

## METRICS: MEASURING PARAMETERS TO DETERMINE CHURCH PROGRESS TOWARDS VISION, PURPOSE AND PREDETERMINED GOALS/OBJECTIVES

(Prepare presentation slides for each topic)

Most metric measurements should be conducted quarterly and at least twice a year, reported to leadership shortly after each measurement, and assessed by leadership to report progress and to take actions necessary to assure progress towards vision, purpose and predetermined goals/objectives.

1. Attendance: measure and compare to goals by sub group
  - a. Need to measure all segments of attendance where the church wants to monitor growth or lack thereof.
  - b. Attendance should be measured every weekend for all 52 weeks.
  - c. Attendance should be compared to prior year (s)
  - d. To arrive at an average attendance the weekend of special events should be remove from the calculation of average attendance.
  - e. If a special event occurs every year direct comparison provides assessment of growth or lack thereof.
2. Baptisms
  - a. Baptisms tend to occur in based upon sermons expressing the importance of baptisms and therefore need to be compared with goals by quarter or on an annual basis.
3. Tithing: giving units, new donors, giving per unit, per capita, etc.
  - a. Tithing is a measure of spiritual growth plus a measure of new members and lost members.
  - b. Tithing data provided little information based upon weekly analysis because giving patterns are quite different; some give weekly, some monthly and some quarterly.
  - c. It has been found that analysis of tithing on a quarterly basis provides the most useful information on new and lost tithers and tithing trends.
4. Connection and Bible study groups: number of groups, number of participants, percentages, curriculum, attrition, life-changes, etc.
  - a. This is an important parameter because if you a church does not get attendees to get involved more that attending Sunday worship services and tithing they are more likely to leave the church than those that attend and participate in other relationship building activities.
5. Volunteers: number, percentages, attrition, attitude of people serving
  - a. The more involved a church attender is the more likely that will stay with the church on a long term basis.

- b. Providing volunteer opportunities allows attenders to use their skills in serving our Lord which can provide a lot of personal satisfactions and aid the church in its growth.
6. Progress in local and global compassion: number, participation, investment, life changing events, partners, etc.
    - a. Local individual compassion; helping the homeless and those with financial difficulties
    - b. Community outreach: helping local groups: food for families, cleaning local schools
    - c. Global compassion; mission efforts in other states and countries
    - d. Size and growth of support groups; for those recovering from an addictive behavior; alcohol, drugs, weight, workaholic, etc.
  7. Congregation satisfaction with service opportunities, weekend worship and other activities: surveys and measurement of growth or attrition of each church activity.
  8. Community awareness of church and its value to the community
  9. Evidence/expressions/testimonies of extended grace
  10. Evidence of growing spiritual authenticity in our people and moral clarity expressions
  11. Comparison of church measured parameters with churches of similar size and geography, to demonstrate perspective
  12. Measurement of each specific goal, identified purpose and vision parameter if not covered by above measurement parameters.

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