How to create and use a church communication survey

**-what channels does your church use to access your message?



The importance of our task

- We've been given the Words of eternal life.
- We have an audience in and outside the church we are responsible to reach



Challenge of our task

- Communication options are exploding
- We tend to communicate in ways most comfortable to us
- We are used to making decisions for people
- We must remind ourselves we are servants





What to do

- PRAY, then discuss:
 What do you really need to know? Facts, not opinion.
 - Are you willing to change?
 - Finances?
 - When?
 - Who is responsible for follow up?
 - If you can't follow up, don't ask until you can.



Options Whole church or part of it Call and talk to a random list Use a Survey Written





Written Survey

• Tips:

- State why doing it
- Pre-survey to localize options
- Check options only
- No ranking
- No opinions here
- Place for open ended comments



Publisher creation tips

- Postcard template works great
- For bulletin insert or cardstock
- Clear text: Arial or Arial Narrow



Most important thing

- GET RESULTS
- Options
 - Mail, ask to mail or return
 - Hand out and turn in later
 - Call & interview

Hand out and IMMEDIATE RETURN





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Respond & Repeat

- Say THANK YOU!
- Pray for evaluation wisdom
- Draw conclusions
- Let people know results
- Let people know when action will be taken
- Plan when you will do it again!





Finally

- Prov. 27:23 Be sure you know the condition of your flocks, give careful attention to your herds.
- John 21:16: Again Jesus said, "Simon son of John, do you truly love me?" He answered "Yes Lord you

He answered, "Yes, Lord, you know that I love you." Jesus said, "Take care of my sheep.

 When we take care of the flock the Lord has given us, we are obedient to our Lord and showing our love to him and our people.



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