

Church Name: _____

2008 CHURCH TRANSFORMATION SURVEY

1. Worship Attendance – Look up the average worship attendance from five years ago and from last year. Compare the two worship averages. What percentage of change has the church experienced in average worship attendance over the past five years?

1. Decreased by more than 20%
2. Decreased less than 20%
3. Increased by less than 10%
4. Increased between 10% and 20%
5. Increased more than 20%

2. Professions of Faith – Divide last year's average worship attendance by the number of Professions of Faith for the past year. The result is the number of people in worship it takes to have one profession of faith. What is the result for your church? [If no professions of faith, choose number 1.]

1. More than 60
2. 50-59
3. 40-49
4. 30-39
5. Under 30

3. Mission and Ministry/Apportionments – Determine the percentage of mission and ministry/apportionments paid by your church for each of the past five (5) years. Add these percentages and divide by 5. The result is the average percent of mission and ministry/ apportionments paid by your church over this period of time. What is that percentage?

1. Less than 50%
2. 50-79%
3. 80-89%
4. 90-99%
5. 100%

4. Small Groups – Divide the average worship attendance by the number of small groups present in the church. For the purposes of this survey, a small group is a gathering of 5-15 people that meets at least twice per month and engages in some time of intentional Bible study and Christian prayer. This group can contain youth, adults or both. The focus of the group is on intentional spiritual growth. The small group may also engage in acts of service, mission projects or other activities in addition to Bible study and prayer. Examples could include a 10-member Sunday School class, a women's Bible study, Disciple Bible Study or a group that met for devotions and prayer and then engaged in a work project. What is the result for your church when you divide the average worship attendance for this year by the number of small groups? [If no small groups, choose number 1.]

1. More than 60
2. 50-60
3. 40-49
4. 30-39
5. Under 30

How many such small groups does your church have? _____ (Use the back for listing additional groups.)

List them: _____

5. Advertising and Outreach – Add up all expenditures by the church for advertising, publicity and similar evangelistic efforts. Examples include advertising in the phone book, direct mail to invite people to church, evangelistic block parties, flyers handed out door-to-door and similar activities. What percentage of the total church budget does this total represent?

1. Less than 1%
2. Between 1-2%
3. Between 2-4%
4. Between 4-6%
5. More than 6%

6. Training and Leadership Development – What percentage of elected church leaders participated in at least four hours of leadership training during the last year? Leadership/training events could include team-building workshops, small group leadership skills, a seminar on conducting an effective meeting, a faith-sharing workshop, Lay Speakers Training, Igniting Ministry Training, District Leadership Training, and other leadership development programs. Such training would NOT include Bible studies, attending Annual Conference, etc.

1. Less than 25%
2. 25-40%
3. 41-60%
4. 61-80%
5. Over 80%

7. Rotation of Leadership – What percentage of the elected leaders of the church have been participating in the life of your local church for fewer than five years?

1. 0-20%
2. 21-30%
3. 31-40%
4. 41-50%
5. More than 50%

8. Hospitality – How many of the following items are currently a part of your intentional system of hospitality?

- greeters in the parking lot (or other exterior space)
- greeters at the entry ways/doors
- a welcome/information station
- an area for refreshments and conversation
- informational flyers/brochures/material about the church and its ministries that are available in the lobby/narthex
- a committee charged with the task of evaluating and improving the hospitality ministry of the church
- a time for greeting guests and others during the worship service
- a non-threatening, non-embarrassing method of collecting contact information from guests

1. 0-2
2. 3
3. 4
4. 5-6
5. 7-8

9. Guest Follow-Up – How many of the following items are currently part of your intentional system of guest follow-up AND occur within 30 days of the visit?

- letter from the pastor sent within 3 days
- letter from other staff member sent within 3 weeks
- letter from a non-staff leader sent within 3 weeks
- guest added to the list of those who receive the newsletter
- a feedback card sent to the guest on which they can record their impressions of the church
- a brief visit or phone call made to the guest within 36 hours
- a thank you card sent to the guest
- an email address requested from the guest and then added to the email mailing list for church announcements

1. 0-2
2. 3
3. 4
4. 5-6
5. 7-8

- 10. First-time Guests** – Determine the average number of local first-time guest family units (households) per Sunday during the past year. A family unit of any size living in the same residence is considered to be one family unit. Divide the average worship attendance by the weekly average number of first-time guest family units. What is the result? [If average number of first-time guests is zero, choose number 1.]
1. Over 100
 2. 80-100
 3. 65-79
 4. 50-64
 5. Under 50
- 11. Mission Ministries** - How many of the following ministries has your church supported in the past 12 months, either through financial support or the participation of people active in the life of the church?
- a. United Methodist Volunteers in Mission
 - b. United Methodist Committee on Relief
 - c. Bishop's Round Up for Hunger (Kansas East)
 - d. 2000 Member Club Participants (Kansas East)
 - e. Star Thrower Society Participants (Kansas East)
 - f. Hurricane/Disaster Relief
 - g. United Methodist Youthville
 - h. Grace Med Health Clinic c - Wichita (Kansas West)
 - i. United Methodist Open Door (formerly UM Urban Ministry (Kansas West)
 - j. Western Kansas United Methodist Mexican American Ministries (Kansas West)
 - k. Other United Methodist mission/outreach ministries
 1. 1
 2. 2
 3. 3
 4. 4
 5. 5
- 12. Community Outreach Ministries** - In how many of the following ministries does your church significantly participate on a regular basis?
- a. Food Pantry
 - b. Clothes Closet
 - c. Tutoring Program (reading, English as a Second Language, etc.)
 - d. Job Skills Training/Placement
 - e. Other (please specify): _____
 1. 1
 2. 2
 3. 3
 4. 4
 5. 5
- 13. Children/Youth/Young Adults** – How many of the following statements are true for your church?
- a. Children's Sunday School Attendance has increased in the past year.
 - b. The church has a significant ongoing weekday ministry with children in the community.
 - c. Attendance at UMYF (youth ministry) has increased in the past year.
 - d. The number of youth in the Confirmation Class is greater this year than last year.
 - e. The number of young adults (age 18-35) attending worship has increased in the past year.
 1. 1
 2. 2
 3. 3
 4. 4
 5. 5

SCORING – Add the numbers of your answers to the 13 items above. A “1” is worth one point, a “2” is worth two points, a “3” is worth three points, a “4” is worth four points and a “5” is worth five points. The total will be a number between twelve (12) and sixty (60). Enter your total on the line below. Based upon your score on the survey, place an “X” by the category into which your church’s score falls. It is likely that your church is best described by the category indicated by your score on this survey.

THE SCORE OF MY CHURCH _____

CATEGORY OF CHURCH **CATEGORY OF MY CHURCH**

Dying/Declining: 13-26 points _____

Maintaining: 27-51 points _____

Transforming: 52-65 points _____

14. Are there any specific areas related to the 2007 transformation survey results that this local church has addressed during the past year? If so, what were these areas and how were they addressed?

15. Is this church making specific plans to target any other areas which need to be addressed in 2008-09? If so what are the plans?

Please indicate names of those completing the form:

Pastor

Lay Leader

Worksheet for the 2008 Church Transformation Survey

The Church Transformation Survey is a new tool to assist churches in their efforts towards transformation. The form is now a part of the required items included in the Charge Conference packets in some Annual Conferences. This worksheet will help churches gather the information needed to complete the 13-item survey. Almost all of the data used in the survey is available in the records of the church.

Item 1: Worship Attendance – The average worship attendance reported at the end of 2002 was _____. The average worship attendance reported at the end of 2006 was _____. If the 2006 figure is higher, the church has experienced growth in its worship attendance. If the 2002 figure is higher, the church has experienced a decline in its worship experience.

EXAMPLE: If the 2002 attendance figure was 200 and the 2006 attendance figure was 250, then the church has experienced a 25% growth in worship attendance ($250/200 = 1.25 = 25\%$ increase). If the 2002 figure was 250 and the 2006 figure was 200, then the church has experienced a 20% decrease in worship attendance ($200/250 = 0.8 = 20\%$ decrease).

Item 2: Professions of Faith – The number of professions of faith reported last year was _____. The average worship attendance last year was _____. Dividing the average worship attendance by the number of professions of faith produces a ratio that indicates the number of people in worship needed to produce one profession of faith.

EXAMPLE: If the number of professions of faith last year was 5 and the average worship attendance was 250, then the church's ratio would be 50 ($250/5 = 50$). [If no professions of faith, choose number 1.]

Item 3: Mission and Ministry/Apportionments – Determine the percentage of mission and ministry/apportionments paid by your church for each of the past five years. Add these five percentages and divide by five to obtain the average paid over the past five years.

Percentage of mission and ministry/apportionments paid:

Last Year _____
2 years ago _____
3 years ago _____
4 years ago _____
5 years ago _____

EXAMPLE: If the percentage of mission and ministry/apportionments paid for the five years were 100, 80, 60, 75 and 75, the average percentage would be 78% ($100+80+60+75+75=390$ -- $390/5=78\%$).

Item 4: Small Groups – The year-to-date average worship attendance of the church is _____. The total number of small groups is _____. For the purposes of this survey, a small group is a gathering of 5-15 people that meets at least twice per month and engages in some time of intentional Bible study and Christian prayer. This group can contain youth, adults or both. The group's focus is intentional spiritual growth. Dividing the average worship attendance by the number of small groups produces a ratio that indicates the presence of one small group for every X number of people.

EXAMPLE: If the average worship attendance is 300 and the number of small groups is 6, the church's ratio would be 50 ($300/6 = 50$). [If no small groups, choose number 1.]

Item 5: Advertising and Outreach – The total amount of all expenditures by the church for advertising, publicity, marketing, direct mail, Servant Evangelism and similar evangelistic efforts last year was _____. The operating budget of the church last year was _____. Divide the amount spent on advertising and publicity by the operating budget of the church to determine the percentage of the budget spent on advertising and marketing.

EXAMPLE: If \$4000 was spent on advertising and marketing and the operating budget was \$250,000, the percentage spent on advertising and marketing would be 1.6% ($250,000/4000 = 0.016 = 1.6\%$)

Item 6: Training and Leadership Development – Review the list of all elected leaders in the church (Church Council, Trustees, Finance, SPRC, UMM, UMW, etc.). The total number of elected leaders is _____. Determine the amount of time each leader spent in leadership training and skill building workshops last year. For the purposes of this survey, do not include time spent in Bible studies, attending Annual Conference, attending meetings (local church, District or Conference), planning events, participating in church workdays or similar events. Leadership training events and skill-building workshops could include Lay Speakers Training, Igniting Ministry Training, small group leadership skills, leading an effective meeting, faith-sharing, District Leadership Training Events, and similar events. The number of leaders who participated in at least four hours of training and leadership development in the last year is _____. Dividing the number of leaders meeting this requirement by the total number of leaders will produce the percentage of leaders meeting this requirement.

EXAMPLE: If the church has 20 elected leaders and 5 participated in at least four hours of training and leadership development events last year, then the percentage would be 25% ($5/20 = 0.25 = 25\%$).

Item 7: Rotation of Leadership – Review the list of all elected leaders in the church. The total number of elected leaders is _____. Determine how long each leader has participated in the life of your congregation. Count the number of leaders who have participated in the life of the church for less than 5 years. The number of leaders who have participated in the life of the congregation less than 5 years is _____. Divide the number of leaders who have participated in the life of the church for less than five years by the total number of leaders. The result will be the percentage of leaders who have participated in the life of the church for less than five years.

EXAMPLE: If the total number of leaders in the church is 20 and 4 of those leaders have participated in the life of the church for less than five years, then the percentage of leaders who have participated in the life of the church for less than five years would be 20% ($4/20 = 0.2 = 20\%$).

Item 8: Hospitality – Review the eight hospitality actions listed in the Church Transformation Survey. The number of those actions consistently and intentionally engaged in by the church is _____.

Item 9: Guest Follow-up – Review the eight guest follow-up actions listed in the Church Transformation Survey. The number of those actions consistently and intentionally engaged in by the church is _____.

Item 10: First-time Guests – Determine the average number of local first-time guest family units per Sunday during the last year. A family unit of any size living in the same residence is considered to be one family unit. The average number of local first-time guest family units per Sunday over the past year is _____. The average worship attendance is _____. Dividing the average worship attendance by the average number of local first-time guest family units produces a ratio that indicates the number of people in worship needed to result in one local first-time guest family visiting the church.

EXAMPLE: If the average worship attendance is 150 and the average number of first-time guest family units is 2, then the ratio for the church is 75 ($150/2 = 75$). [If average number of first-time guests is zero, choose number 1.]

Item 11: Mission Ministries – Review the list of mission ministries listed in the survey. The first items are self-explanatory. The last item includes any other United Methodist or United Methodist related mission ministries. Examples could include giving to Advance Specials, participation in NOMADS, raising scholarship money for an UM-related school and/or sending missionaries and raising funds for a sister church in another Annual Conference.

Item 12: Community Outreach Ministries – Review the list of community outreach ministries listed in the survey. The first items are self-explanatory. The last item includes other community outreach ministries in which your church regularly participates. Examples could include recovery groups led by people in the church, debt reduction workshops led by people in the church, assisting with Neighborhood Crime Watch and prison ministry.

Item 13: Children/Youth/Young Adults – Review the five statements listed in the survey. Determine how many of these are true for your church over the past twelve months. The response needs to be based on actual figures and should correspond to the information you provided on your End of Year report.

Information and a Rationale for the Scoring of the Survey

This tool is designed to help churches accurately assess their health, vitality and strength and add a more objective perspective to the selection of a category appropriate for that congregation. The Church Transformation Survey is one element – a starting point – of a transformation process. The information and insight gained from the survey will, it is hoped, provide both additional motivation for change efforts and clarity as to steps that could be taken.

An instrument such as the Church Transformation Survey, while intended to assist churches, may also be viewed as a threat by those churches. With so many churches struggling with falling worship attendance and declining income, any tool that seeks to objectively measure the vitality of a congregation faces being met with resistance and skepticism. This section of the workbook will address the rationale for the scoring of the individual questions as well as the scoring of the overall survey. It is hoped that this information will assist leaders in both understanding and interpreting the survey.

1. Worship Attendance: Worship attendance is a more important factor than membership in terms of assessing the health and strength of a church. Worship attendance is a gauge of how many people are excited enough to participate in the weekly worship service of the church.

There are few measures of the health of a congregation more vital than worship attendance. It is hard to imagine that a church that is making disciples for Jesus and engaging in appropriate evangelism in its community would at the same time be declining in worship attendance. The scoring in this category reflects the association between growth in membership and worship attendance. A church that is declining in attendance can only score a 1 or a 2 on this item. Any increase in worship attendance will result in a score of 3, 4 or 5. A church that increases at a rate of less than 2% per year can hardly be considered a transforming church; so, such a church will score a 3 on this item. Greater increases result in higher scores.

2. Professions of Faith: “The mission of the Church is to make disciples of Jesus Christ.” (¶ 120). A church embraced by this mission will find ways to share the message of Jesus in meaningful ways with those who do not have a personal relationship with Jesus.

The Great Commission requires faithful followers of Jesus to go into the world and make new disciples. Churches that have few (or no) professions of faith are not living out the Great Commission. One of the prime directives of the Church is to expand the number of people who have a personal relationship with Jesus Christ. This item is scored based on a ratio derived from the division of the average worship attendance by the number of professions of faith over the past year. The use of a ratio-based scoring system allows churches to be compared in a fair and equal manner. A church with an average worship attendance of 100 could hardly be considered transforming if it recorded only 1 profession of faith during the course of 12 months. If the same church recorded 5 professions of faith in 12 months, however, it certainly could. The categories are based partially on national averages and partially on experience working with churches. The inclusion of a Confirmation Class would, somewhat artificially, inflate the score of a church (as opposed to a church with an equal number of adult professions of faith).

3. Mission & Ministry/Apportionments: The Bible teaches that it is in giving that we receive. A church cannot be healthy if it focuses only on itself. Transforming congregations invest in ministry beyond the walls of the local church. A United Methodist Church is not only a member of Christ's Universal Church but is also in a covenantal relationship with a specific denomination. The Mission & Ministry/Apportionment system allows churches to be involved in missions and other service activities beyond the ability of almost any single church. Supporting this system is essential for those in covenant together.

A local church that participates within a larger denomination cannot be considered to be transforming if it neglects the obligations and expectations of that system. This is an issue of integrity, faithfulness and mission. Mission & Ministry/Apportionment dollars not only support denominational staff and administrative costs but also mission and outreach ministry. While many churches do not pay 100% of their apportionments, almost all pay their power bill and pastor's salary. Transforming churches practice fiscal responsibility and do not treat their participation within the denomination as an optional activity.

4. Small Groups: The majority of life-transformation within a community of faith does not happen in the Sunday morning worship service (although some does). Instead, spiritual growth is significantly fostered in smaller gatherings of Christians focused on prayer, study, support and service. Small groups allow for people to find and make friends, develop trust and share struggles and both give and receive support and love.

The presence of small groups within a church is recognized by almost all church consultants as an important element in a healthy, growing church. Small groups provide many benefits to a church including (1) providing places for spiritual growth, (2) nurturing relationships among members and attendees, (3) being vehicles for the assimilation of guests and new members and (4) providing other "bridges" by which new people enter into the life of a congregation. This item is scored based on a ratio derived from the division of the average worship attendance by the number of small groups present in the life of the church. Some consultants advocate the presence of one small group for every 10 or 20 people in worship. This survey takes a more "generous" perspective and the maximum score of 5 is obtained by a church with one small group for every 30 people in worship.

5. Advertising and Outreach: The typical declining church spends less than .5% of its budget on advertising and evangelistic outreach. The typical church experiencing rapid growth spends at least 5% of its budget on advertising and evangelistic outreach. This is a key area for church health and transformation.

A church receives the maximum score of 5 if it invests more than 6% of its budget in these areas. The importance of advertising and its positive impact on the congregation is easy to grasp – more advertising results in more first-time guests which results in increased worship attendance which results in greater financial and people resources for the church, and most importantly invites more people to become disciples of Jesus Christ.

6. Training and Leadership Development: Churches invest in those activities that they perceive as having value for themselves. The presence of good – and growing – leaders is an essential part of the transformation process. Investment in training leaders pays great dividends for the congregation.

Increasing the scope and quality of ministry in a church requires leaders. Christian leaders need to be formed. Churches have a responsibility to train people and develop their leadership skills. Four hours of training represents a very minimal investment in the leaders of a church. Transformation requires new skills and insights; it requires doing new things in new ways. Local church leaders must be equipped to lead this much-needed transformation. Churches with leaders who are unwilling to invest at least four hours in training cannot be considered to be transforming.

7. Rotation of Leadership: Transforming churches benefit from a steady influx of new people and ideas into the church system. Involving newer members of the congregation in leadership roles helps a church to grow and try new things. A church system that is resistant to rotation and/or the involvement of newer members is shutting out the very resources God has sent to help the church.

Growing churches tend to intentionally include newer members in leadership. This provides new ideas, fresh perspectives and the opportunity for newer people to take ownership of the actions and future of the church. Declining churches tend to include few newer members in positions of real authority or leadership. Instead, a small group of people exchange jobs and swap committees every couple of years. Many churches use a three-year rotation format for membership on committees so a time-frame of five years is more than adequate for the inclusion of new leaders. Recognizing the need for - and the value of - some degree of continuity in the leadership of a church, a church can obtain the maximum score of 5 even if almost half of its leaders have participated in the church for more than five years.

8. Hospitality: Most guests form their basic decision about whether or not to return to a church within about ten minutes of entering the church campus. Hospitality is the extension of the welcome of God to all people – members, attenders and guests. A strong hospitality system significantly improves the first impression made on guests.

The Igniting Ministry effort of the UMC is based upon the premise that hospitality is an essential ingredient for the growth of a church. The emphasis on training in hospitality – and the small number of Kansas Area congregations that have earned a “Welcoming Congregation” designation – points to the recognition that hospitality is often not a strong point of churches. The eight hospitality steps listed in this item represent actions that could be taken by all congregations and are by no means a comprehensive listing of all such possible actions. Churches tend to overestimate their friendliness; that is, they often feel that they are friendlier than first-time guests perceive them to be. The hospitality steps listed in this item also provide steps that churches can take in their journeys to transformation and more effective ministry. Growing churches take hospitality seriously.

9. Guest Follow-up: Contacting guests soon after the first visit and consistently over the next 30 days increases the probability that they will return to the congregation for another visit and, ultimately, become involved in the life of the congregation. Guest follow-up expresses the desire of the church to be in ministry with and to new people.

The Igniting Ministry effort of the UMC includes a strong emphasis on guest follow-up. It is part of the scoring process used by churches applying for the “Welcoming Congregation” designation. The eight guest follow-up steps listed in this item represent actions that could be taken by all congregations and are by no means a comprehensive listing of all such actions. The guest follow-up steps in this item also provide steps that churches can take in their journeys to transformation and more effective ministry. Growing churches take guest follow-up seriously.

10. First-time Guests: The number of local first-time guests a church has is both an indication of its efforts at invitation and a sign of the growth potential of the congregation. The most effective way for a church to grow is for those currently attending the church to invite their friends, relatives, associates and neighbors.

The number of local first-time guests a church has is positively related to the growth and health of that church. Churches will not grow if they are not attracting first-time guests. These guests may come as a result of a personal invitation from someone in the church or from advertising and outreach efforts. This item is scored based on a ratio derived from dividing the average worship attendance by the average number of first-time guests per week. A church of 200 in worship that experiences two local first-time guests per week (scoring 1 point on this item) is much less likely to experience significant growth than if it attracts four local first-time guests per week (scoring 5 points on this item).

11. Mission Ministries: The Kansas Area has made the determination that involvement in mission ministries will be part of its definition of a transforming church. This item measures the level of that involvement through the United Methodist Church. A church that does not reach outside of its own walls is missing part of the mission of the Church. God in Christ invested heavily in humanity; local churches also must invest in humanity. This involvement needs to be “Christo-centric” and not just “Theo-centric”; that is to say, they are done in the name of Jesus with an eye towards introducing people to Jesus and not just in the name of God as an act of charity.

12. Community Outreach Ministries: The Kansas Area has made the determination that involvement in community outreach ministries will be part of its definition of a transforming church. This item measures the level of that involvement through activities that offer practical assistance to the community of the local congregation.

13. Children/Youth/Young Adults: The average age of a member of The United Methodist Church is over 60. Many churches have few, if any, regular attendees under the age of 50 with many of the attendees being over the age of 70. Local churches must effectively reach younger people if they are going to fulfill the mission of Jesus in their community. Growth in the attendance and participation of children, youth and young adults often accompanies the transformation of the church as a whole. Effective ministry to families will result in the participation of their children. In all but retirement communities, the active presence of a growing ministry with children, youth and young adults can be a prime indicator of future growth. The number of these ministries present in your congregation can be both an indication of your efforts at invitation and a sign of the growth potential of the congregation.

Scoring: A survey such as this requires an overall scoring system in order for it to be of maximal use. The categories used are: Dying/Declining, Maintaining and Transforming. The scoring of each item is done on a five-point scale with 1 being low and 5 being high. A score of 1 on any item corresponds to a response characteristic of a church that would be considered to be “dying.” A score of 5 on any item corresponds to a response characteristic of a church that would be considered to be “transforming.” The lowest score possible on the survey is 13 and the highest score possible is 65. A church scoring an average of 1-2 points per item will fall in the “Dying/Declining” category. A church scoring 4-5 points per item will fall in the “Transforming” category. The remaining churches, obviously, will fall in the “Maintaining” category.

The category into which a church currently falls does not have to describe its future. It provides a snapshot of the church – a picture-in-time of the congregation. Churches have chosen the kind of church they are and they choose the kind of church they will become. The results of the survey are an important starting point for the congregation. It will also be important to determine the direction in which the congregation is moving on the continuum (Dying/Declining – Maintaining – Transforming).