STRATEGY PLANNING
QUESTIONS TO ASK OTHER CHURCHES

Church _____ Interviewer _____

Interviewee _____

1. In terms of geography, where does your church draw the majority of its church members?

2. How has your church done in adding new members in the last two years? (In whatever manner is appropriate you might want to ask about number of conversions, transfers, etc.)

3. Describe in several sentences the typical church member here. (Age, income level, career, education, etc.)

4. What special outreach or visitation program are you using that is proving successful?

5. What marketing or public relations tools are you using that are proving successful?

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6. What program or follow-up are you using with the first-time church visitors?

7. What would you list as the defining ministries of your church—those that give your church a good reputation in the community and draw new people to the church?

8. What is the primary market or niche that you are seeking? Describe the kinds of persons you are most actively seeking and reaching for church membership.

9. What particular programs are you using to reach this niche?