

Please complete this document, save, and send completed document to Scott Vaughan Communications at this e-mail address: scott@svministry.com.

1. Check the boxes representing your most pressing communication issues. As possible, use the space beneath each example to explain your church's situation.

- A. Image. We are largely invisible to our community *or* we have a bad reputation because of previous issues within our church.

- B. Internal Communication. Internal communication may include breakdowns among staff, a broken system managed by staff or volunteers, or the inability to move people to greater participation and/or giving.

- C. Street To Door Communication. We do a poor job of inviting the community to participate with us. We really need to make improvements.

- D. Other:

2. Tell me who manages your current communication system?

- A. Full- or part-time staff with only a communication assignment.

- B. Full- or part-time staff with multiple assignments, including communication.

- C. A lay-driven Communication Team or Committee.

- D. An outside consultant or company.

3. How many church members do you have? You define it. Typically, a member is defined as someone who is both participatory and financially supportive.

4. What's your total annual communication budget? Include everything that you define as communication.

5. What community do you live in? Tell me a little about it. Is your community growing?

- A. Urban
- B. Suburban Town/City
- C. Rural Town/City
- D. Rural (Agricultural)

6. What's the average age of your church membership? What changes have you noticed?

7. What are the church ministry strengths? What ministries extend beyond your church walls? Is your church known for a specific ministry, activity or event?

8. Which of these do you use in communication? List all the ways you communicate with people. Make sure you include website(s), print products, greeter and usher ministry, welcome centers, bulletin boards, advertising, announcements, Facebook, other social media, e-mail, text-messaging and anything else that you use.

9. Compared to five years ago, would you say your church membership has (a) grown by 5 percent, (b) decreased by 5 percent or (c) held steady between +5% and -5%?

10. What's the greatest distraction to your church's ministry? What keeps people from joining you? Another church? Community distractions? Your own identity?