

60 EVANGELISM QUESTIONS

Reaching out to new people is a four-step process which varies from person to person and from congregation to congregation. Each step has its own challenges and opportunities. Place an "X" on the "YES" or "NO" line next to each question; place a "C" on the "YES" line, if the item is something your congregation is not doing, but would consider doing. **REMEMBER:** ministry is contextual; what works in one location may or may not work in another location.

YES NO

I. Preparing to Receive Visitors

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|---|-------|-------|
| 1. Does your congregation have a Mission Statement? | _____ | _____ |
| 2. Has your congregational Mission Statement been reviewed/revised in the past 5 years? | _____ | _____ |
| 3. Can congregational members articulate your Mission Statement? | _____ | _____ |
| 4. Is your Mission Statement something that a first-time visitor would understand? | _____ | _____ |
| 5. Is your Mission Statement printed in your weekly bulletin and newsletter? | _____ | _____ |
| 6. Does your congregation have a comprehensive evangelism strategy/plan? | _____ | _____ |
| 7. Does your congregation have a functioning Evangelism/Witness Committee? | _____ | _____ |
| 8. Does your Evangelism/Witness Committee meet on a regular monthly basis? | _____ | _____ |
| 9. Does your congregation use current demographic information for determining the likely recipients of your congregational ministry programs? | _____ | _____ |
| 10. Has the demographic composition of your community changed over the last five years? | _____ | _____ |
| 11. Does your congregation target specific groups when developing plans for ministry? | _____ | _____ |
| 12. Does your congregation use any of the following means to let the community know of its existence: | | |
| (A) Telephone yellow pages? | _____ | _____ |
| (B) Local newspapers? | _____ | _____ |
| (C) Local radio stations? (advertising or worship service broadcast) | _____ | _____ |
| (D) Local cable TV stations? (advertising or worship service broadcast) | _____ | _____ |
| (E) Home page on the worldwide web? | _____ | _____ |
| (F) Flyers/brochures? | _____ | _____ |
| (G) Billboards? | _____ | _____ |
| (H) Bulk/mass mailings? | _____ | _____ |
| (I) Telephone surveys? | _____ | _____ |
| (J) Neighborhood canvassing? | _____ | _____ |
| (K) Business cards? | _____ | _____ |
| (L) Novelties (e.g. T-shirts, keyrings, bumper stickers, license plates)? | _____ | _____ |
| (M) Outdoor banners? | _____ | _____ |
| (N) Off-site Signs (which direct people to the church grounds)? | _____ | _____ |
| (O) On-site Signs (which direct people to the main entrance of the church) | _____ | _____ |
| If YES , can the entire sign be read by someone passing by in a vehicle at 30 miles per hour? | _____ | _____ |
| 13. Are your church building(s)/grounds well maintained? | _____ | _____ |
| 14. Is your church building totally accessible for the physically challenged? | _____ | _____ |

15. Is your church building available for use by outside community groups? _____
16. Does your congregation provide hospitality training for ushers, greeters and others whom visitors might see as "official representatives" of your church? _____
17. Does your congregation train its members in how to invite visitors to worship? _____

II. Welcoming First-Time Visitors

YES NO

18. Do congregational members invite visitors to worship? _____
19. Do congregational members bring visitors to worship? _____
20. Would first-time visitors know how to get to your church building? _____
21. Does your church provide specially marked parking places for visitors? _____
22. Does your church make use of "parking lot greeters?" _____
23. Is the main entrance to the church building clearly marked, so that a first-time visitor would know which door to enter? _____
24. Does your congregation use greeters in the narthex to welcome visitors? _____
25. Are congregational greeters trained to greet people in a warm and welcoming manner? _____
26. Does your congregation use ushers? _____
27. Are the ushers trained to seat visitors with or near members who can help them with the worship service? _____
28. Is the worship bulletin printed in a clear and attractive manner? _____
29. Does the worship bulletin contain clear, easy-to-understand instructions for visitors to let them know when to sit, when to stand, and about your congregation's communion practices? _____
- If **NO**, are verbal instructions given during the worship service by worship leaders? _____
30. Are visitors asked to stand and be recognized during the worship service? _____
31. Does your congregation provide nametags for visitors to wear? _____
32. Do congregational members wear nametags? _____
33. Do you ask visitors to sign any of the following? _____
- (A) Visitor registration card? _____
- (B) Guest register/guest book? _____
- (C) Pew pad/worship registration list? _____
34. Do congregational members automatically seek out and talk with visitors? _____
35. Are specific congregational members given the responsibility to seek out first-time visitors? _____
36. Does your congregation make any provisions for the hearing or visually challenged to participate in worship? _____
37. Are your facilities accessible to someone in a wheelchair? _____
38. Does your church provide an adequately staffed nursery for children? _____
39. Is the nursery easy for a first-time visitor to find? _____
40. Are there clearly marked signs to direct first-time visitors to the restrooms? _____

III. Visitor Follow-up

YES NO

41. Does someone from your congregation follow up on visitors at worship services within 36-48 hours of their visit? _____
- If **YES**, is follow-up done by: _____
- (A) A home visit? _____
- (B) A postcard or letter? _____

- (C) A telephone call? _____
- (D) Paid staff member (e.g. pastor)? _____
- (E) Lay volunteer? _____
- 42. If home visits are made, do parish callers bring any of the following with them?
 - (A) Congregational brochure/flyer? _____
 - (B) Information about the Lutheran Church? _____
 - (C) Hospitality items (e.g. homemade bread, cookies)? _____
 - (D) Audio or videocassette with congregational information? _____
- 43. Do Evangelism/Witness Committee members make calls? _____
- 44. Does your congregation provide training for parish callers? _____
- 45. Does your congregation provide business cards for parish callers? _____
- 46. Do parish callers wear nametags to identify them as members of your church? _____
- 47. Do parish callers call in advance and announce that they will be visiting? _____
- 48. Are first-time visitors automatically put on the congregational mailing list? _____
 - If **YES**, which of the following items do you send:
 - (A) The church newsletter? _____
 - (B) "The Lutheran" magazine? _____
 - (C) Devotional material? _____
 - (D) All items which you normally mail to congregational members? _____
 - (E) Specially designed items for visitors only? _____

IV. Making the Transition From Visitor to Member

- 49. Does your congregation invite/encourage visitors to become members? _____
- 50. Does your congregation regularly schedule new member classes? _____
- 51. Does your congregation receive new members on a regular basis? _____
- 52. Does your congregation prepare information packets for new members? _____
- 53. Does your congregation use sponsors for new members? _____
- 54. Do new member sponsors receive any formal training for their responsibilities? _____
- 55. Are visitors invited/encouraged to participate in congregational activities before they become members? _____
- 56. Are visitors trained for leadership positions before becoming members? _____
- 57. Are visitors invited to attend ELCA-sponsored events (e.g. cluster, synodical, region) before becoming members? _____
- 58. Are new members invited/encouraged to call on "prospective members?" _____
- 59. Are visitors encouraged to make a financial commitment to the congregation before (or after) they become members? _____
- 60. Are visitors encouraged to become involved in committees before they join? _____