

# Keys to Creating Superb Sunday Services

## Lesson 12: What do we measure?

Hey hub members, welcome to Lesson 12, the last lesson in this roadmap of Creating Superb Sunday Services. I hope you've got an awful lot out of this, I've really enjoyed creating this roadmap.

We're going to talk about what do we measure? What about the metrics involved in Sunday services. Here's a few key things I think should be measured every single week, well maybe not the last one every week, but you need to keep a handle on it.

### 1. Visitors

The number of visitors that you have. You measure this in two ways.

The number of visitor cards that are filled in, both auditorium wise and in the children's ministry so you can get exact numbers there.

But I also used to get our team to do a guestimate of people who were visiting, first time visitors I'm talking about, but did not fill out a card. So we'd have a guestimate around that and get a bit of an idea.

Record the number of visitors, track that and if you've been involved with me for a while, you'll know I'm a huge fan of an annual goal of visitors for churches. A primary goal for a church, I love that goal.

### 2. Decisions

Recording decisions to become a believer and follower of Jesus Christ. I like to split these decisions up into three areas.

#### First time decision

A first time decision for a child, young person or adult.

Again you're recording these metrics across your auditorium area where your adults and youth are and your children's ministry.

First time ever deciding to follow Christ.

### Refresh

The second area is a refresh. Someone who has made that decision in recent times but is kind of putting their hand up or wanting to say yes I'm committing to following Jesus but you know it's not a first time.

They're refreshing that decision.

### Rededication

The third one is a rededication. A prodigal who has been away from the Lord for many months, or many years and has decided to rededicate their life to Christ.

Tracking those metrics in those three areas will keep you honest. Rather than saying gee we had 10 decisions on the weekend for Jesus, I don't like that language because what does that mean? Maybe 8 of them were refreshers and ok 2 of them were first time.

Let's be honest about our metrics. Be honest with yourself about what you're measuring then you can really track because those rededications generally aren't going to go through to baptisms, they may have already been baptised. Same with the refresh decisions. So you can check your baptisms against genuine first time or refreshers who have not yet been baptised.

Decisions is a good thing to count.

## 3. Attendance

This is a weekly thing. Again children and also your adults and youth in the auditorium.

## 4. Attendance ratios

Now here's a fourth thing to check the metrics on that you won't do every week but it's good to track two to three times a year. Attendance ratios across your whole Sunday service.

Here's the ratio's that I work on as a general rule and every rule is made to have an exception, but here's the general rule.

A healthy set of ratios is out of your total Sunday morning attendance, your service attendance, adults are 70%, youth (that's high school youth) 10%, children (primary school and under) 20%.

## MEMBER'S HUB

Those numbers will vary of course. No one is always going to get 70 / 10 / 20 but that's a spectrum to aim at. It's a healthy spectrum. Unless the demographics in your area, you have a lot of older families or seniors and so you're not going to get so many children in your area, that would make sense if those children's numbers are low.

Possibly if you're children numbers are low you're not aiming to attract young families that are in the area. That's important to watch out for. In fact a check of the demographic of your area, with the demographic in your church will give you an idea of whether you're too young or too old in your area and where you need to balance it out.

Also you may have a lot of young families and the children's and youth numbers can be boosted and the adult number down, that will tell you other things about the church.

The healthy thing you're looking for is that the children and youth numbers need to be around those numbers to know that the next 10 years of the church there's going to be good flow on from kid's ministry into youth ministry into adulthood. Those ratios also tell you all sorts of things about who you're ministering to and what you're doing with them.

That's worth measuring two or three times a year to make sure you're trending right in those areas and keeping an eye on that.

Ok, complete your last part of the checklist:

- Establish the recording of these key metrics. Keep them somewhere. Look at them regularly with your team. You don't need to look every week at them with your team but look at them regularly with your team so you can get the trends. The trend is your friend, whether it's going up or down it will let you know what's going on

Thanks so much for being part of this roadmap. I really hope that it's helped you a lot in creating Superb Sunday Services.

God bless you.