

Visitor Retention Scorecard

How well does your church keep first-time visitors coming back?

60–80%

of first-time visitors never return — not because of your church, but because no one followed up.

HOW TO USE THIS SCORECARD

1. Click a score (0–4) for each statement.
2. Your total calculates automatically.
3. Use the key at bottom to find your gaps.
4. Book a free call to walk through results.



How to Use This Scorecard

This scorecard diagnoses the gaps costing your church visitors every week.

01

Rate Each Statement Honestly

For each of the 15 statements, select the number that most accurately reflects your church's current reality — not where you want to be, but where you are today. 0 means the practice is not in place at all. 4 means it happens consistently every week.

02

Click One Score Per Question

Each question has five radio buttons labeled 0 through 4. Click the box that best matches your situation. You can only select one score per question. For best results, open this PDF in Adobe Acrobat Reader (free download).

03

Your Total Calculates Automatically

As you click your answers, the Total Score field at the bottom of the scorecard updates in real time. Your maximum possible score is 60 points across all 15 questions.

04

Interpret Your Results

Use the scoring key at the bottom of the scorecard to identify where you fall. A low score isn't a failure — it's a map. The gaps you find here are exactly what the Visitor Retention System is designed to fix.

SCORING KEY

0–20

Critical Gaps

Visitors are leaving and won't return.
Immediate action needed.

21–40

Partial System

Inconsistent follow-up is costing you visitors
every week.

41–60

Solid Foundation

Strong foundation — you're ready to grow
with confidence.



Click the score that best reflects your church for each statement. 0 = Not in place at all | 4 = Consistently and reliably in place.

★ Category 1: First Impressions

What a visitor experiences the moment they arrive

← Click your score (0 = Never | 4 = Always)

1

Our church has clear signage and a welcoming entrance that makes first-time visitors feel expected.

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2

Trained greeters or volunteers are consistently stationed at entry points every Sunday.

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3

A visitor can easily find where to go (sanctuary, kids area, restrooms) without having to ask.

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Category 2: Information Capture

How effectively you collect visitor contact details

← Click your score (0 = Never | 4 = Always)

4

We have a consistent system for collecting first-time visitor names and contact information.

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5

Visitors are warmly encouraged — not pressured — to fill out a connection card or digital form.

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6

Visitor information is entered into a central database or CRM within 24 hours of their visit.

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Category 3: Follow-Up System

What happens after a visitor walks out the door

← Click your score (0 = Never | 4 = Always)

7

A personal follow-up (call, text, or handwritten note) goes out to every first-time visitor within 48 hours.

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8

We have a written follow-up sequence that covers at least the first 30 days after a visitor's first visit.

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9

Someone on our team is specifically responsible and accountable for visitor follow-up each week.

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

→ Category 4: Connection Pathway

The clear next step you offer every visitor

← Click your score (0 = Never | 4 = Always)

10

We clearly communicate a specific next step to visitors (e.g., newcomers lunch, connect group, membership class).

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11

Our next step is low-barrier — easy to say yes to and requires minimal commitment to attend.

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12

Visitors who attend a next step event are followed up with a second invitation within two weeks.

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

■ Category 5: Digital Touchpoints

Your online presence before, during, and after the visit

← Click your score (0 = Never | 4 = Always)

13

Our website clearly communicates what to expect as a first-time visitor (service times, location, what to wear, etc.).

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14

We send at least one email or text communication per week that would be relevant and welcoming to a new visitor.

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15

Our church is easy to find via Google search, and our Google Business Profile is accurate and up to date.

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

YOUR TOTAL SCORE

Updates automatically as you answer

/ 60

0–20
Critical Gaps

21–40
Partial System

41–60
Solid Foundation

Ready to Stop Losing Visitors?

Most churches are just 3 systems away from keeping the visitors they're already attracting.

Book Your FREE 30-Minute Discovery Call

We'll walk through your scorecard results and build a plan together.

<https://www.martechspark.com/discovery>

On the call we'll:

- Review your scorecard results together
- Identify your top 3 visitor retention gaps
- Outline a clear plan to fix them — at no cost



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