



## ACTION STEP 1: CONGREGATIONAL SURVEY

### Overview

Hear what your congregation has to say about your church. Include teen members in this process. How do they feel about it? Why do they call it their church? What do they tell their friends about it? What do they see as its strengths and weaknesses? You may think you know what your congregation thinks but being intentional to ask will provide you with solid information on which to build Your Marketing Plan.

### Process

#### 1. Prepare Survey

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

- **After Worship Services:** Set aside time (10 to 15 minutes) after a weekend worship service to invite people to take the survey. This approach ensures you are capturing the most information while also communicating to your congregation how important this is. Your sample size should be at least 25% of the congregation.
- **Sunday School Classes:** Adults and children of appropriate age.
- **Youth Group**
- **Small Groups**
- **Ministry Team/Committee Gatherings**
- **Email or Regular Mail:** This will help you collect information from people who did not attend that weekend or those who left without participating. (Important to note that you only want one survey per person so people won't fill it out again.)
- **Web site:** Have the survey available on your church Web site. Invite people (via regular communication and a special email) to go and take the survey.

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

We HIGHLY recommend you use the "Local Church Member Survey" available from the UMCOM office. It features a wide spectrum of questions that glean specific thoughts and feelings about the church. Questions can be adapted to suit your needs and time allotted.

When adapting questions, these are ones you will definitely want to include:

- Situation (demographic, length of time with the church, attendance frequency, etc.)
- Satisfaction level with church overall and with specific ministries.
- Probability that they would recommend the church overall or a specific ministry to a friend (and, to be more specific, what type of friend (age, gender, family situation).
- Their needs and their opinion as to how the church is meeting them.
- Their perception of the community's needs and how the church is meeting them.
- Their opinion about the church's strengths.
- Their opinion about the church's weaknesses.

## **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.



### **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. Along with this report, the Marketing Plan Coordinator will prepare a list of all ministries and offerings in the church. This will be reviewed during **Step 3: Strategy Homework** and team members will be encouraged to compare this list to the survey results to see which activities are mentioned and which ones are not.

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