



First Impressions Playbook

First impressions exists to create order in the parking lot, get people parked and into the building as quickly and smoothly as possible, and to be a welcoming presence in the parking lot.



Team Roles

Team roles are to clearly delineate responsibilities for each team member, ensuring that the mission of the team is executed with excellence every Sunday.

Shuttle Operator

- The Shuttle Operator is a position of trust and responsibility. The Shuttle Operator must be approved by the first impressions team lead and cleared to operate the vehicle on the premises.
- The Shuttle Operator transports team members and families to and from their respective vehicles in every season. The Shuttle Operator is responsible for the safety of each family within the vehicle and outside of the vehicles and should always operate the vehicle accordingly.

Shuttle Host

- The Shuttle Host is the first line of interaction and welcoming to the entire church. They are vibrant and enthusiastic people who have a genuine passion for connecting with people, remembering names and serving as a resource to new families. They are a familiar face that makes an experience feel personal.
- They are also the bridge between the parking lot and the first time to the church area for new guests. They should be prepared to answer any questions guests may have or direct them to someone who can.

Receiver

- Receivers are stationed either in the North or South entrances to the parking lots. They are welcoming families as they enter our parking lots, parking vehicles to ensure we maximize facility usage, assisting families as observed or needed (stroller assistance, elderly assistance, vehicle problems) etc. The Field Team members are both a welcoming face and a set of willing hands.
- Receivers are also responsible for communicating with the service lead in regards to the state of the parking lots, closing them off when full, and redirecting traffic to the open spots still available.

Car Counter

- This team member is responsible for counting the cars in each lot and sending the numbers to the Team Lead after their scheduled service.



Policy and Procedure

Policy and Procedure exists to help us quickly communicate and remember key functions and expectations of our roles. Ideally, team members can use these short phrases to trigger an action that helps refocus each other to the task at hand.

STEWARDSHIP

- Ensure equipment is in and remains in proper working condition.

DRESS TO IMPRESS

- Every parking lot team member should be wearing a neon vest and a wand with them while serving.

WEATHER CHECK

- In the event of inclement weather, available team members should immediately prepare to distribute umbrellas to families in need. This should be done by utilizing a single umbrella while holding 2-3 giveaway umbrellas that can be returned to the facility at the front door.

MAX CAPACITY

- In the event that we reach our seating capacity inside, we have prepared cards with coffee gift cards in them ready should we need to redirect them to an alternative service. This should be the last resort and only used if the Guest Experience Director gives the go ahead.

NOT DONE YET

- Cart drivers should be available to both pick up and drop off guests to their cars.
- Cones and barn parking sign should be put away after the 1 pm service.

MORE THAN JUST PARKING

- Smile, wave intentionality, **FIRST IMPRESSION.**
- Pick up trash if you see it in the parking lot.
- Have fun: serving doesn't have to be so serious all the time.
- **FOR THE ONE**
- We keep the shuttles running even when service begins, for the one person that shows up late.
- By doing this we communicate that they are worth staying out there for, this really makes a good first impression for anyone showing up after the service has started regardless of the reason.



EYES IN THE SKY

- Be first responder to incidents, to Report to GE director immediately.
- Walkie talkies for communication with service lead and fellow team members.
- Be ready to assist or report, flat tires, cars left running, stuck, dead battery, etc.

Policy and Procedure Cont.

Guest Experience General

SMILE!

- Remember whose house we're serving in, it's not our house but God's!

CHECK YOUR NECK

- We want team to be easily identifiable. All team members should have the proper colored lanyard on while serving so that our guests can easily identify you as someone who can help them with whatever they need assistance with.

PARKING

- We ask that all team members who are serving to park in the designated team parking areas. Leaving the priority spots open to those attending service.

TEAM HQ

- Any and all personal belongings should be stored in the Team HQ while you are serving. This eliminates clutter and unwanted visual distractions from the areas in which we serve.

SAVED SEATS

- We ask that no team members save seats prior to the main auditorium doors opening. As a practice we only seat people who are physically present, and ready to occupy the seats.
- This ensures that the host team can seat people faster and more efficiently.

SEE SOMETHING, SAY SOMETHING

- Should you see a suspicious person or someone in need of medical attention you should alert an Operations team member immediately.



Team Structure

Team structure is to clearly delineate responsibilities and roles from each team member. Ensuring that the team has a clear vision, and that there is a joyful experience for guests coming through our parking lots.

Team Lead

- Responsible for the execution and excellence of the First Impressions team. Ensuring smooth transitions between services, making sure the team is in position and encouraging and connecting with service leads on a Sunday and throughout the week. They are also responsible for scheduling.

Service Lead

- Responsible for the execution and excellence of the service they are leading. This includes: communication with your team, prepping them in their assigned areas, delegating tasks, dismissal, training new team members, etc.

Team Members

- Responsible for providing direction and order in the parking lots, and having fun doing it. Functioning in one of the Team Roles on a Sunday and arriving on time to their scheduled position. Scheduled roles can vary based on experience, onboarding, and greatest opportunity.

HAVE A QUESTION OR NEED HELP?

Contact your Team lead for more clarity!