



# First Impressions Playbook

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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.

## RECEIVER (Main and Overflow Parking Lot)

- Field team members are stationed either at the main entrance, front parking lot, or overflow lot. They are welcoming families as they enter our premises, parking vehicles to ensure we maximize facility usage, assisting families as observed or needed (stroller assistance, elderly assistance, vehicle problems) etc.
- Receivers 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.



# Policy and Procedure

## FIRST IMPRESSIONS SPECIFIC

### *STEWARDSHIP*

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

### *DRESS TO IMPRESS*

- Every Lot team member should be wearing a neon vest and a wand with them while serving. They must also have a walkie on their person at all times.

### *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.

### *NOT DONE YET*

- Cones put away after the 1 pm service
- Stay to help load the trailers.

### *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*

- Everything we do is for the one. We stay outside until the last guest has arrived. To ensure this happens we remain outside until approximately 11:25am.

### *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.



# Policy and Procedure Cont.

## GUEST EXPERIENCE GENERAL

### *ARRIVE ON TIME*

- Arrive on time. (Unload at 7am, Team Members at 8am)
- If you are going to be late or can not make it, please let your service lead know, and attempt to find a replacement via slack.

### *CHECK YOUR NECK*

- We want the team to be easily identifiable. All team members should have a 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 would park in the last rear lot near the gym entrance. This is to ensure that everyone who is attending service will have a place to park in the parking lots.

### *TEAM HQ*

- Any personal belongings you have with you that you need a place to store while you serve can go in the team HQ.

### *SAVED SEATS*

- We ask that no team members save seats prior to the main auditorium doors opening.
- We ask that team members sit in a service that they are not serving at.
- This ensures that the host team can seat people faster and more efficiently so we can start service on time and smoothly.

### *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.

### *STAY UNTIL THE JOB'S DONE*

- We function as a team and can get cleaned up and loaded much quicker when the team works together. We understand that things come up, but request that whenever possible, if you are serving, that you stay and help until the trailers are ready to go.



# 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. The Team Lead is responsible for counting the cars in each lot and sending the numbers to the Guest Experience Lead no later than 12pm.

## 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 refreshing God's house with the joy of the Lord and arriving on time to their scheduled position. Functioning in one of the following Area Specific Roles on a Sunday. Scheduled roles can vary based on experience, onboarding, and greatest opportunity.

## **HAVE A QUESTION OR NEED HELP?**

Contact your Team lead for more clarity!