

The background of the slide is a deep blue underwater scene filled with numerous bubbles of various sizes, creating a sense of depth and movement. The lighting is soft, with a slight gradient from top to bottom.

invite welcome connect

GOING DEEP

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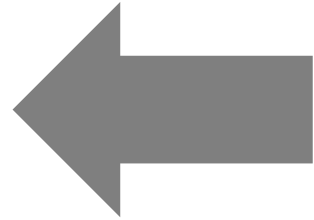
Data is useful to look **back** and see what's working and what's not.

Numbers cannot be the **driver** for our ministry.

Love is the driver.

Does it make a difference if we give out the Info Card before or after worship?

YES



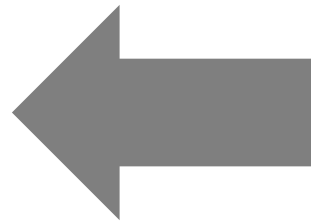
NO

Of the guests that receive follow up,
how many stay in the church?

30%

50%

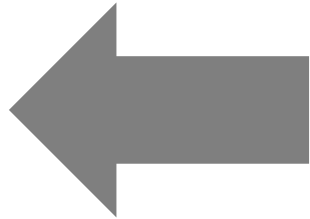
80%



Is the retention rate higher for those who are personally invited?

YES

NO

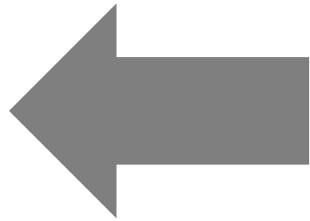


In a church with a 255 ASA, how many people do you think use the church app?

75

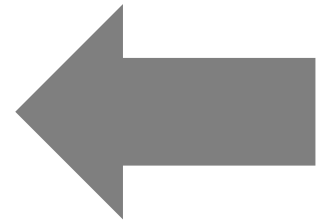
135

200



What do the majority of our first time pledgers have in common?

Small Group



Confirmed

Personally Invited



Phase 1 Data

3 IN's

1. INFO CARD?

2. INVITED?

3. INVOLVED?

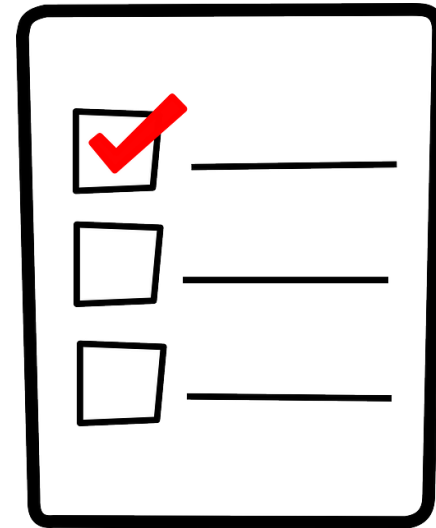


Log **ALL**
guests

Phase 2 Data

Demographics

- Young Family
- Single
- Empty Nester
- Retired



A rectangular box with rounded corners and a black border. Inside the box, there are three rows. Each row consists of a square checkbox on the left and a horizontal line on the right. The top checkbox is checked with a red checkmark. The middle and bottom checkboxes are empty.

Which
worship?

Phase 3 Data

Transformation

- Ministry related data
– both anecdotal & quantitative
- Missional activity
- **EXPERIMENT !**



Analysis

Look at **retention** — how many stay if you have a way to follow up?

What percentage of guests fill out a **card**?

How many visitors to worship vs. other **events**?

What **demographic** is retained the most? Least?

How many people were **trained** in ministry? Joined new ministry?

How many moved to **members** this year?

Timing & Reporting

Weekly — narrative report on guests to staff, vestry, and ministry leaders

Weekly — as above including additions to ministries

Monthly — number of guests and invitations by service

Quarterly — who is active in worship / ministry?

Yearly — how many members added this year? Pledge stats?

An underwater scene with sunlight rays filtering through the water surface, creating a bright, glowing effect. The water is a deep blue color, and the light rays are a lighter, more vibrant blue. The overall atmosphere is serene and ethereal.

resist the target