

See your church side-by-side with other churches

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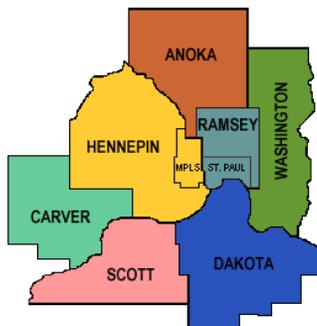


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BRIEFING 4

Free Comparison Charts for your church

This has been updated by
www.churchscouts.org/churchgraphs



This briefing is for Twin Cities pastors and church boards, explaining how Church Scouts will prepare **15 action-oriented charts** from your church data, comparing your church to five other churches in your area

April 2017

All Briefings – and more – are online at www.churchscouts.org

Church Comparison Charts – Free

TAKEAWAY 1 - Twin Cities is best-in-world for church statistics

For over 20 years, **CityVision** and its founder, Rev. Dr. John Mayer, have been gathering statistics on Twin Cities churches ... tracking locations, denominations, leadership, multisites, attendance and other metrics ... plus stats and trends on local non-Christian religions, cults and witchcraft.

Denominational leaders acclaim the Twin Cities for having more comprehensive data on local churches than any other metropolitan area in the world, as evidenced by **CityVision's** 185-page [City View Report](#).

Church Scouts, a new ministry by volunteer researchers and analysts, enhances **CityVision** data with a powerful relational database with more inputs, deeper analysis and instant tables and charts. **Church Scouts** also maintains a [website](#) for pastors and boards and prepares [Briefings](#) to explain significance of trending data.

TAKEAWAY 2 - Now analysis at macro level AND micro level

Until now, these statistics have covered only the **macro level** – the **big picture** of 3,000+ Twin City metro churches and their growing or waning impact on our community of 3,500,000 people.

And now, **Church Scouts** announces a new service for 622 Twin Cities churches to make statistics even more powerful, by analysis at the **micro level** – assisting individual churches make decisions about church growth.

Now, with better computerization and more volunteers, **Church Scouts** is able to turn basic data from your church into **18 eye-popping charts** to provide a view of your church never seen before. The charts are dynamic, showing year-by-year and side-by-side comparisons with five other local churches. You can see in detail how ministry is moving in your church and in churches around you.

Everything important is simplified and quantified into 18 charts, conveying information that until now has not been available and has been too complex to hold in comprehension without charting.

TAKEAWAY 3 - What comparison charts will tell you

Attached is a sample report. In 18 charts, the report tells everything essential to know about the business part of your church – assets, liabilities, attendance, income, costs, organization and trends. ***If the business part is not good, the ministry part suffers greatly.***

Chart 18 even drills down to the granular level of **unit costs** (actual cost of ministering to one person at one time in one particular way). For example, if

your church were a business, what would you have to charge as the **'ticket price'** for a seat in the worship service? For a child in the nursery? For a teen in the youth meeting?

And how would your **'ticket price'** compare with what other churches in your area would have to charge for these services?

Relative to other churches, how **efficient** and **effective** are you in delivering specific services to individuals in your congregation?

This kind of thinking – basic for businesses but new for churches – provides new ways of evaluating ministry. Signals revealed by the charts will cause your church to rethink some allocations of time, money and priorities.

With **Church Charts** you can see your church from new perspectives – as leaders from the other churches would see it and as outside consultants would see it – objectively and quantitatively without preconceptions and prejudices.

Church Charts are much more than a record of history. They are tools for planning the future. The trends show where you're likely to be next year and in the years ahead unless you take some action now. The comparisons with other churches tell you **what's working** and **what's not working** in Twin Cities churches today, so you know what action to take.

TAKEAWAY 4 - Completely confidential

Data in the **Church Scouts website** and **Briefings** is **public information**, based on information provided to **CityVision** by the church itself, by its website, by knowledgeable people within the church and/or by observation of visitors.

However, **Church Charts** consist entirely of **private information**, seen only by the pastor and persons to whom he/she desires to share it. **The charts never show the name of any church.**

To disguise identity and make results comparable among churches of varying sizes, raw numbers are converted to percentages and unit costs.

The computer software for **Church Charts** was developed specifically for **Church Scouts**, designed for Twin Cities Churches, and not connected or shared in any way with any other organization or system.

TAKEAWAY 5 - Value of the charts

In every church, people are constantly rotating in and out of leadership positions. Often new leaders don't fully understand the issues constraining church growth, don't see opportunities, or lack confidence for making bold decisions. **Church Charts** get all leaders up to speed, **fast!**

Bold and prompt decisions are particularly important at this point in time because, as documented in [Briefing 1](#), ***two thirds of all Twin Cities churches are in 5-year decline!*** Most churches need every insight they can get for reversing the trend, especially by learning from what the growing churches are doing.

When everyone sees and understands the same critical church data assembled together in graphical form, at the same time, in the same room, on the same page, discussion and decision-making becomes easier, faster and better.

Every number on the **Church Charts** is a **person**, an **hour** or a **dollar** – the elements we work with in carrying out our mission. Numbers replace vague words like ***some, few, many, less, more*** with specific measurement that enable us to communicate with greater precision.

The **gospel (changed lives) is qualitative**, but our **mission (making disciples) is quantitative**. Qualitative and quantitative are not in conflict, but compliment each other by making our mission measurable and our actions accountable.

TAKEAWAY 6 - Like a trade association

Every industry has one or more trade associations that provide statistics and operating data for their members. Whether in printing, restaurants, apartments or whatever industry, trade associations gather information from members and markets and then prepare reports to help members improve efficiency and effectiveness by being well-informed of important changes happening in each arena.

Essentially, this what **Church Scouts** does with **Church Charts**, what no individual church or denomination could do alone, and focusing like a laser on just the Twin Cities. We should give at least as much diligence to management of our churches as we give to our businesses.

How to get free comparison charts for your church

STEP 1. Make sure your church qualifies.

(see list at www.churchscouts.org/qualify.pdf)

STEP 2. Send email to charts@churchscouts.org to express your interest, giving phone number for personal contact.

STEP 3. Someone will contact you to answer all your questions and will email a one-page PDF data entry form for you to fill out.

STEP 4. Mail the completed form ([Input Form for Comparison Charts - 1](#)) and the last five year's financial statements (Balance Sheet and Income/Expense) to Church Scouts, 850 Nine Mile Cove, Minneapolis MN 55343-7756.

– OR –

Rather than mailing your financial statements, you can enter some data from your statements on [Input Form for Comparison Chart - 2](#) and then send both forms in PDF format as attachments to charts@churchscouts.org.

STEP 5. Watch your email. In about 10 days you will receive a PDF report like the following sample.

Fast and easy – No cost

The last two pages show the input forms used to prepare the charts. It usually takes only an hour or two to fill out the one-page input form (two pages if you don't mail) , and there is no cost. This is a ministry to your church from Church Scouts.

For more information, see www.churchscouts.org/churchcharts

For comparison purposes, Church Scouts will select five churches comparable to yours in size and denomination.

To disguise identity and to make results comparable among churches, raw numbers are converted to percentages and unit costs. The identity of all churches is confidential.