



HOW TO DO A CHURCH SURVEY

Conduct a survey of the Sunday morning regulars and let them, not the leadership, tell you what kind of church you have. Sometimes the church leadership sees the church in a different way than the average member sees the church. It is important to know what the average person perceives as reality! This survey should be very simple. Follow these steps:

1. Develop a simple evaluation form to be distributed at some point in the service. Explain that you know what the church means to you but it is also important that you know what the church means to each member. Be sure to include a variety of questions (see Step 6) so that the member will have a wide range of answers. We don't want the member to focus exclusively on the negatives! The wide variety of questions means the average member will likely forget the survey very quickly. This is fine since this survey is designed to teach the leadership about the church.
2. Explain that each person will have his own definition of "Very Good", etc.
3. The leadership and the church membership should each do this survey at different times. Keep these survey results separate then compare the two. You might be surprised to see a difference!
4. Use these five categories: 1 Very Good; 2 Good; 3 Average; 4 Poor; 5 Very Poor.
5. Have everyone circle one response for each question.
6. In your opinion which rating best describes our church in the following areas:
 - a. We know each other well enough to pray for one another's personal needs.
 - b. My church works together as a team.
 - c. My church loves each other as a family.
 - d. My church helps our visitors feel at home.
 - e. I communicate outside the church walls with a fellow member at least once a week.

- f. My church provides the opportunities I need to grow to my full potential in Christ.
 - g. My church includes at least two of my really close friends.
 - h. I know what I want to know about my church.
 - i. My church has a small group (class or circle) that I enjoy attending.
7. Design a spreadsheet with columns for each question. Record the numeric answers in each row (1 = Very Good, 2 = Good, etc.)
 8. What categories show high success rates? Which categories showed low success rates?
 9. Discuss the results with the leadership in a leadership meeting.
 - a. Discuss which categories are essential to developing long, lasting friendships which will keep a member in your church. Why are these categories essential?
 - b. Compare the results of the membership survey with those of the leadership. Is there a significant difference in any category? If yes, try to determine why such a disconnect exists.
 - c. Determine two categories which need to be improved.
 10. Develop action plans to implement the two categories identified in Step 9.