

Explore God Austin CWI

Survey & Church Feedback Analysis

12-Dec-2013

Responses

- 90** Church Leaders (*24% of total*)
- 98** Discussion Group Facilitators
- 69** Discussion Group Attendees
- 12** Marcom Personnel

Were We Successful?

- **377** Churches Participated (>150,000 believers/ ~37% of churches in Greater Austin)
- **35%** of church leadership reported ***new Christ-Followers***
- **267 new Christ-Followers** reported from 90 leaders (24% of total). My estimate is that we'll see **>1,000** that came to know Christ through the initiative.
- **95%** of pastors ***would recommend*** Explore God to other churches and ministries.

Church Participation & Attendance

Avg. Weekly Attendance

- 539

Avg. Increase in Attendance

- 6.13%

Denominations

- 46% Non-denominational

- 27% Baptist

Sermons vs. Discussion Groups

- 82% hosted both

- 78% hosted 7-week series

People Responded to Campaign

The Austin initiative proved successful in driving people into area churches.

While our current percentage increase is lower than the projected increase of ~10%, I would estimate that the **true number ranges from 7% - 12%**. This number inevitably varies depending on church execution and other success factors (i.e. location, mobilization of people, personal invitations, etc.)

Mass advertising drove awareness while personal invitation was key to getting individuals into groups. People are more likely to attend a church without an invitation than they are a discussion group. For groups, invitation is key.

Sermon Series

Church Leadership Feedback

- **63%** of pastors used sermon materials

- **95%** of pastors would recommend Explore God to other pastors or ministries

How did Church Leaders hear about Explore God?

30% - from another pastor

26% - other (primarily PSC)

19% - from participating church

14% - Clay Barton

10% - EG Luncheon

3% - Explore God Website

Key Comments from Pastors Regarding Sermon Outlines

- Too much information
- Need more scripture references
- Offer two or three ways to approach the subject or link to sermons on the topic by well-known preachers.
- Maybe you could have several (or ALL!!!) preachers or pastors submit sermon outlines for each topic? Then your user could choose a topical, expository, etc. sermon that may flow with their rhythm.
- Alternative format for pastors who prefer expository preaching

Discussion Groups

Discussion Groups

of EG Groups Reported

- > **1,178** (from 90 church leaders)
- > Projecting true number > **3.5k**
- > ~ **18 groups** per church (of reported)

Group Duration

- > **83%** met for 7 weeks

Group Attendees

- > **72%** of groups included **non-church member(s)**
- > **30%** of groups included **non-believer(s)**

Empower People to Invite Others

Personal invitations are the leading reason someone attended a Discussion Group (see chart on next slide).

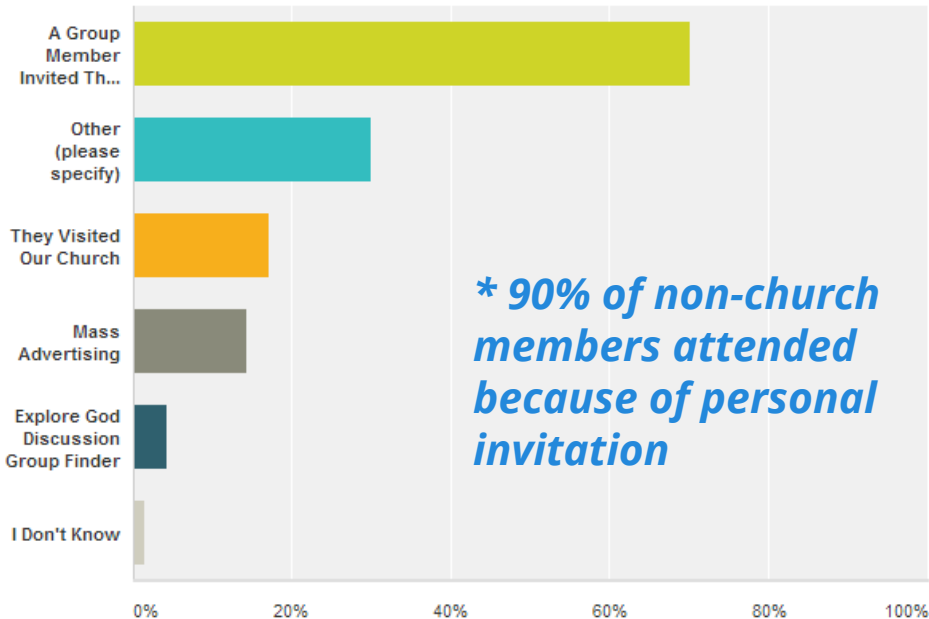
30% attendance by non-believers is low. This number **needs** to be higher. What can we do about this?

- _ **revamp training** - include videos and walkthroughs, treat like Khan Academy's learning portal
- _ **church preparation** - reflect church training and discipleship in the CWI timeline (8-12 months)
- _ **internal groups** - run through the 7-week series with church's internal small groups as training before starting external discussion groups

How did non-church members discover groups?

How did they hear about your Discussion Group? (Check all that apply)

Answered: 70 Skipped: 28



Invitations Rule. Digital Discovery lacking.

We asked Discussion Group Facilitators how non-church members found out about their group. Their answers showcase the importance of a personal invitation - **90% of non-church members that attended a group did so because of an invitation from a friend, colleague, neighbor.** Only 3% found groups using the Discussion Group Finder.

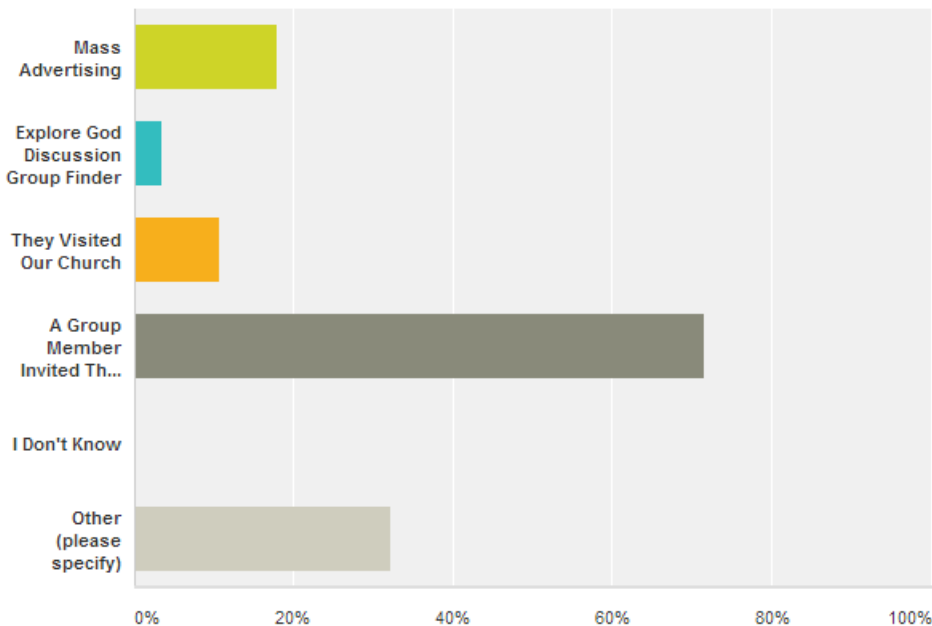
Why is digital discovery (church finder) low?

Explore God targets individuals with spiritual questions. Most people who have spiritual questions are not going to voluntarily jump into a group of strangers and engage in deep, spiritual conversation. I wouldn't. Trust is a huge factor in the openness to have spiritual conversations.

How did non-believers discover groups?

How did they hear about your Discussion Group? (Check all that apply)

Answered: 28 Skipped: 70



Invitations activate most engagement

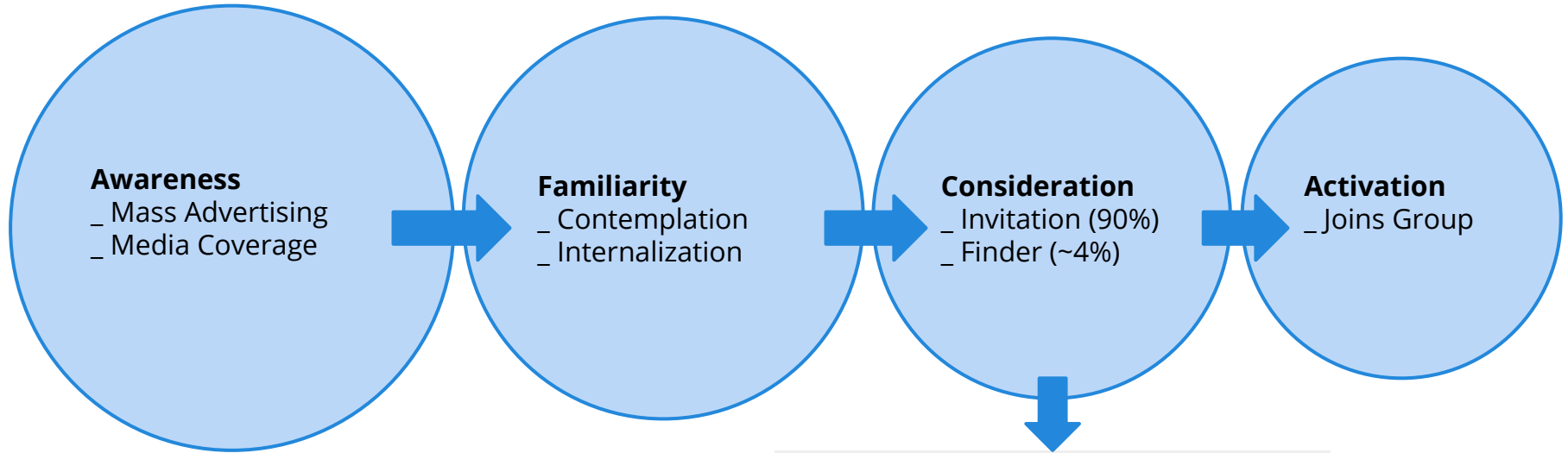
We asked Discussion Group Facilitators how non-believers found their group. Their answers were almost identical to the previous slide - **90% of non-believers that attended a group did so because of an invitation from a friend, colleague, neighbor.** Only 3.56% found groups using the Discussion Group Finder.

Why is digital discovery low?

Explore God targets individuals with spiritual questions. Most people who have spiritual questions are not going to voluntarily jump into a group of strangers and engage in deep, spiritual conversation. I wouldn't. Trust is a huge factor in the openness to have spiritual conversations.

(Note: I'm assuming similarities stems from fact that a majority of non-church members were also non-believers.)

What does Group Discovery look like?



90% enter consideration phase via personal invitation. Only **3-4%** enter via church or group finder.

Promotional Materials

Marcom Feedback

Which Promotional Materials did Marcom teams use?

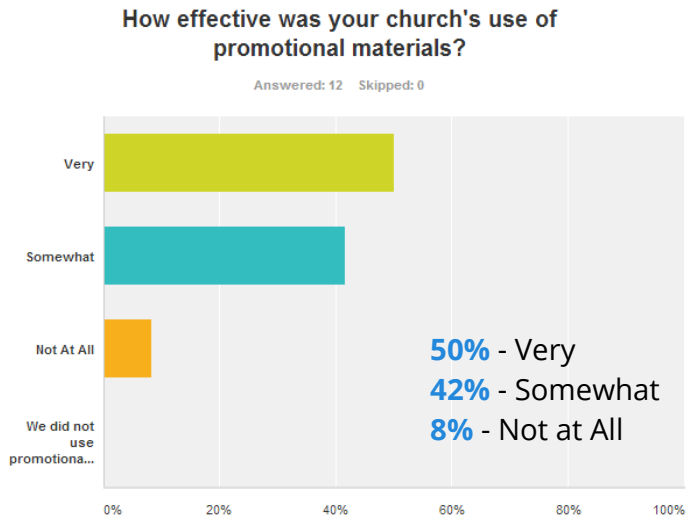
- 92% - Invitation Card
- 75% - Sermon Bumpers/Films
- 67% - Vinyl Banners
- 50% - Web Banners
- 50% - Yard Signs
- 42% - Wristbands
- 42% - Tips for Spiritual Conversations Card
- 25% - T-shirts
- 25% - Rave Cards (Postcard)
- 25% - Posters & Signage
- 17% - Bulletin Insert Copy

Key Comments from Marcom Teams

- Provide promotional materials earlier
- Equip congregation earlier
 - Given we “built the plane while flying,” we will have a longer promotional runway for churches in our next CWI.
- Provide a **“digital toolkit”** with access to all resources at once. Too tedious and confusing to have to download each resource from different pages.
- Make videos downloadable. We would love to use the videos, but they’re not accessible offline.

Marcom Feedback

How effective was your church's use of promotional materials?

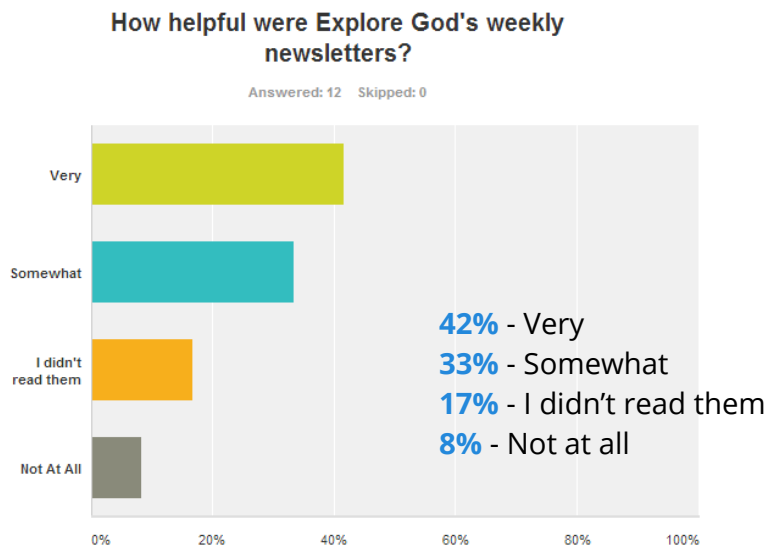


What could have been done differently?

- Started promotion earlier
- Sent out invitation cards to neighborhoods earlier
- We should have budgeted more for promotion

Marcom Feedback

How helpful were Explore God's Weekly Newsletters?



Key Comments from Marcom Teams

What was helpful?

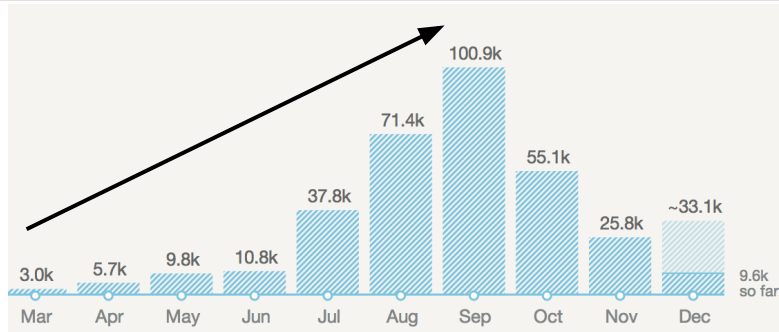
- updates on timeline
- number and names of participating churches

How can we improve newsletters?

- More engagement than strictly push
- Provide creative ideas from some of the churches in the area (**note:** we began including these 3/4 of the way through the Austin initiative)
- updates on when we could expect materials to be available

Website

Website



Traffic built steadily leading up to the Austin CWI and peaked in Sep (4 of the 7 weeks were in Sep). Traffic was lower than expected because 69% of Group Facilitators used the Series DVD's (because the series videos were not downloadable)

Next Step

Review user flow from Jul 15 - Oct 31 to identify paths to CWI pages and information. Must do this in GA to get full benefit.

Designed for broad public

- _ **DG material** - not featured on site, hard to find
- _ **list of participating churches** - not complete list for CWI, not prominent for other churches to view
- _ **videos not downloadable** - not available for DG use

ExploreGod website & Explore God CWI - blend of both on one site is confusing and forces single site to address two very different audiences.

Recommendations

- _ **highlight DG series** - include button in top nav for series, add promotional graphic for home page grid
- _ **use separate, dedicated site for CWI** - make life simple for cities committed to CWI, use a dedicated site (exploreGod.com/city) with clear instructions and links back to main site (exploreGod.com) for series and other content

Website

How many people interacted with CWI pages during the initiative (July 12-Oct 31)?

Discussion Groups

6.1% of total traffic interacted with Discussion Groups Pages (*35,000 unique pageviews*)

Finder

2.9% of total traffic interacted with the Sermon Series and Discussion Group Finder (*17,100 unique pageviews*)

60% searched groups

40% searched sermon series

Training

.7% of total traffic interacted with the training pages. (**note:** This page was not actively linked from the homepage. It was intentionally hidden to protect the tone of our content)

Conversion Path is too long and possibly confusing

Recommendations

_ **use separate, dedicated site for CWI** - make life simple for cities committed to CWI, use a dedicated site (exploreGod.com/city) with clear instructions and links back to main site (exploreGod.com) for series and other content. Keep all Citywide content, except the finder, inside a City-specific site or portal.