

USER GUIDE

**BECOME A CLEAN & SAFE CHURCH
AND BRING BACK YOUR CHURCH & COMMUNITY!**



*A guide to help your church safely reach
its current in-person worship capacity*

A DIVISION OF **OUTREACH**



STEPS TO MAKE YOUR CHURCH CLEAN & SAFE FOR YOUR COMMUNITY!

Absence really does make the heart grow fonder. Months of the pandemic have made us all appreciate how special in-person church services and events really are. And while it is amazing to be able to meet again in our buildings, some people in your church and community may be hesitant to return out of fear or uncertainty about the safety of your facility.

These Clean & Safe protocols and products are designed to help you make your church a place where people can be comfortable coming and learning about Jesus. The general guidelines in this User Guide are designed to ensure that you take the proper steps to make your church building a safe place for everyone. You can modify these guidelines to fit your specific needs.

NOTE: Consult with your local health officials and governing bodies to ensure you are following your area's social distance and meeting guidelines. These Clean & Safe protocols are only suggestions and are not intended to replace health officials' and CDC guidelines.

ENHANCED CLEANING PROCEDURES

WHEN TO CLEAN

Effective COVID safety measures involve cleaning more thoroughly and frequently than in the past, to prevent the virus spreading. You will want to clean and sanitize your church before and after each service—and the same applies for any other events or activities in your building. Here are suggested steps for pre- and post- cleaning:



One of the best ways you mitigate virus spread is to sanitize all of your indoor areas with Purerox—EPA-approved for use against COVID, kills viruses in 60 seconds, and it's 100% safe. More on that in the next section.

Clean and disinfect restrooms, classrooms, and surfaces such as door handles/knobs, elevator panels, info desk, and coffee/cafe tables. (See Entire Checklist on page 5)

Place sanitizer stations in key areas and make sure each is filled with sanitizer and works properly.



LEARN MORE ABOUT THE AMAZING SCIENCE OF HOW PUREROX WORKS

With the Covid-19 pandemic spreading in our communities, it is important that your church, school or business has a safe, easy and affordable way of disinfecting your building to keep your staff and visitors safe.

Purerox™ is a proven, proprietary technology that is being used in US hospitals and doctors offices. Purerox™ disinfectant

can easily be applied with the matching sprayers and has EPA approval (#87518-1 (hsp20)) for use against Covid-19. It kills 99.99% of viruses in 60 seconds on surfaces and is safe to spray in the air. Most other disinfectants available on the market are toxic and require the surface to be wet for up to 10 minutes to kill Covid-19.

HOW IT WORKS

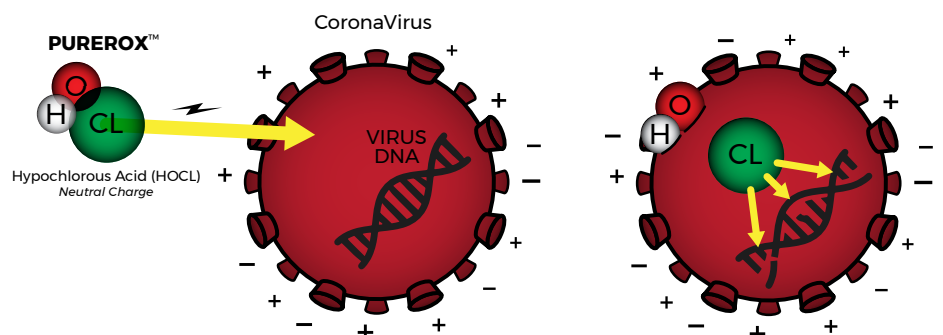
Purerox™ uses a proprietary version of Hypochlorous acid, the same thing that the body naturally produces to kill viruses. Purerox™ is made up of 99.98% water with a small amount of salt and an electrical charge. The neutral electrical charge uniquely causes Purerox™ to bind to and destroy any positive or negatively charged viruses and bacteria on surfaces and in the air.

Unlike other chemical disinfectants, Purerox™ is 100% safe to use and will not harm people, the environment or surfaces. Purerox™ is rated as a Category IV disinfectant by the EPA (safest rating) and has no harmful fumes or harsh chemicals. This allows it to be used throughout a building with no personal protection equipment and it won't leave a toxic residue. Most Hypochlorous acid

products will lose their electrical charge and effectiveness in just days, but the Purerox™ proprietary

technology gives it lasting effectiveness with at least a one year shelf life.

HOW THE PUREROX™ MAGNETIC CHARGE UNIQUELY & KILLS VIRUSES



The Neutral charge of **Hypochlorous acid**, the active ingredient in **Purerox™** is magnetically attracted by the positive or negative charge of the Coronavirus cell membrane and immediately bonds to the virus' cell wall.

Once the HOCL molecule is bonded to the virus cell, Chlorine is released into the virus and attacks the cell's DNA, killing it in 60 seconds.



HOW TO DISINFECT WITH PUREROX

You will not find a safer, quicker or more cost effective system for disinfecting your building.

Completely disinfect your church with Purerox two ways:

ELECTRIC SPRAYER

This takes care of sanitizing not only the indoor air space, but every surface indoors - chairs, walls, floors, tables, toys etc.



SPRAY

Pour Purerox into a spray bottle and wipe down smaller surfaces





CLEAN & SAFE

MASTER CHECKLIST

**Use this handy checklist to ensure you have all your safety bases covered
and are cleaning all the areas of your church**

GUEST CONSIDERATIONS

- ☐ Prominent signage is displayed, including any required social distancing signage, floor markings indicating 6-foot distancing in common areas, including elevators, and required hygienic practices and policies in all common areas.
- ☐ Provide sanitizer dispensers, touchless when possible, at primary entrances and contact areas. Request everyone to use the hand sanitizer.
- ☐ Elevator button panels are sanitized and/or hand sanitizer is available at or in elevators, and the number of guests per elevator is limited.
- ☐ Your website communicates expectations to guests, including cleanliness and safety features and standards.
- ☐ Conduct frequent, regular cleaning and disinfecting of all surfaces including:
 - ☐ Light Switches
 - ☐ Door Handles, jams and doors
 - ☐ Stair Railings
 - ☐ Tables, counters, alters, podiums
 - ☐ Chairs, stools & furniture
 - ☐ Equipment, microphones, music stands
- ☐ Keep restrooms well stocked with soap and sanitizer and make sure someone checks them and disinfects often. If needed, limit the number of guests who can enter at one and use a banner or sign to explain the policy.

STAFF & VOLUNTEER CONSIDERATIONS

- ☐ Staff and volunteers are educated on COVID-19 and all protocols and procedures.
- ☐ They are educated on proper hand cleaning practices and follow guidelines regularly and after activities such as using the restroom, cleaning, eating, and before and after their interaction with people.
- ☐ They wear appropriate PPE in accordance with state or local regulations and are trained on proper use and disposal of PPE. Masks and other resources have been provided to employees when appropriate/required.
- ☐ Staff meetings are conducted with appropriate social distancing (outdoors, virtually, or in other appropriate areas).
- ☐ They are encouraged to check their temperature prior to serving, and not come in to work/church if feeling sick. Ask employees if they are experiencing symptoms of COVID-19 (confidential medical record).
- ☐ Children and Youth Ministry volunteers are provided with disinfectant, masks and cleaning supplies and are educated on how and when to use them.

CLEANING PROTOCOLS

- ☐ Increased frequency of cleaning and sanitizing in all public spaces, with an emphasis on frequent contact surfaces.
- ☐ The frequency of cleaning and sanitizing in all high traffic “back of house” areas, with an emphasis on restrooms and kitchens, classrooms or food prep/eating areas, is increased.
- ☐ Shared tools and equipment are cleaned and disinfected during and after each service or anytime the equipment is transferred to another person.
- ☐ EPA approved cleaning and sanitizing protocols are in place to clean public areas, with particular attention paid to hightouch items (we recommend Purerox). HEPA filters are to be utilized in vacuum cleaners.

SIGNAGE



CLEAR COMMUNICATION IS KEY!

SIGNS AND BANNERS FOR INSIDE AND OUTSIDE YOUR CHURCH

Even before they step foot into your building, reassure everyone—from your longtime members to your first time and returning guests, that you are taking the proper health and safety precautions. For some, coming back to church after months of quarantine is both exciting and concerning. Many are trying to weigh the health risk of going to church in-person with the reward that face to face connection brings.

Since not everyone knows what you're doing behind the scenes as a leadership team and staff in this area, you want to make it clear that you are putting everyone's safety first.

Share your protocols on your website—you probably already have some COVID guidelines and information on your website—make sure it includes details on how you are keeping your facility clean. Download the Clean & Safe web and social images to use on all your digital pages.

Post Banners and Signs outside your church - the first few moments of a person's experience at your church are the most important for establishing an environment in which they feel safe and welcome.

Take these steps to let your members and guests know right away that their safety comes first, and that you're welcoming them with open arms (metaphorically of course).



OUTSIDE YOUR CHURCH

Post an outdoor banner on the building that everyone can see with a Welcome Back, Our Doors are Open, or your service times message.

Flag Banners, Street Signs and Yard Signs are also great options depending on the layout of your parking lot and building. Signs like “Please wear a mask”, “Keep one space open between cars” and Entrance and Exit signs let guests know you physical distancing seriously.

Supply your greeting team with fun, friendly, Hand Held signs as people approach your entrance. Greeters of all ages love holding up these signs as a safe way to welcome people in.



SIGNAGE



INSIDE YOUR CHURCH

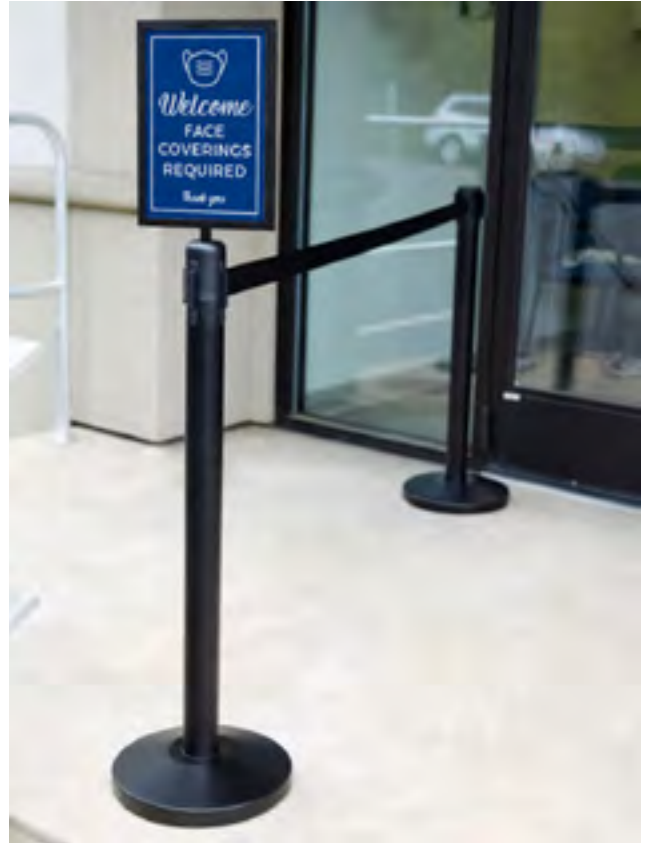
There are many opportunities for providing reminders, directing guests and clearly communicating.

Station greeters throughout your lobby and common areas with Hand Held signs featuring messages of encouragement and reminders of social distancing guidelines.

Set up a table and offer free Facemasks for those who may have left home without one.

Direct and regulate traffic flow with floor stickers, clear signage and stanchions.

Indoor banners and floor stickers are an easy way to continue your welcome, social distancing, and directional messages throughout your church.



MORE WAYS TO KEEP GUESTS SAFE WHILE VISITING YOUR CHURCH

Make it easy for visitors to stay safe while in your building by providing safety tools in your lobby and kids' check in areas. Here's a list to consider for your check in areas:



MASKS

Masks are one of the easiest and cheapest ways to be safe. As of September 2020, there are 34 states that require the wearing of a mask in public. Make them available at your church so you've got everyone covered.

[Disposable Masks for Adults and Children](#)

[Reusable Cloth Masks for Staff and Volunteers](#)

HAND SANITIZER



Provide [sanitizing stands and stations](#) throughout your building. Sanitizing Stands and Wall Mount Units can be placed literally anywhere!

Or get [Aloe GEL OR BLEND SANITIZER](#)

These are manufactured by an FDA-certified facility in the US, and are gentle and moisturizing while still providing germ-killing protection with 80% ethyl alcohol.

And don't forget a temperature sensor, designed to attach to [Touchless Hand Sanitizer Station with Sign Holder](#) or can be attached to wall using screws or double sided tape (included)



Order a case of the LIQUID 75% Ethyl Alcohol Liquid Sanitizer, and you can get a Wall Mount Sanitizer dispenser FREE—while supplies last!



YOU MAY WANT TO ADD MORE SANITIZER DISPENSERS

To ensure that everyone has access to sanitizer, you may consider locating additional dispensers at key locations throughout the church.

- Outside your entrances/exits
- Lobby
- Check-in tables/areas
- Near restrooms
- Hallways
- Sanctuary
- Classrooms
- Coffee/cafe



CLEAN & SAFE **CLEANING CHECKLIST**

It's often hard to look at your building with fresh eyes, but to ensure that you're thoroughly cleaning and taking smart safety measures, it's a good idea to conduct a thorough walk through with an eye towards missed opportunities.

HERE ARE A FEW TOOLS TO GET YOU STARTED

SANCTUARY

- ☐ Sanitizer and Touchless Dispensers
- ☐ Offering Box
- ☐ All-in-One Communion Cups
- ☐ Directional Signs
- ☐ Stanchions
- ☐ Floor Stickers
- ☐ Disinfectant and Sprayer for between service cleaning

CHILDREN'S MINISTRY

- ☐ Check-in table
- ☐ Masks for adults and kids
- ☐ Sanitizer and Touchless Dispensers
- ☐ Temperature Sensor
- ☐ Directional signs
- ☐ Stanchions
- ☐ Floor Stickers

RESTROOMS

- ☐ Occupancy signs or banners
- ☐ Floor Stickers
- ☐ Stanchions
- ☐ Directional Signs
- ☐ Wall mount soap and Sanitizer dispensers



REGATHERING COMMUNICATION

You're following the guidelines and doing all you can to make your church a safe place to gather - now you need to let everyone know! Don't underestimate the power of reassuring your regular attenders and new guests of the procedures and safeguards you've put into place.

For a one-two punch to reach out to people, combine an invitation to your church with your communication of your safety measures!

HERE ARE SOME IDEAS

ONLINE

Your website—a staggering 90% of people will check your site before ever considering attending a service in-person or watching online. Make sure you display the Clean & Safe web graphic on your homepage, along with FAQs and updated announcements on safety precautions you are taking.

Facebook Posts—your followers want to engage with you! Let them know that you are open and implementing safety measures, that you also have online services—and that everyone is invited, no matter where they are. One easy way to keep up with and increase your social engagement is with Outreach Social, which has one-click auto posting and access to 2,700 church social graphics! You can get a free 60-day trial here.

Facebook Ads—these reach a targeted audience and are an effective (plus affordable) way to let your geographic area see an invitation to your church with a chance to click through to your website to learn more.

Emails to your list—Your church members will feel more engaged if you keep them updated on your meeting status and clearly explain your safety measures. Use the template provided with this document to get started.

Texts to your list—Keep these short and provide a web address where people can click and get any details they need.

DIRECT MAIL

Reaching your entire community—After months of various stages of quarantine and the challenges of adjusting to difficult disruption, people are more open than ever to receiving an invitation from you to connect.

A recent Barna study surprisingly shows that **33% of Christians stopped participating in church in any form during the pandemic.**

But what everyone wants, Christian or not, is to have meaningful connections with others. Here are some ideas on how to invite people to join your church online or in person

Postcards—A postcard mailing is now way more affordable than it used to be—**check it out!**

Announce your Reopening or Regathering, Invite everyone to a specific event or series, Reconnect with those who've gotten out of the habit of coming either in-person or online, Offer help and hope to your community (*Visit Outreach.com to see more regathering ideas*)

Outreach Everywhere—Get the biggest reach for your investment by combining postcard invitations with a Facebook Ads package - specifically created for your church to see results.

There are options for inviting people to your in-person and online series, holiday series, regathering, and more.



We hope this guide is a practical and valuable resource for you. We're committed to providing your church, as well as those all over the country, with what you need right now to carry out the calling to share the Gospel with our communities.

To get more ideas, updated product announcements and hear what other churches are doing, please join our Weekly blog newsletter and join our Facebook group.

For more information on products in this guide, please visit [Outreach.com](https://www.outreach.com) or call 1.800.991.6011

OUTREACH