



Richland Lutheran Church Data Pack

January 2013

Table of Contents

Understanding Your Data Pack	2-4
Church Sample Profile	5-8
Spiritual Growth Framework	9-10
REVEAL Spiritual Vitality Index	11-12
Spiritual Beliefs and Attitudes	13-14
Personal Spiritual Practices	15-16
Church's Role	17-24
Faith in Action	25-26
Appendix	27

Understanding Your Report

Spiritual Life Survey Approach

- The Spiritual Life Survey captures insights for church leaders on the spiritual health of their congregation and the role the church plays in their spiritual growth.
- It includes over 80 questions about an individual's spiritual attitudes, beliefs, needs and behaviors as well as participation and satisfaction with local church activities.
- Church findings are compared to a diverse sample of churches around the country
 - A diversity of church styles, locations and multiple denominations (Baptist, Presbyterian, Methodist, etc.) are represented.
- The survey is fielded on a web-only platform; participation is voluntary.

Spiritual Life Survey Results

- Individual church responses range from 5%-75% of weekly attendance.
- Richland Lutheran Church responses = 160 (44% of your weekend attendance)

Understanding Your Report

Let Vanilla Ice Cream Guide You...

Vanilla ice cream is our metaphor for the goal of your REVEAL report. This is why:

If vanilla is your favorite ice cream flavor, you're in good company. Vanilla is number one on the list of the ten most popular ice cream flavors. Chocolate is number two, then strawberry and on down the list.





But this ranking is misleading as an indicator of vanilla's real popularity. Vanilla not only ranks number one; it's also twice as popular as chocolate. And chocolate is significantly more popular than any other flavor on the top-ten list.

When it comes to the factors that catalyze spiritual growth in your congregation, we're looking for the spiritual equivalent of vanilla. We don't want you to get bogged down with lots of numbers. We want to help you identify the factors that stand out.

So try not to focus on any one-two individual numbers. Look instead for themes—for issues that are reinforced across different slides. Look for the vanilla – the issue that would catapult the spiritual growth of your people if you addressed it.

Understanding Your Report

Total Sample Comparison

- We compared your church's results to the total sample of churches using the following format:
 - **An upward arrow**  means the response is at least 20%, but less than 50% *greater* than the total sample average.
 - **Two upward arrows**  mean the response is at least 50% *greater* than the total sample average.
 - **A downward arrow**  means the response is at least 20%, but less than 50% *lower* than the total sample average.
 - **Two downward arrows**  mean the response is at least 50% *lower* than the total sample average.
 - **Note:** There is an additional indicator that may appear on pages 10 and 12:
 - **A "dotted line" response** "----" means the response is close to the total sample's response (within 19% either greater or lower than the total sample).

Sample Profile

Pages 6, 7 and 8 – Sample Profile

There are two criteria that determine whether or not your findings are reliable:

1. Response rate (percentage of responses compared with weekend adult attendance): The average response rate of the churches who have taken the survey is ~40%.

- For smaller churches, the response rate should be greater than 50%.
- For larger churches, a good response rate is between 20–30%.

2. Demographics/Participation: Regardless your response rate, you should review at the demographic profile (page 6) and your church tenure/activity profile (pages 7-8) to confirm that your sample is reflective of your congregation.

Richland Lutheran Church's Demographics

Demographics		
Base Size	160	
Age 19-29	5%	↓↓
Age 30-49	19%	↓↓
Age 50+	74%	↑↑
Diversity: Non White, including Hispanics		
	1%	↓↓
Children under 18 at home	23%	↓
Education (% college degree or higher)	66%	
Married	76%	
Income under \$30K		
	9%	↓
Income \$30K-\$74,999	41%	
Income \$75K or more	50%	

Richland Lutheran Church's Participation with Organized Church Activities

Participation	Total	Exploring Christ	Growing in Christ	Close to Christ	Christ-Centered
Base Size	160	21 [#]	68	37	34
Weekend Services <i>(3 to 4 times per month)</i>	82%	67% [#]	87%	86%	76%
Small Groups <i>(1 to 2 times a month or more)</i>	37% ↓	24% [#]	31% ↓	57%	35% ↓
Serving at the Church <i>(1 to 2 times a month or more)</i>	61%	19% [#]	62% ↑	78% ↑	65%
Serving Those in Need Through my Church <i>(1 to 2 times a month or more)</i>	29% ↑	10% [#]	26% ↑↑	43% ↑↑	32%
[#] Low sample size					

Richland Lutheran Church's Tenure

Church Tenure	
Base Size	160
Less than one year	5% ↓
One to five years	16% ↓↓
Six to ten years	16% ↓
More than ten years	63% ↑↑

Spiritual Growth Framework

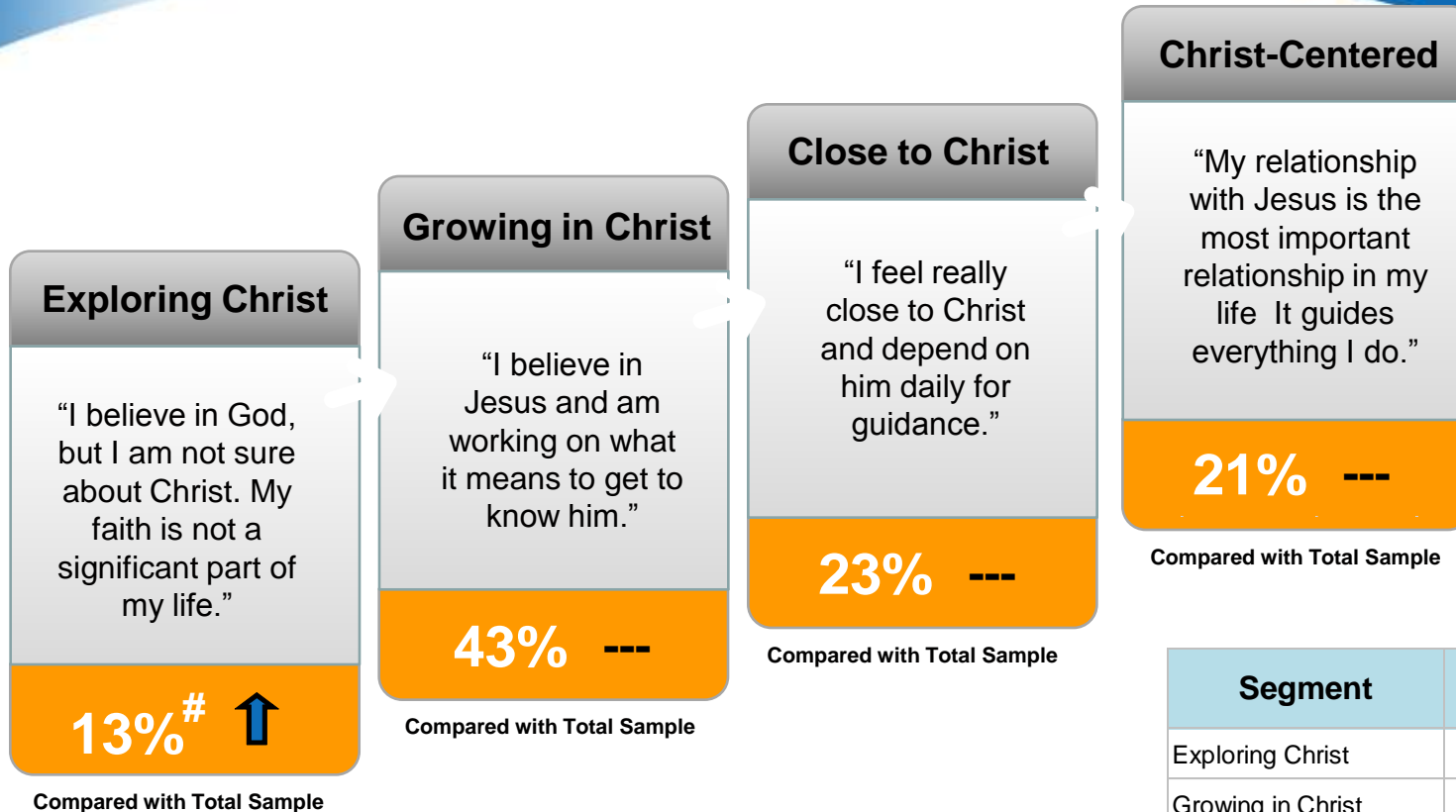
Page 10 – Your Church’s Spiritual Growth Profile

This following chart profiles your church’s spiritual continuum. If you see “up” or “down” arrows, it means that your congregation’s profile is more or less spiritually mature than the total sample.

These four segments were identified in the original REVEAL research work and discussed in the “Understanding REVEAL” Workshop.

We have tested this “spiritual continuum” in more than 1,600 churches across a diversity of church sizes, denominations and geographies. We have found that these four segments exist in every congregation.

Richland Lutheran Church's Spiritual Growth Framework



Segment	Base Size
Exploring Christ	21 [#]
Growing in Christ	68
Close to Christ	37
Christ-Centered	34
[#] Low sample size	

Spiritual Vitality Index

Page 12 – Spiritual Vitality Index

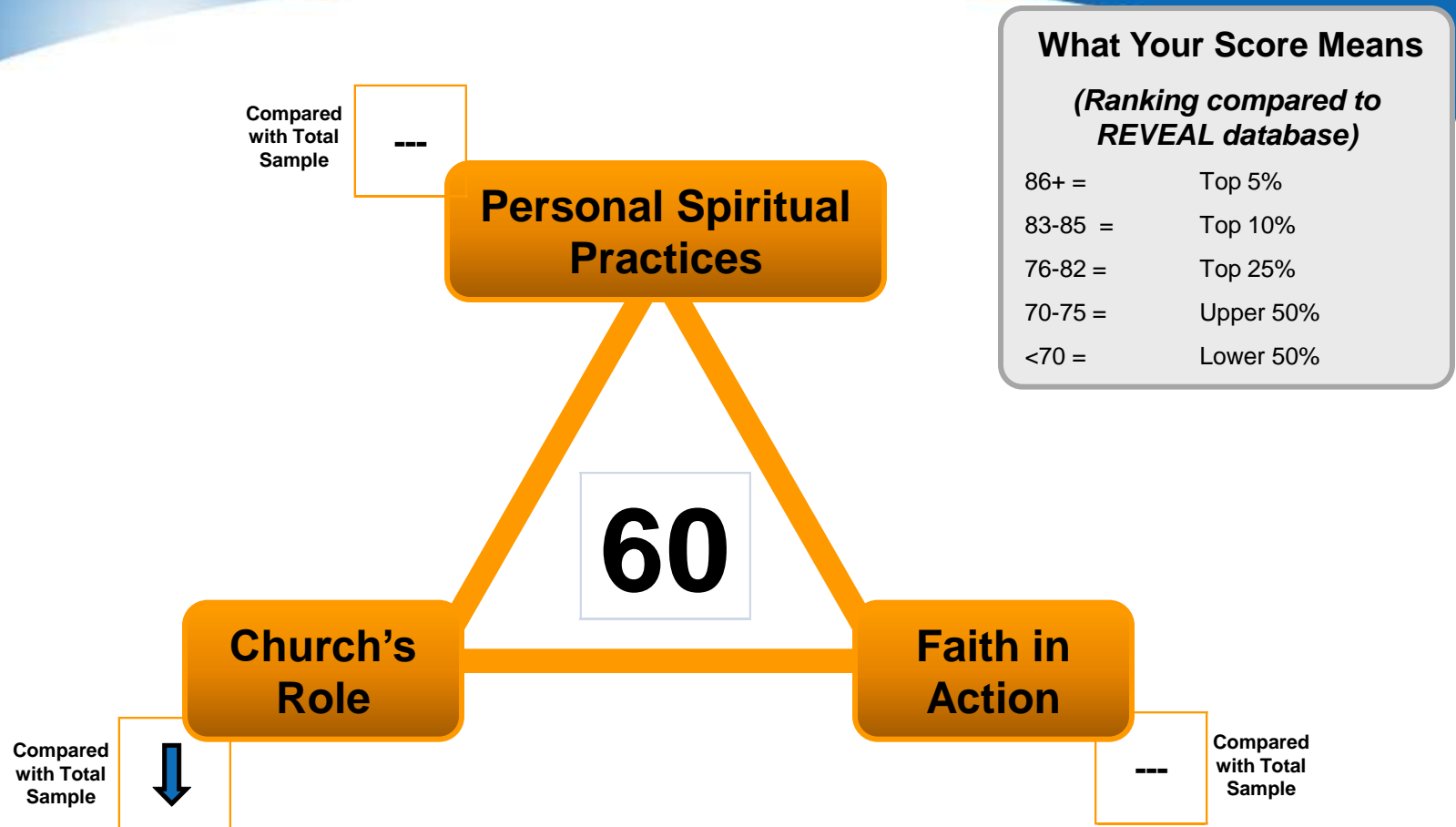
The Spiritual Vitality Index provides an overall measure of the spiritual well-being of a church congregation. The index is comprised of three major categories related to spiritual growth.

1. Personal Spiritual Practices – measures the level of engagement with spiritual disciplines, such as reflection on Scripture and prayer, that advance spiritual maturity and intimacy with God (Mark 1:32-38).

2. Faith in Action – measures spiritual behaviors that mark a Christ-follower, such as evangelism and serving those in need, as well as attitudes of surrender to Christ (Philippians 2:2-8 and James 2:14-18).

3. Church's Role – measures the effectiveness of the church's role in helping its congregation grow spiritually (Ephesians 4:12-13).

REVEAL Spiritual Vitality Index for Richland Lutheran Church



Spiritual Beliefs and Attitudes

Page 14: Spiritual Beliefs and Attitudes

This is a very important chart. Here are three things to consider:

1. Belief in Salvation by Grace and the Trinity are critical spiritual growth catalysts for those who are Exploring or Growing in Christ.
2. Belief in the Authority in the Bible is very important for those who are Close to Christ or Christ-Centered.
3. “Giving Away My Life” provides the best measure in the entire report for a congregation’s spiritual momentum. Strong responses indicate significant momentum; weak responses indicate a more passive spiritual culture.

Note: We include a more detailed description of the origin and the actual wording of the statements on this chart in the Appendix at the end of this report.

Richland Lutheran Church's Spiritual Beliefs and Attitudes

Key Spiritual Beliefs And Attitudes (top box)	Total	Exploring Christ	Growing in Christ	Close to Christ	Christ- Centered
Base Size	160	21 [#]	68	37	34
Salvation by Grace	63%	14% [#]	60%	78%	79%
Trinity	82%	38% [#]	82%	92%	97%
Personal God	61%	14% [#]	51%	76%	94%
Christ is First	46% ↓	10% [#]	29% ↓	57%	88%
Authority of the Bible	44%	0% [#]	34%	68%	68%
Identity in Christ	42% ↓	5% [#]	28% ↓	51%	82%
Stewardship	28% ↓	5% [#]	26%	38%	35% ↓
Giving Away My Life	19% ↓	5% [#]	6% ↓↓	27%	47%
# Low sample size					

Personal Spiritual Practices

Page 16 – Personal Spiritual Practices

There are three very critical things to consider on the following chart:

1. Reflection on Scripture is essential for all segments. We believe it is the “vanilla” (the most important) catalyst of spiritual growth.
2. High responses for Prayer to Confess Sins tends to reflect people who are trying to deal with the things that are in their way of being more Christ-like.
3. High tithing is directly linked to high serving (high church engagement) and strong belief in authority of the Bible (people will financially support God’s work whether or not they’re happy with the church).

Note: We review Spiritual Beliefs and Attitudes (page 14) and Personal Spiritual Practices (Page 16) together because they show similar patterns. When one is high, often the other is high, and vice versa.

Richland Lutheran Church's Personal Spiritual Practices

Personal Spiritual Practices	Total	Exploring Christ	Growing in Christ	Close to Christ	Christ-Centered
Base Size	160	21 [#]	68	37	34
Reflection on Scripture <i>(daily)</i>	28% ↑	0% [#]	13% ↑	54% ↑↑	44%
Bible Reading <i>(daily)</i>	23%	0% [#]	13%	32% ↑	47%
Prayer to Seek Guidance <i>(daily)</i>	49%	10% [#]	32%	68%	85%
Prayer to Confess Sins <i>(daily)</i>	39%	10% [#]	24%	51% ↑	74% ↑
Solitude <i>(several times per week or more)</i>	48%	14% [#]	38%	62%	74%
Tithing <i>(10% or more)</i>	24% ↓	0% [#]	19% ↓	46%	26% ↓↓
[#] Low sample size					

Church's Role

Page 18 – Top Five Priorities of the Church

This chart shows the top five things people would like the church to do better based on a Priority Score calculation that combines “importance” and “satisfaction.”

What do the Priority Scores mean?

Red Light Scores:

A score over 6.0 is an **urgent** issue, meaning that people are very concerned about it.

Yellow Light Scores:

A score between 4.0-6.0 is a **cautionary** issue, meaning there is concern but not great urgency.

Green Light Scores:

A score under 4.0 shows limited concern, which means it's **not a high priority**.

Comment: in this area of Church Priorities, the median score for all churches is 2.8, meaning that 50% of all Priority Scores fall under 2.8 and 50% are above 2.8.

What Your People Say are the Top Five Priorities for Richland Lutheran Church

Priority Ranking	Top Five Church Priorities (Based on Level of Importance and Satisfaction)	Importance Score (Scale: 6 is high; 1 is low)	Satisfaction Score (Scale: 6 is high; 1 is low)	Priority Score*	
1	Provides strong programs for children	5.3	4.6	4.2	Highest Priority
2	Help develop personal relationship with Christ	5.3	4.5	4.1	
3	Helps me understand the Bible in depth	5.2	4.5	3.9	
4	Helps me feel like I belong	4.9	4.2	3.7	
5	Helps me develop prayer life	4.8	4.2	3.3	

* **Priority Score:** This score merges importance and satisfaction together to rank order your congregation's view of the church's highest priorities for action. The higher the score, the greater the sense of urgency for change. (Priority Score Calculation: (Importance less Satisfaction) X Importance)

Based on your church sample size of 160

Note: No database comparison available at this time.

Church's Role

Page 20 – Satisfaction with the Church's Role and the Senior Pastor

Together these ratings form the church's "**platform of permission.**" If people are satisfied with how the church is helping them grow spiritually and if they feel their senior pastor is an effective leader, then church leadership should feel confident that people would respond favorably to changes in church direction.

Church Satisfaction:

The most important number to evaluate is the satisfaction level of the total congregation. Arrows indicate whether or not your level is above, below or right on the average of our benchmark church database of more than 1,600 churches.

Senior Pastor Effectiveness

The most important number is the effectiveness response of the total congregation.

- ✓ Responses above 80% are strong measures of effectiveness.
- ✓ Responses between 65-80% are average.
- ✓ Responses below 65% are below average.

Overall Satisfaction with the Church's Role in Spiritual Growth and the Senior Pastor

Spiritual Continuum		Overall Satisfaction with the Church's Role in Spiritual Growth <i>(top two boxes)</i>	Overall Satisfaction with the Senior Pastor's Effectiveness <i>(top two boxes)</i>
Segment	Base Size		
Total	160	48%	89%
Exploring Christ	21 [#]	29% [#]	76% [#]
Growing in Christ	68	43% ↓	91%
Close to Christ	37	62%	92%
Christ-Centered	34	56%	88%
[#] Low sample size			

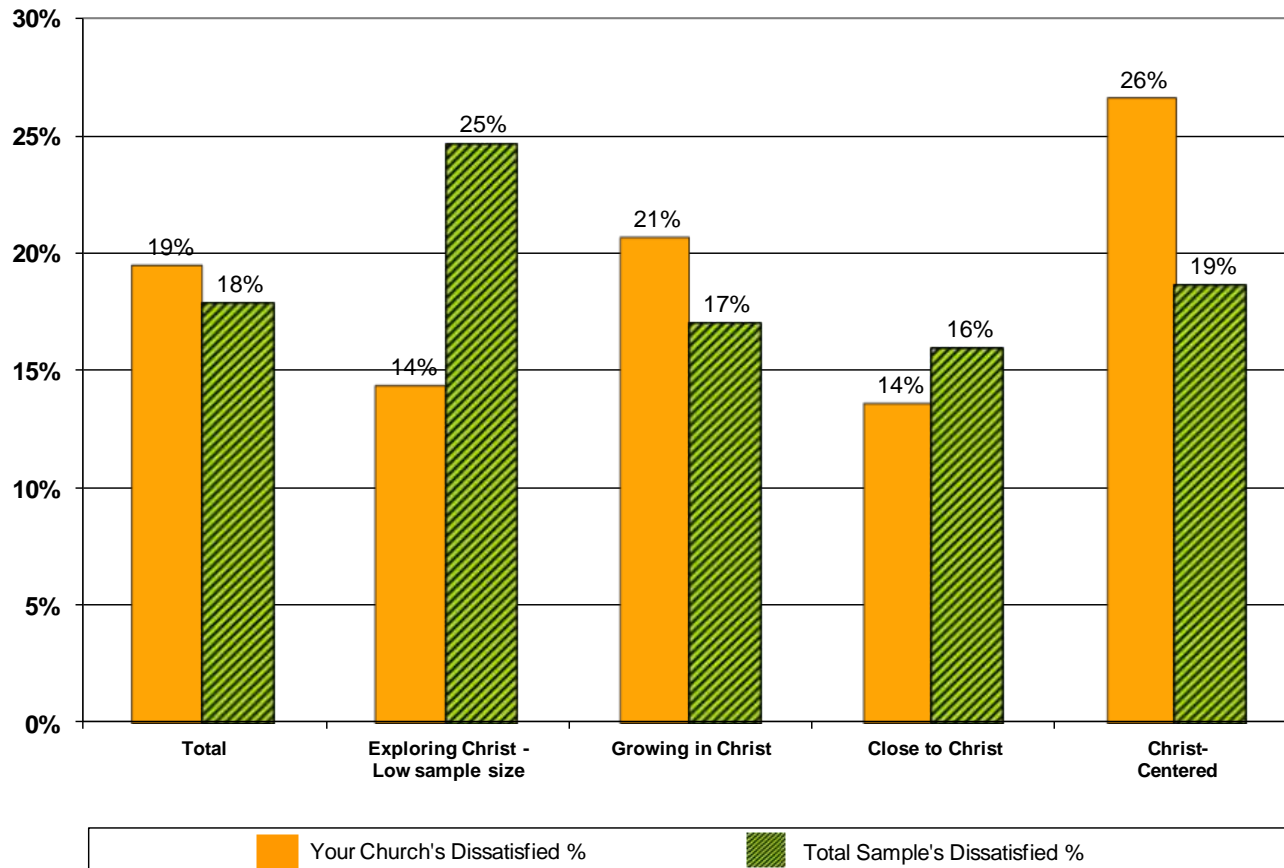
Church's Role

Page 22 -- Dissatisfied Profile

This following bar chart compares the percentage of people in your congregation who expressed some level of dissatisfaction with how the church is helping them grow spiritually with the percentage in our benchmark database.

It's worth noting whether or not the level of dissatisfaction differs markedly across the spiritual continuum segments.

Richland Lutheran Church's Dissatisfied Profile



Church's Role

Page 24 – Top Five Church Priorities for the Dissatisfied

Shows the top five things that people who are more dissatisfied with the church would like to see done better based on the same nineteen statements used on page 18, but focusing on the top five priorities for the dissatisfied group only.

What do the Priority Scores mean for the dissatisfied?

Red Light Scores:

Any score over 13.0 is an **urgent** issue, meaning that people are very concerned about it.

Yellow Light Scores:

Any score between 9.0-13.0 is a **cautionary** issue, meaning there is concern but not great urgency.

Green Light Scores:

Any score under 9.0 shows limited concern, which means it's **not a high priority**.

Comment: in this area of dissatisfied Church Priorities, the median score for all churches is 7.5, meaning that 50% of all Priority Scores fall under 7.5 and 50% are above 7.5.

Richland Lutheran Church

What Your Dissatisfied People Say Are the Top Priorities for Your Church

Priority Ranking	Top Five Priorities for the Dissatisfied (Based on level of importance and satisfaction)	Importance Score (Scale: 6 is high; 1 is low)	Satisfaction Score (Scale: 6 is high; 1 is low)	Priority Score*	
1	Help develop personal relationship with Christ	5.4	3.3	11.3	Highest Priority
2	Helps me feel like I belong	4.8	2.5	10.9	
3	Challenges me to grow	4.9	2.6	10.8	
4	Helps me in my time of emotional need	4.9	2.7	10.4	
5	Helps me understand the Bible in depth	5.1	3.2	10.1	

* **Priority Score:** This score merges importance and satisfaction together to rank order view of the **dissatisfied people** in your congregation regarding the highest priorities for change in your church. The higher the score, the greater the sense of urgency for change. (Priority Score Calculation: (Importance less Satisfaction) X Importance)

Based on your church sample size of 31

Note: No database comparison available at this time.

Faith in Action

Page 26: Spiritual Activities with Others

The most significant indicators of outreach to others include evangelism (“meaningful spiritual conversations with non-Christians”) and serving those in need “on my own.”

How often people connect with Spiritual Friends and Spiritual Mentors indicates whether or not spiritual community is thriving outside of the church.

High responses to Spiritual Mentors suggest that people are pursuing relationships that hold them accountable for spiritual development.

Two Notes:

1. Serving activities in the church are also important indicators of Faith in Action (see page 7 – Participation in Church Activities).
2. Faith in Action also takes into account several catalytic spiritual attitudes, notably “Giving Away My Life” (see page 14 – Spiritual Beliefs and Attitudes).

Richland Lutheran Church's Participation in Key Spiritual Activities With Others

Spiritual Activities with Others	Total	Exploring Christ	Growing in Christ	Close to Christ	Christ-Centered
Base Size	160	21 [#]	68	37	34
Spiritual Friendships <i>(once or more per month)</i>	45%	19% [#]	43%	57%	53% ↓
Evangelism <i>(6+ conversations per year)</i>	11% ↓↓	0% [#]	4% ↓↓	14% ↓↓	26% ↓
Serving those in need on my own <i>(once or more per month)</i>	42%	33% [#]	34%	51%	53%
Spiritual Mentors <i>(once or more per month)</i>	24%	0% [#]	18%	32%	41%
[#] Low sample size					

Appendix

Page 14 – Statements Used for Spiritual Beliefs and Attitudes

These statements are based on Scripture and derived from the *Christian Life Profile Assessment Tool* created by Randy Frazee, senior minister of Oak Hills Community in San Antonio, Texas. Dozens of church leaders, theologians and others engaged in a rigorous process of biblical inquiry to find the core, repeatable characteristics of a follower of Christ. Among the experts contributing to this effort were Dallas Willard, J.I. Packer and Larry Crabb. Here are the statements we used:

Trinity: “I believe the God of the Bible is the one true God – Father, Son and Holy Spirit”
(2 Corinthians 13:14)

Salvation by Grace: “I believe nothing I do or have done can earn my salvation” (Ephesians 2:8-9)

Authority of the Bible: “I believe the Bible has decisive authority over what I say and do”
(2 Timothy 3:16-17)

Personal God: “I believe God is actively involved in my life” (Psalm 121)

Identity in Christ: “I exist to know, love and serve God” (John 1:12-13)

Christ Is First: “I desire Jesus to be first in my life” (Matthew 6:33)

Stewardship: “I believe a Christian should live a sacrificial life that is not driven by pursuit of material things” (1 Timothy 6:17-19)

Giving Away My Life: “I am willing to risk everything that is important in my life for Jesus Christ” (Romans 12:1-2)