

A Tool for Assessment of Effectiveness in Reaching Unchurched Persons

Each local United Methodist congregation in the Chattanooga District is being asked to assess its effectiveness in the following four areas that are vitally important in reaching new persons for Christ. Please read and consider the questions under each of the four areas in bold type below and select one of these four areas for your church to improve during 2016.

1. Inviting unchurched persons to worship and other events:

- Do we regularly have guests or visitors in our worship?
- Are our members regularly inviting persons, and does the church host community events at the church or go into the community to serve and invite others to come?
- Do we have a church website, and is it inviting and user-friendly for nonmembers?
- Are we using Facebook or other social media to invite others?

2. Welcoming and incorporating newcomers:

- Do persons who visit our worship or other events usually return?
- What is our system for following up with visitors in our worship services?
- Do we have greeters and ushers, and how friendly and helpful are they?
- What refreshments, if any, do we offer before or after worship services?
- How well does our signage help newcomers find their way?
- Do our members consistently introduce themselves and engage newcomers?

3. Consistent and effective follow-up with members who miss worship:

- How many weeks does a person miss worship before we contact them?
- If they do not return to worship after one contact, how do we follow up?
- Do we have a system for this that ensures we are consistently reaching out in care and concern to those who are missing?
- Do persons sometimes transfer their membership to another church without us realizing they are missing or understand why they are no longer attending our church?

4. Transformative worship and preaching to bring new persons to Christ:

- Is our congregation excited about worship so they invite others to come?
- Do people in our congregation remark frequently about how the sermons seem to speak to them individually or that the sermons are thought provoking and informative?
- Is there variety in the Scriptures used, the sermon topics, and the forms of sermons?
- Do we know the worship needs, styles, and practices that would attract persons from the communities and neighborhoods around us, and are those present in our worship?
- Do we plan our worship services well in advance? Do we keep the music and liturgy fresh and alive?
- Is there consistently an invitation for response to sermons and worship?
- Is there an intentional process in our church for giving feedback on sermons and worship?
- Does our worship connect new persons with Christ, and does it provide guidance, challenge, and hope for daily life?

Please select one of the four areas above as your church's area for improvement and notify Reverend Brenda Carroll of your selection by March 12.