



## **Developing a Five Star Ministry – Part V**

February 25, 2018

Reverend Tyrone McGowan, Pastor

### **Chapter 7: THE SECRET CHURCH SHOPPER**

*“People don't care how much you know until they know how much you care...”* – Howard Hendricks

1. People these days shop for churches like they shop for everything else.
2. People are looking for churches that are able to meet their needs.
3. The secret shopper should fit the profile of the profile the church is trying to attract.
4. A church shopper will only benefit a church that is involved in quality improvement.
5. The church should never dismiss any critique.

*“The way you see your future determines your thinking today, and your thinking today determines your performance today.”* – Tony Campolo

6. Criticism is our most important resource for growth and improvement.
7. People don't have to enter the physical building to shop the church.
8. Most people make their decision after one time whether or not they will return.
9. In addition to Sunday worship, feedback should be gained in Bible classes and midweek services.
10. Any feedback from a secret shopper should be put into proper context.

### **Chapter 8: EVALUATION AND MEASUREMENT**

#### **Introduction**

- A. Evaluations and measurements are essential.
- B. We have a lot of measurable items in the Bible.
- C. We should always measure aspects of our ministry to see how we are doing.

#### **TEN THINGS WE OUGHT TO MEASURE AND EVALUATE**

##### **1. Ministries, Church Attendance and Finances**

- The goal is not to get overly concerned with short-term changes, as much as trends.
- Numbers should not be a determining factor, but numbers do matter.
- Every organization, every business must ask itself these questions:



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- Why are we in business?
- Why do we exist?
- Are we growing?
- How does our monthly average compare with the monthly average last year?
- The last five years?
- How do the finances compare now as to previously?

### **2. First-time Attendance and Guest**

- What feedback do we want to gather from guest?
- How will we get them to fill out forms or respond to surveys?

### **3. Quarterly Surveys Targeting Certain Ministries**

- A simple, two-sided, “How are we doing?” with 5 to 10 questions with names optional can be used.
- Some items might include: nursery, hospitality, small groups, pastoral care, service elements, youth and Sunday School.

### **4. Third Party Interviews**

- Conduct phone interviews.
- Conduct face to face interviews.

### **5. End of Class, Workshops, Series Feedback Sheets**

- A quality improvement process means actively harvesting feedback on teachers, programs, events, and curriculum.
- At the end of an event pass out an evaluation and ask attendees to respond to items such as room setup, lighting, location, lesson content, teacher clarity, effectiveness in communicating and other parts of the course experience.

### **6. Focus Groups**

- A focus group that represents your church within your church can give you invaluable information as to how people are thinking and feeling.
- The goal of a focus group is not to persuade people to think a certain way, but it is designed for leaders to find clarity for church ministry.



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### **7. Suggestion Boxes**

- Providing a box where anonymous comments can be made as they occur.
- Encourage ministry customers to share their ideas through the suggestion box.

### **8. Exit Interviews**

- Some of the most valuable information for ministry improvement is lost when we do not ask people why they left the church.
  - How long did you attend our church?
  - Have you found another church home?
  - What do you like best about your new church home?
  - Would you cite a specific reason for why you left our church?
- Studies show that when people have a bad experience, they will tell 7-12 others.

### **9. Community Survey**

- Long-term congregations should invest the time and resources to monitor community perceptions.
- We should never assume that the community knows what's going on in our church.

### **10. Combined Research**

- Because so few congregations seriously take an organized approach to quality improvement, a large number of instruments like these, modified for church use, do not exist.
- The old idea of not sharing ideas and tools will not work in the 21<sup>st</sup> century.

*“To improve is to change, to be perfect is to change often.” – Winston Churchill*