

Meeting Outreach Checklist

Street Presence—Our meeting has . . .

Signage	
	A sign that can be seen from cars traveling at the speed limit and whose key information can be read at that speed—name, Quaker identification, and time of worship.
	A well-lit sign that is on at night until midnight or whenever.
	Urban meetings: sandwich board that can be read by people walking on the sidewalk.
	Obvious or signage where the entrance to the meetinghouse is.
Parking	
	Adequate parking (very) near the meeting house.
	Obvious or signage where the entrance and exit of the parking lot are and where the door into the meetinghouse is from the parking lot.
	Handicap parking.
Church Directories	
	Check that the meeting has appropriate entries in the local online church directories and in local newspapers and news websites, if they still publish such directories.

Internal Readiness—Our meeting has . . .

Greeting	
	Greeters at the door.
	Simple pamphlets at the ready; at the least, a simple description of what to expect during meeting for worship.
	A welcome to visitors at rise of meeting, an invitation to newcomers to introduce themselves, and an invitation to visit an information table during refreshments.
	After-meeting refreshments.
	An attended information table or some way that obvious to newcomers to get answers to their questions during the fellowship time.
Follow-up	
	A deliberate welcome to newcomers who sign up for the mailing list, preferably by a hand-written card.

	Occasional small, informal gatherings to which newcomers are specifically invited, preferably in a member's home.
	An attender's care committee or some established way to keep in touch with attenders with steady, no-pressure personal contact.

Families

	If you don't have a First Day School, at least have an established response ready if a family with children arrives. Invite the family to keep their children with them in worship, if they prefer. This will require the meeting's approval and willingness to value including a family at least that one time more than "losing" one meeting for worship to some noise or disturbance on the part of the children. How would you feel if a group valued their silence more than your children? Remember that the parents will almost certainly be more sensitive and nervous about this than you are.
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Meeting House & Meeting Room

	Comfortable seating and comfortable room temperature in all seasons.
	Accessible for wheel chairs and space in the meeting room for wheel chairs.
	Technology for the hearing impaired.
	Bathrooms and signage to bathrooms and other places people may be searching for.

Quaker Message

	Make clearly available at least one person who is ready to confidently and faithfully answer basic seeker questions on behalf of your meeting and the Religious Society of Friends: • What do Quakers believe? • Are you a Christian religion? • What happens in worship? Tip: Don't fuss about the answers. Just trust this person (these people) and the Holy Spirit. Newcomers will find out soon enough how complicated we are and whether they actually do fit in, if they stay long enough. It's much more important, in terms of outreach, to be ready, welcoming, and confident than it is to have nailed down the questions in detail or with full meeting approval.
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Web Presence—Our meeting has . . .

Website	
	A website.
	A simple descriptive domain name that does not include “monthlymeeting”; e.g., rochesterquakermeeting.org.
Our home page has . . .	
	A picture of people from the meeting on the home page that is representative of your meeting; not a picture of a meetinghouse or an empty meeting room.
	Basic information is obvious: address, phone number, email address, times of worship.
	A simple, warm welcome.
	No Quakerese—no “unprogrammed” worship, “monthly” meeting, Quaker acronyms, etc.
	Intuitive navigation to more resources about Quakerism, especially to something that explains what to expect in meeting for worship. I recommend the relevant sections of the websites of New York Yearly Meeting , Philadelphia Yearly Meeting , Friends General Conference , or Earlham School of Religion .
Internal pages	
	Directions page: • A page with your full address, including zip code, for GPS devices. • An embedded Google map. • Any extra directions that might be necessary if getting to your meeting is tricky, especially if it’s in a building that isn’t a Quaker meetinghouse. • A photo of the front of the meetinghouse or a captured Google street view image.
	A photo album of meeting members (optional).
Search optimization	
	Make sure your website is listed with the major search engines: Google, Bing, Yahoo, Ask.com, AOL.com.
	Register with any online church listings you can find for your region: look for ChurchFinder.com, YellowPages.com, regional newspaper websites, tourist portals.
	Google your meeting’s name and domain name to see what you get. Make sure that the search result entry has the information you want. Look for easy ways to improve the results.