

At ChurchStat we help religious and other human service agencies apply the tools of data analytics to enhance their services. It is our belief that agencies can benefit from applying the tools of social and behavioral science to tailor their services and to maximize their resources on behalf of their members and the populations they serve. Through our partnerships we can assist in the development of a data collection plan that includes on-line and paper surveys, focus groups and interviews with key informants. We then provide evidence based answers to your organizations' most pressing questions and concerns. We are also able to measure member or client satisfaction using specific models and algorithms that are designed around your specific needs. Our work happens in an iterative manner that includes continual feedback and friendly, positive interactions with our clients. Our dashboards, reports and public forums are designed to provide information in an accessible manner to interested audiences and organizational leadership, while our technical reports are aimed at members of your team who are responsible for the methodological aspects of your data analytics objectives.

Below we provide an idea of our services and pricing along with sample surveys. Please keep in mind that our surveys are designed and tailored for the specific needs of YOUR organization and our team will work with your designed representatives from the initial stages of survey design. We also provide a sample report as well as a sample PowerPoint presentation for your consideration.

We thank you for taking the time to look over these materials and we welcome the opportunity to discuss working with your organization in designing an evidence-based project that can drive your future strategic objectives and enhance your organizations mission and vision.

**Survey Report**

ChurchStat will design a questionnaire based on your organization's needs. Our aim is to provide you with quality insights that can drive practical and useful decision making. Generally our final report includes the following:

- Executive Summary
- Easy-to-read narrative of the patterns in the data
- Tables, chart, and graphs explaining major findings
- One comparison between parish groups, such as comparisons between generations of parishioners, by the level of involvement in parish life, by Mass regularly attended, or by the language of response to the survey
- Response frequencies for all questions

**Charges:** \$1,500 base price, plus \$1 per processed questionnaire (\$2 for paper questionnaires)

- An additional \$2 will be charged for the processing and textual analysis of conversational, often wordier, open-ended questions; should the organization choose to include such questions. The analysis of these findings are presented along with the main body of the report, with all transcriptions of longer comments from open-ended questions presented in an appendix of the report. **Note:** the organization will only be charged when a member writes in a comment, not for any open-ended questions that are left blank.

**Contextual Analysis Report**

Key informant interviews: 1-hour maximum in-depth interviews with key stakeholders, leadership, and members of the organization. These interviews allow us to gather important context to activities and guiding questions for major decisions.

5-10 in-depth interviews = \$750

11-20 in-depth interviews = \$1,200

20 – 30 in-depth interviews = \$1,800, over 30 interviews are an additional \$100 per interview

**Presentation of Report Findings**

Upon receiving the requested report, some organizations opt to have a ChurchStat representative visit the organization to present the findings and organize "Town Hall" style discussions. The representative will provide the organization with the following two presentations:

- A leadership-focused presentation given by a ChurchStat representative will highlight key findings and issues found in the report, which can then be discussed with the organization leadership.
- Additionally, a presentation is presented (preference for same day) to the general assembly of organization members. Similar, but shorter in length than the leadership presentation, this presentation highlights key findings from the report. ChurchStat acknowledges that organizations may have multiple gatherings a day, and to respect such practices, our representatives are flexible with the exact time the organization wants to have the ChurchStat representative present the findings.

**Charges:** \$1,000 for two full days of availability. Does not include travel, lodging, and \$35 per day meal per diem.

## Sample Survey 1

As we mentioned in the weekly announcements, we are working with an outside firm to learn more about our congregation, your concerns and what we can do to improve your experience at [ORG NAME HERE]. Please fill out this questionnaire and place it in the box in our lobby. Thank you.

Please tell us your overall level of satisfaction with our church.

- ☐ Very unsatisfied
- ☐ Unsatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very satisfied

Please rate these aspects of your church experience from “very poor” to “exceptional

	Very Poor	Poor	Fair	Good	Very Good	Exceptional
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sermons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth ministry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outreach programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us your overall level of satisfaction with our church leadership

- ☐ Very unsatisfied
- ☐ Unsatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very satisfied

Please tell us your overall level of satisfaction with our church amenities (free coffee bar, mission trips, church barbecue/field day)

- ☐ Very unsatisfied
- ☐ Unsatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very satisfied

## Sample Survey 2

As we mentioned in the weekly announcements, we are working with an outside firm to learn more about our congregation, your concerns and what we can do to improve your experience at [ORG NAME HERE]. Please fill out this questionnaire and place it in the box in our lobby. Thank you.

On a scale of 1 to 10, with 1 being “disappointing” and 10 being “exceptional,” please tell us how you feel about your overall experience at our place of worship.

☐ 1    ☐ 2    ☐ 3    ☐ 4    ☐ 5    ☐ 6    ☐ 7    ☐ 8    ☐ 9    ☐ 10

Disappointing

Exceptional

What two things do you most enjoy about attending services here (choose two)?

- |  |  |
|--|--|
| <input type="checkbox"/> The sermons                                       | <input type="checkbox"/> The music (choir, band, etc.) |
| <input type="checkbox"/> The sense of community with fellow church members | <input type="checkbox"/> Our volunteers                |
| <input type="checkbox"/> The facilities                                    | <input type="checkbox"/> Holiday activities            |
| <input type="checkbox"/> Our church leaders                                | <input type="checkbox"/> Social justice messages       |
| <input type="checkbox"/> Our head Pastor/Reverend                          | <input type="checkbox"/> Other                         |
| <input type="checkbox"/> Our youth groups                                  |  |

If you chose 'Other' please write in anything you enjoy about our church that is not on the list.

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When you enter our church for services, are the volunteer greeters,

Courteous? ☐ Yes | ☐ No

Informative? ☐ Yes | ☐ No

Prompt and efficient? ☐ Yes | ☐ No

For about how long have you attended our church?

- ☐ Visiting  
☐ 1-3 years  
☐ 4-7 years  
☐ 7-10 years  
☐ more than 11 years

Have you considered leaving our church for reasons other than relocation or for convenience?

- ☐ Not at all, I am very happy at [ORG NAME HERE]
- ☐ I **sometimes** think about moving to another church but doubt that I will.
- ☐ I **often** think about moving to another church and am sure that I will in the next year.
- ☐ I have already found a church I enjoy more and will be leaving in the next few weeks.

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Do you plan to return to our church?

☐ Yes | ☐ No ☐ Not sure yet

Why, why not, or why are you not sure?

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Have you or would you recommended our church to a friend or family member?

☐ Yes | ☐ No

Why or why not?

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Among our service times, which do you regularly, sometimes, or never attend?

Saturday 6:30 pm Service

☐ Regularly Attend | ☐ Sometimes Attend ☐ Never Attend

Sunday 7:30 am Service

☐ Regularly Attend | ☐ Sometimes Attend ☐ Never Attend

Sunday 9:30 am Service

☐ Regularly Attend | ☐ Sometimes Attend ☐ Never Attend

Sunday 11:00 am Service

☐ Regularly Attend | ☐ Sometimes Attend ☐ Never Attend

Sunday 1:30 pm Service

☐ Regularly Attend | ☐ Sometimes Attend ☐ Never Attend

Sunday 4:00 pm Service

☐ Regularly Attend | ☐ Sometimes Attend ☐ Never Attend

Among our service times, which do you tend to avoid because they are too crowded? (you may choose more than one)

☐ Saturday 6:30 pm Service

☐ Sunday 7:30 am Service

☐ Sunday 9:30 am Service

☐ Sunday 11:00 am Service

☐ Sunday 1:30 pm Service

☐ Sunday 4:00 pm Service

On most days, about how many minutes driving does it take to get from your home to our church services (one-way)?

☐ 0 to 5 minutes

☐ 6 to 10 minutes

☐ 11 to 15 minutes

☐ 16 to 20 minutes

☐ 21 to 30 minutes

☐ 31 to 40 minutes

☐ 41 to 50 minutes

☐ 51 to 59 minutes

☐ Over an hour