

TRANSFORMATIONAL CHURCH PROJECT

What is a transformational church:

Transformational churches make disciples whose lives are being transformed by the gospel so that the culture around them is ultimately transformed. Transformational churches are deeply committed to the essential foundations of discipleship (worship, community, and mission). They make disciples through vibrant leadership, prayerful dependence, and relational intentionality. And they do so in their context with a missionary mindset.

The goal of the Transformational Church Project research project is **to help churches (any size, any location) make a biblical impact.**

Who are the churches participating:

We are inviting randomly selected evangelical churches across the United States to participate. **We ask that participating churches...**

- Have at least 100 members or 50 attendees.
- Proceed with the support and enthusiasm of the key leaders of the church. (We have found that the pastors and churches who have broad leadership support and enthusiasm for the project are those most likely to get enough participation from the congregation and an enthusiastic response to the process overall by the church body.)
- Promote the survey for at least 3 weeks from the pulpit and by other means (examples: bulletins, online and print newsletters, special email announcements, website, Sunday School classes)
- Invite all members and regular attendees to participate (rather than select those who are most likely to give favorable responses)

Why should my church participate?

One of the original goals for this project was to help churches reexamine the “scorecard” for success. For a long time, congregations have been measuring against a checklist for “bodies, budgets, and buildings”—attendance, the offering plate and ever increasing square footage. But it is our deep conviction that the scorecard can’t stop there. When it does, the deeper emphasis on accountability, discipleship, and spiritual maturity is lost. Ignoring these details, we see fewer lives transformed.

Based on extensive research, we believe that this instrument can help churches more clearly understand their spiritual pulse in their involvement in disciple-making, active biblical engagement, and prayerful dependence on God...along with increasing, intentional participation in mission and ministry activities.

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Process Overview:

1. Prayerfully review the project process
2. Let us know you want to participate!
3. Confirm # of Active Adult Members
4. Calculate the minimum # of completed surveys needed
5. Get your unique 5-digit church ID #
6. Promote the survey, Invite everyone to participate
7. Take the Pastor Survey
8. Receive updates (of # of completed surveys)
9. Receive Data Report (survey results)
10. 1-Hour Consultation & 3 Free Books

(plus *The Transformational Church Discussion Guide with 2 DVDs and a CD-ROM*)

"The survey put a spotlight on what we already suspected to be true of our church, and the consultation was a valuable help in identifying strong approaches to address our challenges using areas of strength."

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In more detail...

① Prayerfully review the project process

Read and pray through the full information packet (this document) and ask as many questions as you need to ask! A commitment of time, people and energy on the part of participating churches, and we want you to know that up front. We are including as much information as we can in this initial information packet, so reading through it and sharing it with key church leaders will help you be more successful when you invite your church to participate. *Once you have reviewed the material and decided you would like to participate (or if you choose not to participate at this time)...*

② Let us know!

You can reach our Project Manager, Lizette Beard, at Lizette.Beard@LifeWay.com in our Nashville offices. We will then answer any questions you have and confirm your church's participation in the project. *Once you are officially signed on...*

③ Confirm # of Active Adult Members

We recognize that every church does membership and attendance a little bit different. What we need to know is the number of **active adult resident members**. We emphasize **active** and **resident** members because you want to invite people to participate who are regularly involved in the life of your church. We ask for **adult** because the survey is only for those 18 years or older. We do encourage you to invite all members and regular attendees to take the survey.

④ Get # of completed surveys needed

Once we know your church's active adult membership number, we can assign you a target range of surveys that your church will need to complete. You will be given a minimum # and an ideal #. The reason we have these is so that when we send your data results, you can be confident that they fall within a 5-10% margin of error—meaning the results will be reflective of the church as a whole and not just the opinions of a few.

This is also where we will give you the links to the member and pastor surveys.

⑥ Get your church ID

Each church is assigned a unique 5-digit ID number that should be entered along with the name, city & state of your church each time someone from your church takes a survey. Because surveys are anonymous, this is the only way we can connect a survey to your church.

"The survey revealed to us that in a church-heavy community like ours, it was easy to become dispassionate toward evangelism. We are in danger of becoming complacent. Even though we are concerned about the unsaved, many of us just don't think we know many people who are not Christians. We can do better, and we have some areas of strength that can help us do better."

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Note: Don't be overwhelmed by the # of steps!
Many of these things can be taken care of in a few short emails or phone calls!

⑥ Promote & Invite

Promote the project and invite members and attendees to participate. Be sure to make it available to everyone (not a select group). We can send out the invitation from our offices if you have an email list available, or you can promote and invite in-house by reminding your folks and providing a link or printed version of the survey to them in a variety of outlets. Our participating churches have found the following methods of promotion to be the most helpful:

***Include the unique 5-digit church ID on each communication. Remember to make sure no numbers have been swapped around!**

Promote the project from the pulpit. Get staff and leaders on board with the goal of the project so that they will share the enthusiasm when they are talking about it with others.

Publicize and remind members and attendees through:

- ° online, email, and print newsletters
- ° worship bulletin inserts
- ° cards in their seats
- ° page on church website

Make printed versions of the survey available. We can email you a copy of the survey that you can print out and pass out to the church. This is a very helpful option for folks who have limited internet access or for those less comfortable with computers in general. Printed surveys can either be entered online by someone at your church or you can mail them to our offices and our team will enter them in. *You will WANT to use the version we have formatted to be printed out rather than just printing off the online survey because the online survey rotates its question order for each user.

Find a volunteer to walk some members through the survey (over the phone or in person) and enter responses online for the participating member.

While this is the most time intensive of all of the options and not all churches need to use this option, it does help to make sure that every person in the church gets to share their insights regardless of their computer skills, eyesight, or access to the internet.

Ask members to PLEASE answer every question to the best of their knowledge.

When a survey contains too many blanks, the computer may not count it as a complete—so none of their responses will be calculated into the final report.

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7 Take the Pastor Survey

The pastor survey will include all of the questions from the member survey but will also include statistical questions on % of attendees in small groups, % in a church ministry, % involved in a ministry outside of the church, etc. For most pastors, having access to church records while answering these questions has proven to be helpful.

NOTE: If your church does not track one or more of these, you will simply be asked to make your best estimate.

8 Receive updates

Our team will send out automated progress updates every 7-10 days that will let you know how many completed surveys your church has. Here is where it is very important that your folks know to answer every question when they take the survey. That will ensure that every survey attempted will read as a completed survey. Once your church has reached enough completed surveys to fall between the minimum # required ($\pm 10\%$ margin of error) and the ideal # ($+5\%$ margin of error) of completes, we can then send you your...

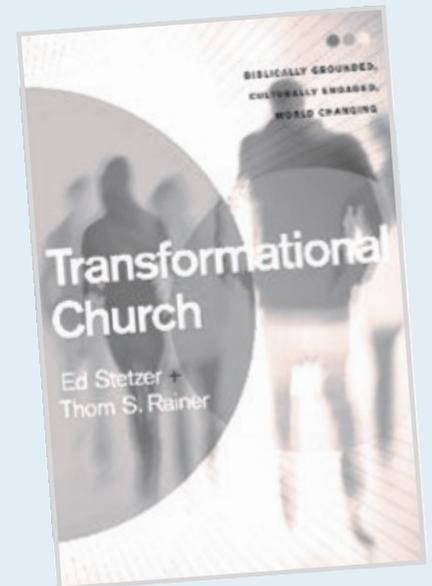
9 Data Report

This report will have all of the responses (by count and by %) for your church for every question on the survey. We will send this report to you and your team to review and prepare for your...

10 1-Hour Consultation & 3 Free Books

(plus The Transformational Church Discussion Guide with 2 DVDs and a CD-ROM)

A member of our team will go over your data results with you. During this time, they will make sure to answer any questions you have about the data and discuss ideas on what next steps your church might want in response to the results. Each church that completes the entire process will also receive a copy of the book that will be written on Transformational Churches and copies of *Simple Life* and *Comeback Churches*.



"The survey results were integral to my decision about whether to remain as pastor after 7 years here. Our church has come too far in the last 7 years to leave with so much opportunity to be grasped."

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THANK YOU!

*We appreciate the time you have taken to consider the
Transformational Church Project.
The LifeWay Research Team, Nashville, TN*

For a list of sample questions or more information on The Transformational Church Project, please email our project manager, Lizette Beard at Lizette.Beard@LifeWay.com or visit www.TransformationalChurch.com.
Be sure to click on "Take the Survey" to go to the registration and information page.

Enter the word
"TRANSFORM" in
the promo code box.

About LifeWay Research: LifeWay Research was launched for the purpose of assisting and equipping church leaders with insight and advice that will lead to greater levels of church health and effectiveness. The LifeWay Research team is led by: Ed Stetzer, PhD, President of LifeWay Research; Scott McConnell, Associate Director; Lizette Beard, Project Manager.