

TOOL # 5:
Attitudes and Preferences of Unchurched People Phone Survey

1. The goal is to talk to **50** unchurched people. It takes approximately **300** phone calls to do this.
2. When the task group phones, phone together in a group. Use insurance companies, real-estate companies, or any business that has at least 10 outside phone lines. Sometimes cellular phones can be used if surveyors have toll free evening calling. Have a prayer team meet at the same time in the same building to support the people making phone calls.
3. The best time to call is early evening. The morning and afternoon are good times to reach stay-at-home mothers. Women will usually articulate what they want from a church better than men. However, in the evening you do get to speak to more men.
4. Ask for their age at the end of the interview when you have developed sufficient rapport.
5. Each telephone caller should have:
 - the telephone script
 - prepared answers to commonly asked questions like:

Q: What kind of a church are you?

A: We are a Christian evangelical church.

Q: What denomination are you affiliated with?

A: The Free Methodist denomination, which is a Christian evangelical church.

Q: Where is your church located?

A: Be able to describe location: _____

TELEPHONE SURVEY SCRIPT

(Unchurched people in your community...) Hello my name is _____, I'm with the _____ church. We're phoning a few of our neighbours to try and find out how we can do a better job as a church. Would you help us by answering a few very quick questions?

1. Are you an active member of a local church at this time?

If they say "Yes", say "That's great, we're glad you are. We really want to focus our attention on those people who do not have a church. Thank you for your time. Good-bye."

If they say "No", then proceed with the remaining questions.

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

3. Why do you think most people don't go to church?

From their answers, you begin writing broad categories of answers., e.g., not friendly, sermons are boring, no time, too many hypocrites, etc.

4. If you were looking for a church, what kinds of things would you look for?

By this time, your conversation may become more personal. You are starting to build a relationship with the respondents, as they begin to trust you and open up. Again, form broad categories.

5. What topics would you like the pastor to speak about?

List their answers.

*If there appears to be interest and the conversation is progressing well,
ask the rest of these questions.*

6. What services do you see the church offering the community? (e.g.: recreational, needs groups etc.). The relationship and level of trust continues to build through these questions.

7. Would attending a small group on a particular topic be of interest to you?

If "Yes", Would there be a specific interest group you would consider attending?
(examples - Bible Study Group, Mom's morning out, Senior's picnic, etc.)

8. Would you be interested in having your religious/spiritual questions discussed in a small group study in a home in our neighbourhood?

9. Would you like to receive information on our upcoming special events and activities here at _____ Church?

10. What age category are you in:

20 - 30 years _____ 31 - 40 years _____ 41 - 50 years _____ 81 years plus _____
51 - 60 years _____ 61 - 70 years _____ 70 - 80 years _____

Sample Tally Sheet

Prepare tally sheets on which to write in and mark the responses for the ten questions on the telephone survey.

Examples:

Question 2 What do you think is the greatest need in our community?

Youth Programs	 1111
Daycare	 11
Sports facilities	111
Seniors assistance	1111

Question 3 Why do you think most people don't go to church?

Time	
Don't know	 111
Unfriendly	 11

If they would like to receive information from the church always confirm their **name, address and postal code.**