away from a gap at the front door.

Roles, However Few

Write down every function the greeter team must cover: the parking lot, the curb, the door, the welcome or info desk, and first-time guest follow-up. If two people are covering all five, write it down anyway — it shows you exactly what you're recruiting toward.

Greeter Positions at a Glance

Position	What It Covers
Parking Lot Greeter	Waves in and directs traffic, helps guests park, and is often the very first face a guest sees before they've even gotten out of the car.
Curbside / Walkway Greeter	Welcomes guests as they walk from their car to the building, offers an umbrella in bad weather, and helps anyone who needs assistance.
Door Greeter	Opens the door, makes eye contact, and gives a warm, unhurried welcome to every single person, first-timer or fortieth-timer.
Welcome / Info Desk	Answers questions, directs guests to restrooms, childcare, and seating, and hands off first-timers for a personal introduction.
First-Time Guest Concierge	Walks a first-time guest in personally, introduces them to a seat or host, and captures their information for follow-up.

2. Practical Structure — The Small Things That Matter Most

- **Put the basics on one page** — A one-page sheet covering arrival time, uniform or name tag, assigned position, and who to ask when something goes wrong. New greeters should never have to guess.
- **Require an application and set standards** — A short written application and a season of faithfulness in the church before someone greets at the door — this is the congregation's first impression and deserves real standards, not just a friendly face.
- **Train a simple greeting standard** — Teach a simple, natural greeting — eye contact, a genuine smile, a name exchange, and a real welcome — so warmth is a trained standard, not left to whoever happens to feel outgoing that day.
- **Create a communication rhythm** — A group text or app for schedule changes, reminders, and encouragement. Small teams lose people to silence, not conflict.
- **Build a backup for every position** — Cross-train every greeter on at least one other position — lot, door, welcome desk — so one absence never leaves an entrance uncovered.

- **Stock the basics — and plan for weather** — Keep a simple kit ready: umbrellas, name tags, first-timer bags or a small welcome item, a connect card and pen, and a golf cart or wheelchair assistance plan for guests who need it.
- **Review after, not just before** — A five-minute debrief after service — who visited for the first time, what felt off, what worked — turns a small team into a sharp one.
- **Say thank you publicly and often** — Even a two- or three-person greeter team should hear thank-you out loud. Standing outside in the heat, cold, or rain for every single service deserves real appreciation.

3. Game Day: Running a Small Greeter Team

This packet is built entirely around the greeter team, but the format is meant to be copied — every ministry at this conference should build its own version of this section around the pressures of running their department lean.

Pre-Service

- **Set the atmosphere before anyone arrives** — Walk the lot, the walkway, and the entrance before anyone arrives — check for anything that could be a safety issue or simply doesn't look welcoming.
- **Assign positions ahead of time** — With a small team, decide positions before the huddle, not during it — who's on the lot, who's at the curb, who's on the door.
- **Huddle, pray, and be in position early** — A short huddle to pray and confirm assignments — every greeter in position and ready at least 15 minutes before guests are expected, longer if weather requires extra setup.
- **Plan for weather in advance** — Check the forecast and have umbrellas, cones, or extra lot greeters ready before the first drop of rain, not after.

In Service

- **Build a simple signal system** — With few greeters, agree in advance on how to flag a need — a guest who needs mobility help, a large group arriving at once, or overflow parking — without abandoning your post.
- **Personally walk in every first-time guest** — A first-time guest should never be pointed and left — walk them in, introduce them to a face inside, and make sure their information gets captured before they're on their own.
- **Know your escalation chain before you need it** — A guest who is upset, confused, or in visible distress should have one clear next step: a warm, calm response and a quiet signal to the lead greeter or an usher inside — never left to figure it out alone.

Post-Service

- **Greet on the way out, not just the way in** — Greeters aren't just for arrivals — thank people warmly as they leave, and be ready to help anyone who needs it getting back to their car.
- **Close well** — Gather connect cards, restock the kit, and note anything that needs to change before next service.

4. Top 5 Struggles Small Greeter Teams Face

1. Not Enough Coverage for Every Entrance and the Lot

A small team often can't staff the parking lot, the walkway, and the door all at once, which means some guests slip in without ever being personally greeted.

2. Warmth That Fades Into a Routine

Standing at the same door every week can turn a genuine greeting into an automatic one. Without training and reminders, even sincere greeters can start to look mechanical.

3. No Consistent Training or Greeting Standard

Without an agreed-on standard, one greeter is warm and personal while another is quiet or distracted, and guests notice the inconsistency.

4. Weather and Environment Catching the Team Off Guard

Rain, heat, or cold can gut a small team's coverage fast if there's no plan in place, leaving guests to walk in unwelcomed and unprotected.

5. Burnout From Being 'On' Every Single Week

Greeting requires sustained energy and warmth for the full arrival window, and a small team without rotation runs out of genuine enthusiasm fast.

5. Top 5 Solutions for Greeter Team Growth

1. Write It Down — Build a One-Page Manual

A single page covering vision, values, guidelines, and positions turns the team from personality-dependent to structure-dependent.

2. Recruit and Train Continuously

Make inviting new greeters a normal, ongoing part of ministry — not a reaction to a gap — and train every recruit on the greeting standard before they're on their own.

3. Cross-Train Every Greeter on a Second Position

A team where everyone can flex between the lot, the curb, and the door never has a true single point of failure.

4. Build a Weather and Overflow Plan Before You Need It

Agree on the umbrella plan, the overflow-parking plan, and who steps up when a position is short, long before the first rainy Sunday.

5. Follow Up With Every First-Time Guest

Capture guest information at the door and make sure someone follows up within a day or two. The greeter team is a guest's very first impression of the church — a genuine welcome plus a real follow-up is one of the highest-leverage things a small team can do for church growth.

Closing Word

A guest's whole experience of a church can turn on the ten seconds they spend walking from their car to the door. A small greeter team, run with real warmth and real structure, can make that moment feel like coming home. The goal of structure isn't to make hospitality feel scripted — it's to make sure no guest ever walks in unseen. Take this framework back to your house, adjust the language, keep the bones, and build a team that makes every single person feel like they were expected.

"I was a stranger and you welcomed me."

Matthew 25:35
