

# Church Survey Instructions

*(For your use only...don't hand this out to your "consultants.")*

Hire a "missing" person to critique your church. Pay your missing friend \$25 to attend a Sunday morning service and fill out a survey (I'll reimburse you if you can't afford it...it's worth the investment to the church). They don't have to participate in the service. They do have to fill out a survey. It will take about an hour and a half to do the assignment.

## How to use this survey

The questions in this survey are designed to:

1. make the missing person feel in control,
2. provide you with valuable insights as to how your "product/service" is being experienced by the people we say we are primarily in business to reach,
3. create an entrée/onramp for you into the life of a person who might be willing to keep the conversation going,
4. send a message to the people in your church that evangelism can be doable and fun.

## Choosing a survey candidate

Handpick the missing person you want to do this survey. Find someone you or someone else you know already has a relationship with (this isn't for a total stranger). It could be a waitress, bartender, barista, schoolmate or co-worker.

Approach them "playfully". I often open with something like the following:

"Hey Debbie, I'm involved with a group of people who are trying to figure out why folks don't like church. You know what I mean? We're tired of sitting inside our buildings discussing it, so we decided to approach some people we liked who don't regularly attend church and get their feedback. It might sound kind of funny, but we took a hint from business and discovered they actually paid people for their opinions. So I was wondering if you would be interested and willing to do a survey for me. Do you go to church regularly?"

*("Regularly" means about once a month. If they say they do, ask where and say "Wow...that's cool." Then thank them and ask them if they know someone else who doesn't. BUT... 90% of the time they'll meet the requirements.)*

“OK...here’s the deal. I’d like you to come to our church some Sunday and tell us what your experience was like. You’ll have to fill out a survey and it will take about an hour and a half all together to complete the assignment, but you won’t have to participate in any way in the service if you don’t feel like it. All we ask is that you simply answer about ten questions after the service (on paper). We’ll pay you \$25 for your help. It’s a real job and your insights are really valuable to us, so it’s worth it.”

If they say they don’t care about the money, say, “No, we’d really feel better about it and the results we’d get if you’re getting paid. You can give it away to someone else if you like or take me out to breakfast with it later.” If they continue to push just tell them you’ll work it out...then just give them the cash when it’s over (I’ve never had anyone refuse cash in hand).

Assure them that this isn’t a “bait and switch” deal where someone will call or visit their home afterwards without their permission or request. Tell them that you’ll sit with them during the service to answer any questions or explain anything they need more information on. It’s important that they feel you really want the information and aren’t just setting them up.

## **On the Survey Day**

Be sure to meet them at church (very important!) and sit with them. Give them the survey at church, not before. Don’t make a scene about them or draw attention to them in any way.

When the service is over, allow them a few minutes to complete the survey and then hand them a written thank you card with \$25 cash in it (no checks...instant gratification is better). Tell them you’ll check with them later in the week (wherever you normally see them) and then send them on their way.

If you don’t try to “close” or “pressure” them in any way it will be a pleasant surprise to them. They were probably prepared to “earn” the \$25 by having to meet the pastor or some other such odd (for them) behavior. Don’t do that!

Tell them you appreciated their willingness to come into a new environment help you out and you’re not sure if you would’ve had the courage to do the same thing even if you were offered \$25. Say “Wow” a lot.

## Follow-up

- Read the responses and try to glean one or two insights.
- Share them with your church (email them to the class facilitator or just drop them off at the church office front desk).
- Check back with your survey friend about a week later to get their “after feelings.”
- If your friend is local enough, have your favorite pastor drop by and thank them later on.
- Stay connected and use this experience as an onramp into their lives.
- Be interested in them, their world and their experiences.
- Don't shove 'em, push 'em or pull 'em... nudge 'em.

# Church Survey

Thanks for taking the time to help us. We've asked you to give us your feedback because you don't attend our church regularly. While we appreciate positive feedback we are primarily interested in "constructive criticism". We want to see our church through your eyes. Please answer the following questions immediately following the service you attend.

- What were your very first impressions? How did you feel coming into "our space"? Nothing is too trivial...
  
- What is the name of the first person that introduced him/herself to you today (besides the one who asked you to do this survey)? Did you know them before coming here?
  
- Was the building easy to find? How about our signs—what would you do differently?
  
- As you sat and observed us, did we seem sincere? Forced? Fake?
  
- What did you think about our service (program)? Did you feel judged or condemned in any way? Did you feel accepted?
  
- Are you able to understand why we do what we do? Tell us what you think we're trying to do with our approach to "having church"?
  
- Write down the feelings you had watching people sing...

### **Church Survey (cont.)**

- What was the speaker trying to get across in his talk?
  
- On a scale of one to ten where ten is “off the charts” and one is “boring”, how would you rank:

Singing/music: \_\_\_\_\_

Teaching/preaching: \_\_\_\_\_

Creative elements (like video, drama, etc.): \_\_\_\_\_

Please explain your rankings:

- What do you think we’re trying to do here?
  
- If you have children (and you brought them with you on this assignment), ask them about their experience. What did they tell you?
  
- Check out our church bulletin. If we asked for your name and other information, how did you feel about that request?
  
- If you ran this church, what are three things you would want to change right away? (Note: We’re paying you to tell us the truth, so please be frank)

1.

2.

3.

**Church Survey (cont.)**

Tell us anything else we may have forgotten to ask you about but you think would be good for us to think about.

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

May we call you if we have follow-up questions regarding your responses?

***Your personal information will not be distributed in any way. Thanks!***