

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?

