

Risen Savior



RISEN SAVIOR
LUTHERAN CHURCH



Ambassador Training

Ambassadors' Purpose

Risen Savior Ambassadors create a welcoming environment to ensure every person feels valued, embraced, and connected from their very first visit.

The goal of the welcome booth is not to get information or process every person who is new. The goal is to lower anxiety, raise clarity, and help them envision a life here.

Ambassadors' Motto

Seen, not scanned.

Don't treat people like a visitor project or a checklist. Look them in the eye, smile, and acknowledge them as a person, not a problem to solve or a new recruit.

Welcomed, not pressured.

Offer warmth without intensity or urgency. People should feel free to engage at their own pace, not cornered into conversation or commitment.

Invited, not overwhelmed.

Extend simple next steps with openness, not a flood of options. One gentle invitation is more meaningful than five announcements.

Helped, not overloaded.

Give the information they actually need right now, not everything the church offers. Clarity builds comfort; too much detail creates stress.

Calming anxiety, creating belonging.

Many guests arrive feeling uncertain, nervous, or out of place. Our presence and clarity should lower anxiety so people can relax, breathe, and begin to feel that they are safe and welcome here.

Home, not just a service.

The goal isn't simply that someone attends an event, but that they experience community and warmth. We want every person to leave thinking, "This could be a place where I belong," not just a place I visited or a service to attend.

Ambassadors' Tasks

1) Offer a warm greeting without overdoing it.

Smile, make eye contact, and greet each person naturally within the first few seconds. Avoid hovering, blocking pathways, or overwhelming guests with intensity. The goal is warmth that feels calm and genuine. You're making a new friend, not taking on a new project or prospect. Our job is to lower anxiety and make it easy to belong.

2) Listen to what they are willing to share and respond accordingly.

Pay attention to their tone, body language, and level of engagement. Let them set the pace of the conversation. Respond to their actual needs rather than launching into rehearsed information.

3) Answer questions and help them get where they need to go.

Provide clear, simple directions. When appropriate, personally walk them to a location or introduce them to the right person instead of just pointing. Removing confusion helps lower anxiety and builds trust. Never just point and disappear.

4) Give a welcome gift.

Offer the gift graciously and without expectation. Present it as a gesture of appreciation, not as a transaction.

- Brochure and Journal
- Specialty brochures are available (but only if appropriate). Don't give too many, 3 at the most!

5) Invite them to share information. Never pressure.

If they are open to it, explain simple ways they can connect (card, QR code, iPad). Make it clear that sharing information is optional. Use invitation language, not obligation language.

6) Offer clear and easy next steps.

Suggest one meaningful next step rather than listing everything happening at the church. Keep it simple and relevant to their stage of life or interests. Clarity builds confidence; too many options create stress. Offer one next step, not four.

- Next Steps may include- Welcome Party, On-Ramp, Alpha, Baptism

7) Create a comfortable environment where they feel they belong.

Remain attentive, calm, and available throughout the service start and transition times. Keep the welcome area clean and organized. Your presence and posture should communicate safety, warmth, and the possibility of home. Don't huddle in a group with your buddies or stare at your phone so that you look preoccupied or unavailable.

People need meaningful connection but not forced connection.

Belonging begins with being seen, not being processed. Belonging is relational not informational.

Best Practices

- A warm, normal conversation.
- Avoid interrogating questions.
The "Creepy vs. Caring" Test
 - Before you speak or act, ask:
 - Does this reduce their anxiety?
 - Does this give them control?
 - Would I appreciate this if I were visiting?
 - If the answer is no. Don't do it.
- Ask open but simple questions:
 - "How did you hear about us?"
 - "What brought you out today?"
- Match their energy level.
 - If they're quiet → you be calm.
 - If they're chatty → engage more.
 - If they seem rushed → be efficient.
 - If they're overwhelmed → slow down.
 - If they seem uncertain → offer simple guidance
 - Mirroring builds comfort

What Not To Do

- Don't overshare.
- Don't ask why they came.
- Don't joke about "We're not a cult."
- Don't say, "We've been expecting you."
- Don't physically touch unless they initiate.

Logistics

- 2 people for every service
- At the booth 20 minutes before and after the service
- Will be scheduled using Planning Center through Susan Myres
- At the booth, we will have for you:
 - Journals
 - Welcome Brochures
 - That Sunday's News and Notes for informational purposes
 - Specialty brochures
- Stand beside or in front of the Welcome Booth
- Smile and Have Fun