

BFC

Community

Survey

Manual



March, 2006

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Note: This Community Survey Manual has been developed for church plants, but can easily be adapted for an existing church to do community surveying.

A Community Survey

Purpose: To identify the needs of the people in a *defined community* located in a ministry target area, introduce the church plant/church, gather names of interested people, and prepare an outreach plan with the needs in mind.

Definitions:

1. **A Defined Community** – *A community to be surveyed within a ministry target area.*
2. **The Target Area** - *The entire geographical area the church plant/church is targeting for its scope of ministry.*
3. **Coordinator** – *The person who **oversees** the organization of: the preparations for the survey, doing the survey, compiling and analyzing the survey, and follow-up planning.*
4. **Steering Team** – *Individuals from: A-Teams, core groups, Visitation Ministries, Missions Committees, etc., who will carry out the duties delegated by the Coordinator.*
Note: The Coordinator needs to delegate duties and rely on the Steering Committee to carry out the duties, in order for the survey to be successful.
5. **Survey Teams** – *Men, women and teens, recruited to form the needed two-person teams that do the door-to-door surveys.*

Steps to a Survey

Step One Select Defined Community:

1. Identify defined communities to survey in the target area.
2. **Begin a *Prayer Plan* for the defined communities.**
3. Locate a street map or a listing of the houses in the defined community.
4. Estimate the number of homes in defined community.
5. Calculate the number of teams needed to cover the defined area in a set time. Use the scale of 8-10 homes per hour per one survey team.

Step Two Preparations Required

1. Print Scripts for each team member and an adequate number of surveys.
2. Prepare nametags for each team member.
3. Prepare handout packets (door hangers, gospels of John, etc.)
4. Have a sufficient number of clipboards and pens on hand.
5. Select the survey date and set a time to hold a *training session*.
6. **Pray** and solicit the required number of individuals to do the surveying.
7. Secure any necessary permits and inform local authorities.

Step Three Survey Defined Community

1. Meet with and assign teams of two people per team.
2. Review Guidelines, Script, and Survey with the teams.
3. Clarify assigned areas on maps.
4. **Pray with teams.**
5. Go to defined community and begin surveying.
6. Coordinator will monitor teams to avoid being separated or people overlapping.
7. Complete surveying and return to designated meeting place for debriefing.
8. Coordinator will collect surveys and unused materials

Step Four Compile and Analyze Survey Sheets

1. The Coordinator meets with his A-Team or leadership group to review the surveys.
2. A secretary should be assigned to list all the responses categorically that were noted on the survey sheets.
3. Create a mailing list/database with the compiled information.
4. Highlight interested people, follow-up needs, common responses, etc.
5. Develop a *community need profile*.
6. Discuss what type of follow-up outreach should be considered, if viable.
7. **Pray for God to give you His plan.**

Step Five Plan Outreach

1. Develop a follow-up/outreach plan, i.e. Feeder Bible Studies, children's ministry, mercy ministry, developing relationships, etc.
2. Determine the period of time for the outreach and a strategy for ongoing contact and gathering of people into the services of the church plant/church.
3. Follow up with those individuals who expressed interest, discuss your outreach plans with them and seek commitments.
4. Considerations for the outreach plan: is a meeting place needed, timing of outreach, advertising, involving interested people, materials and personnel needed, etc.
5. **Hold prayer sessions for God to bless the plan.**

6. Implement the plan.

Script

Hello, my name is _____; I am doing a Community Survey for (church plant/church) Bible Fellowship Church. Could I take a few minutes of your time to ask you a few questions that will help us in getting to know the community better?

If yes, proceed to the Survey questions and upon completion give the person a packet.

If no, thank the person for their time and ask them if they would like a packet of information.

If no one is home, leave a packet hanging on the door handle.

Guidelines:

- 1. Only one person does the speaking at the home. The other team member fills out the information on the Survey Sheet and takes notes. Teams can switch off with interviewing and note taking.*
- 2. Keep your conversation guided by the Script and the Survey.*
- 3. Do not be forceful but gracious with the people.*
- 4. Always thank the person for their time.*
- 5. Refrain from lengthy visits (unless a definite witness is occurring). It is best to request to return rather than have a long discussion.*
- 6. Note on the Survey Sheet those who show Areal@ interest for further follow up.*
- 7. Act courteous while at the home and walking the street. Our testimony is valuable; no fooling around.*
- 8. Before going out be: well groomed, familiar with the Script, know what you are going to say, be prayed out, and be expectant of God's leading.*
- 9. If there are any problems, report them directly to the leaders.*

Community Survey

1. Are you a member of a church?

2. What do you think is the greatest need in this community?

3. Why do you think most people do not attend church?

4. If you were looking for a church in the area what things would you look for?

5. What advice would you give to the Pastor of a new church? For example, what could he do for you?

6. Are you interested in getting more information about this (new) church?

(IF YES, FULLY RECORD BELOW THE NAME, ADDRESS AND PHONE NUMBER)

Name _____

Address _____

_____ Zip Code _____

Phone _____

Team Names _____

Notes: _____

Something New

and Excitement

Something New Has Arrived

Bible Fellowship Church
OF
With a Message of

**The Bible Fellowship Church
is a fellowship of churches spreading
the Gospel across the World.**

We are Committed To:

- Jesus Christ and the Authority of
the Bible!**
- Developing Loving and
Encouraging Relationships!**
- Serving God and the Community!**

Service and Fellowship Times...

Location...

Pastor _____!

For more information contact us at...

(phone) _____

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(Web site) _____

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You are welcome!**