



Sample Planning Calendar

Week 1—Proposal

- **Discuss** with church leadership (elders, deacons, etc.)
- **Register the key leader for the survey** (this is the person who will be able to see all results)
- **Choose start/end dates** for your church's participation (4-week window is ideal)

Week 2—Preparation

- **Complete** Pastor's survey
- **Prepare** contact lists (email, mailing, Sunday School, etc.) for inviting people to participate. (All active members and attendees should be invited, so there should be options for those who aren't in attendance during the 4-week window.)
- **Prepare** promotional items bulletin and newsletter inserts, cards in pews/seats, etc. (Double check church passcode for accuracy). Some churches add a link to their church website.
- **Communicate** with small group/Sunday school leaders the importance of the project.
- **Recruit helpers** for those who may need assistance completing a survey online.

Week 3—Promotion

- **Announce and explain the purpose and the process of the survey:** from the pulpit, in the bulletin and newsletters, via email/church mailer. (The survey should be announced through these outlets **EACH week** that you are participating).
- **Ask small group/Sunday School/key leaders** to complete the survey so that they can answer questions that may come up from members of the congregation.

Most people are NOT excited about taking a survey. But the churches who have gotten the best responses have the following: a) shared enthusiasm and commitment from key leadership about the discovery and application process of the project, and 2) communicated consistently the “why” along with the “how” as they have invited their people to participate.

Week 4—Small Group /special ministry focus

- **Promote the survey in small groups and special ministry gatherings** (Sunday School/home groups/choir/worship team/children's workers, etc.).

Week 5—Final promotion

- **Promote and encourage** members to participate as in previous weeks.
- **Send out a final reminder email** to contact list with survey link included (and correct church passcode).
- **When survey is complete, go online to review results with leadership.**