

A Score on Hospitality

A church newsletter mentioned a man who visited 18 different churches on successive Sundays. He was on a mission.

He was trying to find out what the churches were really like.

“I sat near the front of each,” he said. “After the service, I walked slowly to the rear, then returned to the front and went back to the foyer using another aisle. I smiled and was neatly dressed. I asked one person to direct me to a specific place – a fellowship hall, pastor’s study, etc. I remained for coffee, if served. I used a scale to rate the reception I received.”

The man awarded points on the following basis:

- For a smile from a worshiper, 10.
- For a greeting from someone sitting nearby, 10.
- For an exchange of names, 100.
- For an invitation to have coffee, 200.
- For an invitation to return, 200.
- For an introduction to another worshiper, 1,000.
- For an invitation to meet the pastor, 2,000.

How did his survey turn out?

On this scale, 11 of the 18 churches earned fewer than 100 points. Five actually received less than 20.

The conclusion? The doctrine may be biblical, the singing inspirational, the sermon uplifting, but when a visitor finds nobody who cares whether he’s here, he is not likely to come back.

Before we point the finger of shame at those low-scoring churches, how would we rate if a similar scale were developed for our centers? How we meet and greet folks – whether they are patients, residents, family members, volunteers, visitors, vendors or surveyors – really matters.

During the summer, Lola and I stayed at a hotel in Pigeon Forge, Tennessee. It is about two years old, and the accommodations are attractive, clean and comfortable. But what impressed us the most was the way every associate – from the front desk to housekeepers, the maintenance people and the bellmen – made it a point to smile and speak each time we passed them in the hallway or approached their station.

And their greetings seemed authentic – not hollow or rehearsed.

(more)



Hospitality is a big part of our customer service. President Theodore Roosevelt is credited with the quote, “Nobody cares how much you know until they know how much you care.”

We need to show how much we care every day with every individual we encounter.

Show hospitality to one another without grumbling (1 Peter 4:9 ESV).

– Beecher Hunter