



ACTION STEP 1: TEAM/COMMITTEE/GROUP INTERVIEWS

Overview

Hear what individuals who are connected with your church (through serving or small groups) have to say about your church.

This will go beyond the statistical and factual data collected in the surveys. It will help members collect more anecdotal information, so they can get to the heart and emotion behind the perspectives.

Conducting the interviews within settings that already exist in your church helps participants frame their answers from a more specific/involved perspective and makes the most of time since a separate meeting doesn't have to be planned.

Process

1. Prepare for the Interviews

Determine what groups will be visited and by whom.

Marketing Team Member(s) will want to meet with as many "smaller group" gatherings in the church as possible. Consider the following options:

- Sunday School classes, including children
- Ministry Teams/Committees
- Small Groups
- Youth Group

Once you determine how many groups will be visited, divide up the groups among the Marketing Team Members who have been assigned to this Action Step. Remind them to conduct their Homework prior to interviewing their group.

Communicate with the group's member(s) and prepare the group.

Contact the group's member(s) and explain to them about the interview. Ask if they can set aside 20 to 30 minutes in their upcoming meeting for you to interview their team or group.

Consider giving the member the questions in advance so he/she can prepare his/her group for the interview.

2. Administer the Interviews

The Marketing Team Member will give a very brief overview as to why the interview is being conducted and what will be done with the information. This should be clear and simple.

The interviewer will then ask questions and invite everyone to respond. The interviewer will need to take notes or bring someone along to help him/her capture the information.

Things to keep in mind:

- Encourage the groups to be candid, providing positive and negative feedback.
- The interviewer must not be defensive and be open to opinions of others
- Ensure confidentiality. You want them to be as candid as possible so ensure their feedback will be submitted anonymously.
- Encourage everyone to be a part of the conversation – be careful not to let one or two people dominate the conversation
- For groups with children, you'll want to adapt questions and build in interactive components, such as drawing pictures or molding with clay.
- Goal is to make church better, more attractive.

Questions to ask:

- Why did you start coming to this church?
- Why did you stay?
- Why and how did you get connected with this group?
- What is your favorite part of this church?
- When describing this church to your friends, what do you say?
- Do you invite friends to this church's activities? Why? Why not?
- What is your favorite thing about this church?
- What would you most want to change about this church?

Upon completing the interview, be sure to thank the group for setting aside time for this interview and for helping the church make a greater impact.

3. Summarize the Interviews/Make Observations

As each Marketing Team Member completes an interview, he/she will prepare a summary of his/her findings. The summary should include common themes under each of the questions listed above.



Step 2: Deliverable

The Marketing Plan Coordinator (or his/her designee) will prepare a report with the collective interview summaries. He/she will include the comprehensive data as well as a summary of findings under each of the questions.

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



CAPTURE!

During this **Action Step**, Marketing Team Members might hear exciting stories about how lives have been impacted by your church.

Don't miss out on this opportunity to capture these stories!

- Make a note of the story and the type of impact the story communicates: "My kids learned about Jesus here!" "God used this church to heal my marriage!" "I found my purpose through this small group!"
- As you begin to develop tactics for marketing your message, refer back to these stories and draw on them to communicate your message with exponential impact (Using live, video, or written testimonies or other creative ways to showcase these testimonies. Plan to share these stories during worship services or on your Web site).