

## Measuring Church Effectiveness (COVID and Beyond)

For many years, most churches rated their effectiveness on two main measures – Sunday attendance and giving. If your attendance was growing and your budget was healthy, it felt like God was at work and the church was doing well. If attendance and giving were down, then there were likely to be problems that needed addressing.

In recent years, there has been a significant questioning of whether these two signs are the best indicators of the health and effectiveness of a church. Is small group attendance a better indicator than Sunday attendance? What about the church’s involvement with the community or the number of baptisms? A church can grow purely by getting attenders from other churches. Is this healthy?

COVID, with its limitations on Sunday attendance, has left many churches asking, “What should we be measuring? How do we know if we are doing okay?” Maybe church leaderships should be exploring this issue together? Here is a table that will help you do that.

Rate each of the below on a scale of 7 (very high) to 1 (very low)	Good Measure	Important for Us	Easy to Measure	TOTAL /21
1. Church Attendance				
2. Weekly Offering				
3. Membership				
4. Church Family Size				
5. Number of Baptisms				
6. Number of Conversions				
7. Small Group Attendance				
8. Personal Spiritual Growth				
9. Number of Volunteers				
10. Number of Leaders				
11. Number of New Leaders Developed				
12. Number at Prayer Meetings				
13. Achievement of Vision/Strategic Plan				
14. Ratio Involved in Serving				
15. Passion in Worship				
16. Number of First-time Visitors				
17. Median Age				
18. Warmth of Relationships				
19. Commitment to Values				
20. Weekly Contact with the Community				
21. Number of Visitors				
22. Number of People who Share their Faith				
23. Percentage of New People who Stick				
24. Number of Givers				
25. Percentage of New Believers Discipled				

If you chose to measure 5 signs of effectiveness, which would you choose for your church?