

## 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.

	<u>YES</u>	<u>NO</u>
<b>Step 1: Preparing to Receive Visitors</b>		
1. Does your congregation have a Mission Statement?	_____	_____
2. Has your congregational Mission Statement been revised in the past 5 years?	_____	_____
3. Can congregational members articulate your Mission Statement?	_____	_____
4. Is your Mission Statement something that first-time visitors understand?	_____	_____
5. Is your Mission Statement printed in your bulletin and newsletter?	_____	_____
6. Does your congregation have a comprehensive evangelism plan?	_____	_____
7. Does your congregation have a working Evangelism/Witness team?	_____	_____
8. Does your Evangelism/Witness team meet on a regular monthly basis?	_____	_____
9. Does your congregation use current demographic information for determining likely recipients of church ministry programs?	_____	_____
10. Has the demographic mixture of your community changed in 5 years?	_____	_____
11. Does your congregation target specific groups when developing plans for ministry?	_____	_____
12. Does your congregation use any of the following to let the community know of its existence:		
a) Web page?	_____	_____
b) Telephone yellow pages?	_____	_____
c) Local radio stations? (advertising or worship service broadcast)	_____	_____
d) Local cable TV stations? (advertising or worship service broadcast)	_____	_____
e) Flyers/brochures?	_____	_____
f) Billboards?	_____	_____
g) Bulk/mass mailings?	_____	_____
h) Telephone surveys?	_____	_____
i) Neighborhood canvassing?	_____	_____
j) Business cards? (for members to hand out)	_____	_____
k) Novelties (tee shirts, key rings, bumper stickers, etc.)?	_____	_____
l) Outdoor banners?	_____	_____
m) Off-site signs (to direct people to the church grounds)?	_____	_____
n) On-site signs (to direct people to the main entrance to the church)?	_____	_____
If <b>YES</b> , can the entire sign be read by someone passing by in a vehicle at 30 miles per hour?	_____	_____

- |                                                                                                                                                          | <u>YES</u> | <u>NO</u> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| 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 see as “official representatives” of your church? | _____      | _____     |
| 17. Does your congregation train members how to invite visitors to worship?                                                                              | _____      | _____     |

**Step 2: Welcoming First-Time Visitors**

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|
| 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 spaces for visitors?                                                                                               | _____ | _____ |
| 22. Does your church use parking lot greeters?                                                                                                                           | _____ | _____ |
| 23. Is the main entrance to the church clearly marked, so a first-time visitor would know which door to enter?                                                           | _____ | _____ |
| 24. Does your congregation use greeters in the narthex to welcome visitors?                                                                                              | _____ | _____ |
| 25. Are 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 know when to sit, stand, and about your congregation’s communion practices? | _____ | _____ |
| If <b>NO</b> , are verbal instructions given during the worship service?                                                                                                 | _____ | _____ |
| 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 (ushers/greeters, etc.) 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 members responsible 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 people to the restrooms?                                                                                                    | _____ | _____ |

	<u>YES</u>	<u>NO</u>
<b>Step 3: Visitor Follow-up</b>		
41. Does someone from your church follow-up on visitors at worship within 36-48 hours of their visit?	_____	_____
If <b>YES</b> , is follow-up done by:		
a) A home visit?	_____	_____
b) A postcard or letter?	_____	_____
c) An e-mail?	_____	_____
d) A telephone call?	_____	_____
e) The pastor or other paid staff member?	_____	_____
f) Lay volunteers?	_____	_____
42. If home visits are made, do members bring any of the following:		
a) A congregational brochure/flyer?	_____	_____
b) Information about the Lutheran Church?	_____	_____
c) Hospitality items (e.g. homemade bread, cookies, etc.)?	_____	_____
d) Audio or videocassette with congregational information?	_____	_____
43. Do Evangelism/Witness team 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 when making calls?	_____	_____
47. Do parish callers call in advance to announce their visit?	_____	_____
48. Are first-time visitors automatically put on congregational mailing lists?	_____	_____
If <b>YES</b> , which of the items do you send:		
a) The church newsletter?	_____	_____
b) Devotional material?	_____	_____
c) Items normally sent to congregational members?	_____	_____
d) Items designed specifically for visitors only?	_____	_____
e) Are visitors placed on electronic mailing lists?	_____	_____
<b>Step 4: Making the Transition from Visitor to Member</b>		
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?	_____	_____
55. Are visitors invited to participate in church activities prior to joining?	_____	_____
56. Are visitors trained for congregational leadership positions?	_____	_____
57. Are visitors invited to attend denominationally sponsored events?	_____	_____
58. Are new members invited to make calls 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 on ministry teams?	_____	_____