



## ACTION STEP 4: COMMUNITY SURVEY

### Overview

Hear what your community has to say about your church and how you can meet their needs.

This survey will not be scientific or highly statistical. It is more geared toward having conversations with people in the community. Those conversations will center around:

- **Perception:** What do they know about your church? How do they feel about its people? What do they see are its strengths and weaknesses? Would it be missed if it left the community?
- **Needs:** What do they believe are individual and community-wide needs that the church could meet?

### Process

#### 1. Prepare Survey

**Determine how the survey will be administered. Consider the following options:**

- **Public Location:** Set up a table at a public gathering (special event or outside a grocery store). Ask people to complete a short survey in exchange for a prize or gift certificate.
  - Helpful tip: In most communities where there is a Chick-Fil-A, they are willing to donate coupons for free sandwiches to be used for this.
- **Email or Regular Mail or Circulate Door hangers throughout an area:** Send out a simple survey to a random sampling of people in the community. Use email addresses or mailing addresses you already have access to or purchase mailing lists.
- **Informal Conversations:** As Marketing Team Members visit places in the community (grocery store, doctor's office, school, work), be intentional about asking a few questions to the people around you. "Hey, my friend is looking for a church and mentioned XYZ church. Do you know anything about it?"

### **Determine what questions to include in the survey.**

(UMC Note: We still need a resource for this survey)

Each Marketing Team Member administering this **Action Step** will want to work through the **Homework** prior to preparing the survey. This will help them determine what questions would be best to ask of the community.

On the survey, you will list your church, along with several other churches in your community (so you don't influence the survey based on their knowing who's conducting it). Questions to consider including:

- Situation (demographic, do they live in the area, do they attend a place of worship, etc.)
- Which of these churches are you familiar with?
- What are the one or two things you know about these churches?
- If you don't currently attend a church, which would you be willing to attend based on what you know about each? Why?
- What are your three greatest needs?
- What do you believe are the three greatest needs in the community?
- What group or organization is doing the best job of serving needs in the community?
- What is the best way a church could meet a need in the community?

## **2. Administer Survey**

Make sure whoever is presenting the survey is well prepared with talking points about why the survey is being conducted and what will be done with the information. This should be clear and simple. You don't need to identify the church, only that you are working with a group that wants to learn how it can best serve the community.



## **Step 2: Deliverable**

Upon collecting the surveys, the Marketing Plan Coordinator (or designee) will prepare a report with results from the survey. He/she will include the comprehensive data as well as a summary of information collected and narrative about what it might imply.

Once the report is prepared, the Marketing Plan Coordinator will distribute copies for **Step 3: Strategy**.