

Neighborhood Interview Paper No. OCCG-008

EXECUTIVE SUMMARY: A questionnaire which a congregation can take to a local coffee shop, fast food location, or other business and get a quick understanding of the community impression of your congregation.

KEY WORDS:

Neighborhood, personal evangelism

REPORT:

It has been suggested that a likely sign of future growth in a congregation is that the surrounding community identifies them with doing a positive activity other than worship services. To the extent that this is true, it should be a valuable tool to get objective appraisals of the impression of the congregation from the community.

The attached one-page questionnaire will quickly help a representative of your congregation get outside objective information to make this assessment. In this case, in 2-4 minutes the survey is done.

This is distinguished from the OCCG-015 Mystery Guest Survey which requires the active participation of a first-time visitor to get data on the inside operations of the congregation.

This Neighborhood Interview is largely aimed at the task of getting a prospect to attend your congregation in the first place. The Mystery Guest Survey is intended to help them have a positive impression of your congregation once they get there. Both of the components are vital to an effective personal Evangelism program. A good personal evangelism is essential to

us doing our part of the Great Commission in our generation.

The distinction between only being identified as that quiet church which doesn't like instrumental music and being identified as being very active in helping the needy would be read very differently by anyone considering church.



Some positive descriptions of your congregations might be they take the lead in helping in emergencies, the quilting club meets there, they have Spanish or English classes, they have great singing, they have a mother's day out program, they have a financial counseling program, the Boy Scouts meet there, or they have a grief share program. There are more activities listed in the OCCG-046 Evangelism thru Side Door Events paper.

No congregation can do all of these, and most can only do one or two. What is important is that whichever one you choose to do, you do it well. You need to focus on what you can do, and be known for it. You need to be defined by the positive, not a negative.

Neighborhood Interview

Date: _____ Time: _____

City, State: _____ Congregation Name: _____

Where interview held: _____ Interviewer: _____

Distance from congregation: _____

QUESTIONS FOR NEIGHBOR: Name (Optional): _____

1. Can you tell me what is located at (give a landmark for building across or down the street from the church): _____

2. Their impression of the building: _____

3. How often do you drive past the church: _____

4. Have you ever attended the church: _____

5. What do you know about the church: _____

6. Do you know what the church is known for:

7. Do you know of any activities the church does other than worship services:

8. Any additional comments made: _____

