

OPINION POLL FOR MINISTRY DEVELOPMENT

One way to locate prospects and to better understand the culture around your church is to conduct Opinion Polls. FAITH Opinion Polls are primarily used to establish relationships and gather information from people who are not connected to your church or to any church.

Your church should intentionally plan to conduct Opinion Polls during every semester of FAITH training. Each semester use at least two visitation times exclusively for Opinion Poll visits. Also, during regular visits each week, if people you had planned to visit are not at home, use the Opinion Poll and visit other homes in that area.

Churches use Opinion Poll visits to survey neighborhoods or subdivisions, allowing them to get to know a group of people in the community. Opinion Polls can be used to identify and discover prospects for Sunday School.

In many cases the Holy Spirit grants opportunities for team members to share a Sunday School testimony, make the gospel presentation, and/or enroll a person in Sunday School by initiating contact with an Opinion Poll. Prospect information gathered is given to the FAITH director during Celebration Time. The FAITH director then communicates this information to the appropriate Sunday School class or department with specific follow-up instructions. See the flowchart on page 2 of this document. Also use the DVD segment “Conducting Opinion Polls” to familiarize your group with this important opportunity.

The Opinion Poll for Ministry Development in this document is sized to be duplicated in quantity, perhaps as forms on a tear-off pad. Several forms should be placed in each FAITH team’s visitation folder or notebook each week.

CONDUCTING OPINION POLLS

Goals:

- Ask the Key Question.
- Open a door for future ministry.
- Be obedient to the Great Commission, going and telling.

Hello, my name is [first name only], and this is [first name only] and (first name only).
We are part of [church name] here in [city].

Our desire is to meet the needs of our community. To do that, we need to know more about our community.
Would you mind helping us better understand your neighborhood by answering a few short questions?

Response

Yes

No

Conduct Opinion Poll.

Record responses on Opinion Poll Card.

Ask Key Question.

Thank them for their time. Offer to pray with them.

Response

Other

Faith

Could I share with you how the Bible answers this question?

Ask when they made that decision.

Response

Are you active in a local church?

Yes

No

Response

Present FAITH outline.

Thank them for their time. Offer to pray with them.

Yes

No

Thank them for their time. Offer to pray with them.

Thank them for their time. Offer to pray with them.

Invite and enroll.

Thank them for their time. Offer to pray with them.



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Please help us improve our ministry to this community by giving us your opinions to a few brief questions.

1. In your opinion, do people attend church now as often as they did five years ago? Yes No
2. For what reasons do you think people attend church? _____
3. To what group(s) do you think the church needs to give more attention?
 Senior adults Median adults Young adults
 Singles College students Youth
 Children Preschoolers Other _____
4. In your opinion, is it important for people to read the Bible?
Why or why not? _____
5. In your personal opinion, what do you understand it takes for a person to get to heaven and have eternal life? _____

Could we have a few moments to share with you how the Bible answers this question? Yes No

This completes the survey. Thank you for your opinions.

Information for Follow-Up

Remember: If the person is not enrolled and expresses interest in Bible study, seek to enroll him and to assign to a class/department. Offer to meet if attending on Sunday.

Name _____
Address _____

Approximate age/SS class or department _____
Religious background _____

Open to future visits? Yes No
Was gospel presentation made? Yes No
Response _____

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