



# Eagle—Wings Church Growth Strategies

## By CAA Ministries

Expressing **A**ll of **G**od's **L**ove to **E**veryone — **W**hile **I**mplementing **N**ecessary **G**rowth **S**trategies

### Community Church

#### Outreach and Evangelism Readiness Assessment

How well do we at Community Church reach out to our communities? Are we ready to welcome visitors? Take this simple quiz to find out where we rank in our ability to welcome and connect with the unchurched effectively.

Choose the answer that most closely matches where Community Church is now.

#### VISION

1. The desire to reach lost people in our community is included in our Core Values, which influence our decisions, drive our ministry, and help us set priorities.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

2. Community Church has a clear, written vision statement that pictures our desired future.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

3. We have a mission statement that describes who we want to reach, what their needs are, and how we do ministry.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

4. Our church has completed a spiritual and demographic analysis of our target group and can describe the community's hopes, fears, and values.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

5. Our core group is well-versed in the church's mission and vision, and they enthusiastically support it with their time and energy.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

## STRATEGY

6. Our church plans outreach events such as special events, guest speakers, and topical sermon series that are pre planned with evangelism strategies

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

7. We have a clearly defined ministry plan that includes event promotion, personal networking, and direct mail.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

8. We have an easy-to-navigate website with its own domain name that closely matches the name of the church, providing essential information about us and clear communication about our identity.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

9. We regularly invite our target audience to church events.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

10. Our church has a paid or volunteer outreach director overseeing an outreach ministry team.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

11. Our church has allocated funds for local outreach programs, events, and tools.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

### PROGRAMS

12. Attendees of our church are greeted by trained smiling people of various ages and nationalities.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

13. Attendees are asked to fill out information forms.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

14. Attendees are contacted after their visit by phone, letter, or thank-you card.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

15. Attendees can get to know us by reading attractive and informative brochures.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

16. We have a plan for integrating newcomers and a team of people to implement the plan.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

17. We provide quality childcare and Sunday school activities for children, and a youth program for teens.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

18. We make our worship service “user friendly” for newcomers.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

## STRUCTURE

19. Our building is well-maintained and attractive.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

20. Our entrance is visible from the street and well-marked.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

21. We have designated parking for visitors.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

22. We have an information booth or table where attendees can learn more about our church and programs.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

23. Our Sunday School leadership structure is designed to facilitate our church's outreach and evangelism efforts by demonstrating a clear priority to outreach, evangelism, and class organizational commitment and dedication.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

24. Our outreach team has a budget for advertising, direct mail and other tools and can easily access the funds.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

## BARRIERS TO OUTREACH

25. Newcomers are not easily confused, but are directed to parking, classrooms, and worship services with clear, easy-to-read signs and personal assistance.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

26. Newcomers are not embarrassed by being asked to identify themselves by standing, raising their hands, or wearing a special name tag, but they are provided ways to get involved.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

27. Newcomers are not treated as strangers, but are warmly welcomed by current members who have been assigned to the task or respond naturally.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

28. Newcomers are not expected to find the church only on their own, but are actively invited to attend by their church friends who have been trained to use specially designed invitations.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

29. Newcomers are not pressured to make donations, but are verbally exempted during the collection.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

30. Newcomers are not limited to a single point-of-entry, but are given multiple entry points in addition to our Sunday service, such as Sunday School, special events, women's groups, small groups, children's programs.

\_\_\_\_\_ Not True      \_\_\_\_\_ Partly True      \_\_\_\_\_ Mostly True      \_\_\_\_\_ Completely True

### SCORING

Add up your points for each category based on the following scale:

Each Not True = 0

Each Partly True = 1

Each Mostly True = 2

Each Completely True = 3

Add all your points together to get your final results.

### RESULTS

**0 – 30 pts** You need to take a hard look at your church's commitment to outreach and evangelism. Your church needs to start fresh and set new visions and goals to make newcomers feel welcome and in reaching your community for Christ.

**30- 60 pts** Your church is on the road to being outreach-friendly. Look back over your lower scores and see what areas need improvement – with some simple changes, you can make a huge difference in your ability to reach and evangelize to the unchurched!

**60- 90 pts** Your church is already outreach-friendly, but there may be room for improvement. Invest your time and efforts into raising your lowest scores and you should see an improvement in your outreach and evangelism efforts!