

# Session Three: Discovery Phase

## A. External Analysis

### What I Must Know:

Before church leaders can get a clear vision for God's plan, there are two important areas that must be understood:

- The **Community**
- The **Church**



### Key Questions

As you begin discovering facts about your community and church, ask the following questions:

- Does the information seem accurate?
- What are the implications for our church in the future?
- Are we missing important information?
- How well is this information already known and understood by the congregation?
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## 1. Looking at Your Community

### **Who is my neighbor?**

*"Then one of the scribes came, and having heard them reasoning together, perceiving that He had answered them well, asked him 'Which is the first commandment of all?' Jesus answered him 'The first of all the commandments is: 'Hear, O Israel, the LORD our God is one. **And you shall love the Lord your God with all your heart, with all your soul, with all your mind, and with all your strength.**'"*

*"The second, like it, is this, '**You shall love your neighbor as yourself.**' There is no other commandment greater than these."*

Mark 12:28-31

*"But he, wanting to justify himself, said to Jesus, 'And who is my neighbor?'"*

Luke 10:29

## **First: Demographic Factors**

### **Know who lives in your ministry area using:**

\*The following are available for free through Research Services, GBC.

- **Demographic Analysis**
  - How many live in your ministry area?
- **Psychographic Analysis**
  - What are the dominant lifestyle characteristics?
- **Community Surveys**
  - What needs are in the community?

### **1. Identify Major Characteristics**

- What characteristics are common for most people in the community?
- Do the characteristics identified in the community match those of the congregation?

### **2. Identify Variety**

- Are there a number of people groups with dissimilar characteristics?
- Notice unreached or under-reached groups. Is it the church's desire to reach these people?

### **3. Identify Distinctives**

- Are the demographics of your immediate ministry area distinctly different from that of your church? If so, will the church...
  - Continue to do things as always?
  - Change to attract a new target audience?
  - Need to relocate?
  - Initiate a church plant or mission?
- To what degree have changing demographics already affected your church?
- To what degree will future changes in demographics affect the way you do church?

## Demographic Impact

1. Demographics give a **Snapshot** of the community, but they **do not** dictate vision.
2. Demographics should **Impact** vision, however.
3. Understand that the scope of any vision should be **God-sized**.

## Your Target

### **A Quote from Jack Heacock (Church Strategist):**

*“In the past, a lot of Methodist pastors were trying to be like the Sears Roebuck catalog; all things to all people. But in the greatest mail-order period in history that catalog went out of business. In targeting a church’s efforts, you have to get very clear on whom you want to reach. I always start with demographic analysis, and try to help churches target the largest market segment that other churches are not reaching.”*

## A Note Regarding Interpretation

- **Examine** the demographic profile for your community.
- Research Services provides timely and relevant data including **Estimates** and **Projections** that are updated yearly.
- However, YOU know you area better than most. Use this data as a **Guide**, but keep you eyes open for developments that may not have been taken in to consideration.

## Unchurched

**The Glenmary Research Center studies U.S. religion every ten years and in 2000 found that of Georgians:**

- 55% do not claim any religious affiliation
- 71% are not members of a church/temple/mosque
- 88% are not in worship service on any given Sunday

Does the percentage of unchurched surprise you?  
What are you doing to reach unchurched people?

## More Information

*New subdivisions, industrial and business sites may indicate changes occurring that may not be reflected in your data. Local agencies can provide a wealth of information. Contact:*

- Planning or Government Agencies
- Libraries, state data centers, universities
- Builder groups, Realtors, utility services
- Board of Education
- Chamber of Commerce
- Community groups, social services
- Internet, etc.

## Second: Psychographics

GBC uses MOSAIC to identify people in 62 distinct categories. The lifestyles, habits, and preferences identified will help you better understand and minister to your community.

1. Identify the **Dominant** MOSAIC type in your area.
2. Identify the MOSAIC type to which you are currently **Ministering Effectively**.

## Third: Community Surveys

\*See examples of community surveys inside the packet made available at the end of the workshop.

- Surveying your community requires some footwork. While it is not easy going door-to-door discovering needs and opinions...

... it is still the most **Effective** method of **Understanding** the people in your community.

- Another benefit of knocking on doors is the **Opportunity** to personally invite people to join you this Sunday for worship.



## Putting it All Together

Now that you're getting a better understanding of who lives in your community—  
What's next?

1. Ask yourself, "**So what?**" or "How does this demographic data affect how we do church?"
2. Pile a group of people into a van and drive with eyes wide open for what God wants to do through your church in the community.
3. Using 2-3 short sentences, write a profile statement that best describes the average person or family living in your area.



### **A. Internal Analysis**

Your **Church**-- How well do you know it?

*"Be diligent to know the state of your flocks,  
and attend to your herds;  
For riches are not forever,  
Nor does a crown endure to all generations."  
Proverbs 27:23-24*

### **Your Toolbox**

Several tools are available for looking at your church. These are suggestions for data collection.

- Member Survey
- Pin Maps
- Church Systems
- Institutionalization
- Leadership Potential
- Space & Facilities
- Finances & Giving
- Staffing
- Growth & Health



# Your Church

**How well do you really know your church members?**

**This section of the fact finding phase will help you discover...**

- Where they live
- Attitudes toward change
- How they compare with the ministry area around them
- Potential to be led by pastor
- Opportunities for growth
- Church health and more...

## **1. Member Survey**

**A congregational survey will help you learn about your membership using information they profile. Profile your people for...**

- Age
- Income
- Gender
- Marital Status
- Education
- Perspectives
- Beliefs
- Attitudes
- Preferences
- Need

### Example Member Survey

**Church Survey**

<p><b>1. Gender:</b></p> <ul style="list-style-type: none"><li><input type="radio"/> Male</li><li><input type="radio"/> Female</li></ul> <p><b>2. Race or ethnicity:</b></p> <ul style="list-style-type: none"><li><input type="radio"/> Anglo/White</li><li><input type="radio"/> Asian</li><li><input type="radio"/> Black/African American</li><li><input type="radio"/> Hispanic</li><li><input type="radio"/> Other</li></ul> <p><b>3. Age group:</b></p> <table border="0" style="width: 100%;"><tr><td><input type="radio"/> Under 18</td><td><input type="radio"/> 44-54</td></tr><tr><td><input type="radio"/> 18-24</td><td><input type="radio"/> 55-64</td></tr><tr><td><input type="radio"/> 25-34</td><td><input type="radio"/> 65+</td></tr><tr><td><input type="radio"/> 35-44</td><td></td></tr></table>	<input type="radio"/> Under 18	<input type="radio"/> 44-54	<input type="radio"/> 18-24	<input type="radio"/> 55-64	<input type="radio"/> 25-34	<input type="radio"/> 65+	<input type="radio"/> 35-44		<p><b>7. Type of housing:</b></p> <ul style="list-style-type: none"><li><input type="radio"/> Single family house</li><li><input type="radio"/> Duplex</li><li><input type="radio"/> Apartment/condo/townhouse</li><li><input type="radio"/> Mobile home/trailer</li></ul> <p><b>8. How long have you lived at your current address?</b></p> <ul style="list-style-type: none"><li><input type="radio"/> Less than 1 year</li><li><input type="radio"/> 1-4 years</li><li><input type="radio"/> 5-14 years</li><li><input type="radio"/> 15 or more years</li></ul> <p><b>9. On average, how long does it take you to travel from your home to this church?</b></p>
<input type="radio"/> Under 18	<input type="radio"/> 44-54								
<input type="radio"/> 18-24	<input type="radio"/> 55-64								
<input type="radio"/> 25-34	<input type="radio"/> 65+								
<input type="radio"/> 35-44									

\*Generic and custom surveys available through Research Services GBC.

## Analyze Church Member Data

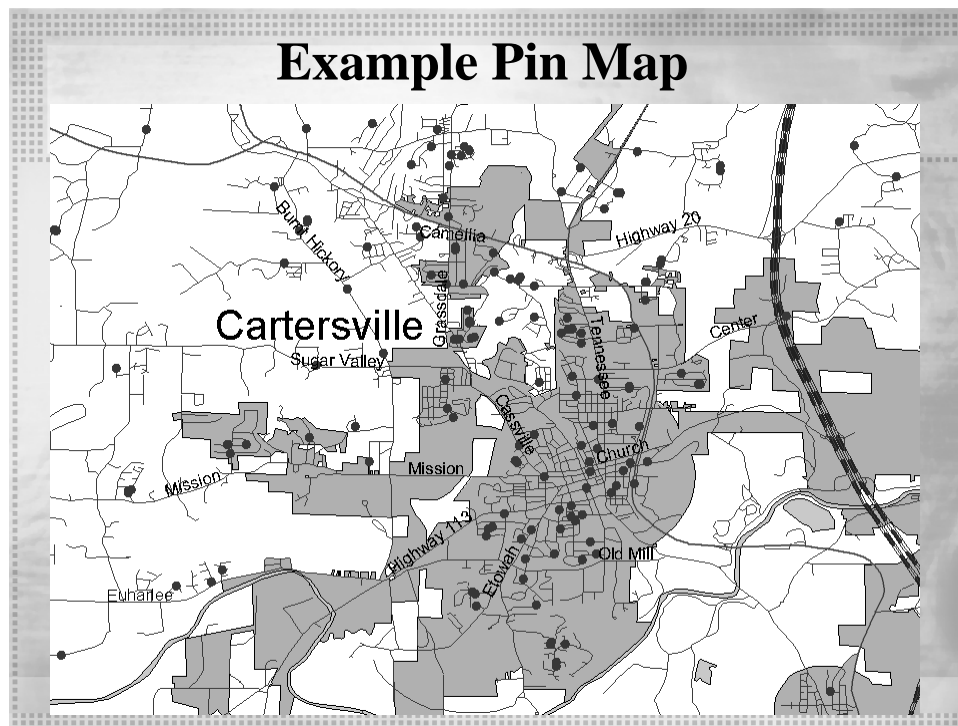
- Where do your members live. Profile the average church member- “Calvary Calvin.”
- What are the needs and concerns within the church

## 2. Pin Maps

Where do your members and prospects live?

Using a pin map you can identify...

- Current ministry area
- Outreach effectiveness
- Community Vs. ex-neighborhood congregation



\*Pin Maps available for free though Research Services

## 3. Space Analysis

**How much space is required?**

- 35 sq. ft. per child 2 years and under
- 30 sq. ft. per pre-school child
- 25 sq. ft. per grade-school student
- 20 sq. ft. per middle-school and high-school
- 15 sq. ft. per church

\*Remember that churches will appear full when they reach 80% capacity. Is it time to birth a new class?

#### 4. Facilities Analysis

How would you rate the following?

Look clearly at your facilities including:

- Sanctuary
- Halls
- Restrooms
- Children's Rooms
- Nursery
- Kitchen
- Building Exterior
- Grounds

How do they look from a visitor's perspective?

Look at:

- Paint
- Lighting
- Cleanliness
- Carpeting
- Heating/Air
- Storage
- Maintenance
- Landscaping
- Signage

#### 5. Church Growth

Examine your ACP statistics for the last 10-years. What trends are observed? Look specifically for...

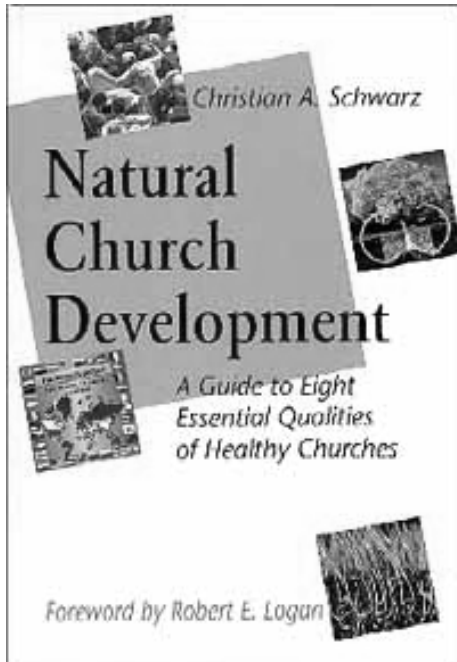
- Net change for each 5-year period
- Annual percentage change over the same period.
  - Under -2% = **Decline**
  - Between -2% to +2% = **Plateau**
  - Over +2% = **Growth**
- How does this compare with the community?
- Is there a balanced emphasis in the areas of:
  - Worship
  - Sunday School
  - Baptisms
  - Missions
  - Discipleship
  - Giving

#### 6. Church Health

The Georgia Baptist Convention looks at church health based on 10 qualities of the New Testament church, including:

- Preaching and teaching the gospel
- Inspiring worship
- A priority on prayer
- Conscientious, visionary leadership
- Church and Sunday School class multiplication
- An environment of unity and joy
- Cheerful stewardship
- A heart for missions
- A good reputation
- People being added to the church

Another tool used to diagnose church health is **NATURAL CHURCH DEVELOPMENT** or **NCD**.



**Learn how to:**

- Identify the strengths and weaknesses of your church.
- Turn barriers into opportunities.

**Quality Characteristics**

- **Empowering leadership**
- **Gift-oriented ministry**
- **Passionate spirituality**
- **Functional structures**
- **Inspiring worship**
- **Holistic small groups**
- **Need-oriented evangelism**
- **Loving relationships**



**\*The Key is the Adjective!**

## NCD—Details

- **Cost of the survey?** \$150
- **Who takes it?** 30 Laypersons + pastor  
Laypersons must:
  - Be in a small group (e.g. Sunday School)
  - Be involved in ongoing church ministry
  - Be considered part of the church's core
- **Result?**
  - Diagnosis of current church health
  - Directions for better church health

\*For further assistance, Georgia Baptist Convention has numerous ministry teams available to serve your church.

Contact us at 1-800-RING-GBC

## Institutionalization

Institutionalization is the process by which churches become rigid and resistant to change. (*Unfortunately, this is a normal process in the life of a church.*)

### Groups will include:

- Family Group
- Intermediate Group
- New Members

How do these groups affect the church?

### 1. Family Group

#### They represent:

- People coming 20+ years
- Planning and sacrifice to build the church
- Loyalty, ownership, contributors

#### Challenges include:

- Possessive, resistant to change
- Make new members feel unwelcome
- Hold onto power positions and pass them along to their children

Problems occur when this group represents 20% or more of the church.

### 2. Intermediate Group

#### They represent:

- People coming 3 to 15 years
- Church's ability to assimilate

Should represent 40-50% of the church.

- Openness of the church to new members
- Challenges include:

- 10-15% of members leave every year
- It takes 3 years before a person feels a part of what's happening in the life of the church
- People who feel excluded will drop out

3. **New Members**

They represent:

- People coming 3 years or less
- Church's attractiveness
- Church's ability to reach new members

Challenges include:

- The degree of institutionalization that will impede growth and assimilation of new members

Should represent  
30-40%  
of the church.

## Leadership Potential

### Challenges for a new or young pastor:

- People who have been together for a long time have more loyalty to **Each other** than a pastor
- **New people** are more accepting of pastoral leadership than long-time members
- People generally attribute authority to those **Older** than they are
- Those who have joined since the new pastor came are more **Open** to pastoral leadership
- Conflict arises when 50% see pastor as **Leader** and 50% see him only as a **Chaplain**.

