

Measurements Workshop



Servant's Conference 2008



What do we measure?

- If our mission is to make fully devoted followers of Christ, what are the indicators we can use to measure our effectiveness?



What do we measure?

- **What gauges should we have in view on our dashboard in order to determine at a regular interval the health of our congregation and the degree to which we are accomplishing our mission?**



What do we measure?





What do we measure?

- **Here are a few gauges you should be familiar with for your congregation...**
 1. **Conversions**
 2. **Attendance**
 3. **Visitor Retention**
 4. **Small Groups**
 5. **Leaders**
 6. **Ministers**
 7. **Givers**
 8. **Spiritual Maturity**





What do we measure?

- **Conversions**
 - How many this year?
 - What percent of your attendance do they represent?
 - Who are they?
 - How old are they?
 - How did they come to know Christ?
 - Where are they now?



What do we measure?

- **Attendance**
 - How many each week?
 - What is the trend?
 - What percent of the community does it represent?
 - How many in each age category?
 - Do your demographics reflect the community?
 - How often do they attend?



What do we measure?

- **Visitor Retention**
 - Who are they? (how do you define visitor?)
 - Why did they come?
 - How many visitors?
 - How did you follow up?
 - What percentage do you retain?
 - How do they get plugged in?



What do we measure?

- **Small Groups**
 - **What kinds do you have?**
 - **Discipleship, ministry, outreach, recovery, special interest etc.**
 - **How many of each do you have?**
 - **How many attend?**
 - **What percent of the congregation does it represent?**



What do we measure?

- **Leaders**
 - **If there are 4 stages of leadership development, how many in each stage?**
 - Identify
 - Recruit
 - Train
 - Deploy
 - **What percent of the congregation do they represent?**



What do we measure?

- **Ministers**
 - **How many serve?**
 - In congregational life?
 - In the community?
 - In world mission?
 - **What percent of the congregation do they represent?**



What do we measure?

- **Givers**
 - How much is given?
 - What is your giving ratio?
 - Total offering / total attendance
 - What are the trends?
 - What percentage of households tithe?
 - If every household tithed what would your donations be?
 - What percentage of a tithe are you receiving each year?
 - Take the average household income of your community times the number of households in your congregation / by 10



What do we measure?

- **Spiritual Maturity**

- What does a spiritually mature person look like in your congregation?
- Survey your congregation on a regular basis and tabulate their self-assessment of their spiritual maturity/stability...
 - Prayer life
 - Bible reading
 - Personal Evangelism
 - Ministry service
 - Walk with God
 - Giving
 - relationships with others
 - small group involvement



Regional Measurements

- **I want to start collecting some of these stats so we can compile them for the region and determine our collective effectiveness.**
- **I also want to share success stories and what is working well for the benefit of other congregations.**



Questions?

- **I am here to help**
- **www.fellowshipatlantic.com**