



CAMPUS TOURS

Introduction

Your church campus — its buildings and green space — provides countless opportunities for programming, activities and ministry. Tell community members about the outstanding resources your campus offers to make these opportunities possible! This exercise will help your church's staff and leadership develop a tour that highlights campus amenities and possibilities, inspiring new ideas and collaborations among your church members and the wider community.

STEP 1 List Your Amenities

Tour the entirety of your facilities and grounds and list the amenities for each usable space, regardless of what it's being used for now. Make sure you bring along staff or lay leaders who are familiar with the day-to-day workings of your property: a sexton, property manager, administrator or trustee. Use the "Amenities Checklist" to identify amenities and features for each usable space on your property. Be sure to catalog all your usable spaces, even if you don't have plans to open them for community use. Include staff offices, sacristies, etc. You can skip the boiler room.

You will end up with a comprehensive inventory of all the usable spaces on your campus, with their amenities and defining features. This information will help you develop an exciting and informative tour, and it will help your church advertise your spaces on your website as well as calculate rental rates.

STEP 2 Plan Your Route

Working with staff and leaders who have a detailed knowledge of the campus, define a logical route through the campus to show off all your usable spaces. With the goal of leading a 45-minute (maximum) tour, determine which spaces you want to stop in, which spaces you can pass through and which spaces you may not choose to show (e.g., administrative offices). Prioritize spaces that you are most interested in sharing with outside users and spaces that hold significance for the congregation (e.g., the sanctuary), and identify "blocks" of similar spaces (e.g., an education wing with several classrooms) that you can describe together.

Once you have your tour route, list, in order, the spaces you will show and three or four talking points about each space. These talking points should highlight the key amenities of the space as well as how and when the space is currently being used. You might want to include interesting architectural or historical information about some of the more unique spaces, but keep this minimal; **these tours should focus on future use and partnerships.** Anyone can use this route and talking points as they show the building to community partners, potential space users or new members.

STEP 3 Stage Your Rooms

As you inventory your spaces, you may notice that certain rooms have collected items that have not been used in some time. This is the moment to declutter! Consolidate church storage into designated storage areas and cull unnecessary items. If you have an overwhelming number of unused items or a lot of spaces that have become repositories for “stuff,” consider donating usable items and calling a junk company to cart away the rest.

As you declutter, give each room a once-over. Dust the shelves, vacuum the carpets, wash the windows. Your rooms don’t have to be picture-perfect, but they should be clean and welcoming. Arrange the furniture in a way that shows off the room’s best features so that folks can easily see the space’s potential.

STEP 4 Give Your Tours!

Use the tour guide you’ve developed as part of the “Building/Community Conversations” exercise. You can also pull this off the shelf for individual tours you may give to groups interested in using your space, or as part of public events that you host at your church.

A good way to test-drive your tour is to offer it to a group of congregation members, perhaps one Sunday after worship. Many of your members may not have walked through the whole campus in several years — they’ll be excited for the opportunity and can offer new and exciting ideas.