

METRICS – HOW TO TRACK & REPORT THEM

2020 Annual Parochial Report:

1) Average weekly worship attendance (AWA)

- a. **Onsite:** Count attendance at all services in the service register held on the church campus, not just Saturday night and Sunday worship, and divide by 52.
- b. **Offsite:** Count attendance at all services in the service register NOT held on the church campus. Include worship at senior living facilities, home churches, missional communities, lay Eucharistic visits that follow a liturgy, etc.

2) Number of worship services

Using the service register count the number of services

- a. **Led by clergy** (with Eucharist or without)
- b. **Led by laypersons** (Morning Prayer, lay Eucharistic visits, Compline at youth group, etc.)
- c. **Held onsite** (this would be the services used to calculate onsite AWA)
- d. **Held offsite** (this would be the services used to calculate offsite AWA)

3) Visitors in Sunday worship

- a. **Total visitors:** Count the number of visitors of all ages in all Saturday night/Sunday worship services, excluding funerals and weddings. You may choose to exclude Easter, if it is too difficult to identify visitors.
- b. **First-time visitors:** Count the number of first-time visitors of all ages in all Saturday night/Sunday worship services, excluding funerals and weddings. You may choose to exclude Easter, if it is too difficult to identify first-time visitors.

Who is a visitor? There is flexibility in this area, so long as you are consistent. Long-time attendees who are not members would not be visitors. We suggest counting people as visitors until they have been attending for approximately six months. The metric to be reported is total visitors, so some visitors will be reported multiple times. This is fine.

This is best done through an intentional welcome of visitors, using laypersons (staff and/or volunteers) with the gift of hospitality to engage them and make notes. Your current ushers may or may not be best positioned to do this. Counting may also be done with the use of visitor cards.

Obviously this is more difficult in larger services and larger churches. While we hope you will make a sincere effort to gather this information, no one is auditing you. The information is for your benefit; at the diocesan level we are interested in trends at the consolidated level and potential peer learning from churches who are doing evangelism well. You will likely find the view of trends in your congregation over time to be more helpful and interesting, particularly if these counts are connected to significant events in the life of the congregation, for example, the number of visitors on the Sundays following an outreach project or festival.

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- 4) **Visitors retained after six months:** Count the number of people were visitors during the reporting period and are still attending after six months, whether or not they have become members.

Again, there is flexibility in your count, but these are the visitors who “stuck.” You can decide whether to include children. Whom would you invite to a newcomers dinner? For whom do you have contact information? Once again consistency is important and trends are the most useful over time. For those beginning to track this information for the first time, the first year of reporting will be lower because it will only capture first-time visitors from January to June (to get to six months by December 31). Subsequent years will cover first-time visitors between July and the following June.

To know this number requires a system of tracking and connecting people in the congregation so that this is not solely dependent on the clergy. For larger churches this may be the responsibility of a staff member. Mission Amplification team members are available to help you think through such a system, and webinars are available on the [EDOT website](#).

2020 One-Time Census:

1. **Total 2020 visitors – breakdown by source**
 - a. **Invitation**
 - b. **Website/social media**
 - c. **Drive-by**
 - d. **Unknown**

Lots of churches have a “how did you find us” question on their visitor cards. If so, you might add a question of how many are in the group. Templates are available for download from the [EDOT website](#). Obviously not every visitor is interested in filling out a card. We believe that if this were a personal conversation rather than a ‘put it in the offering plate,’ (leaving that option open as well) more cards would be filled out more completely and/or better information could be gathered.

2. **Origin of visitors retained after six months**
 - a. **Another Episcopal church**
 - b. **Another church tradition**
 - c. **Previously part of a faith community, but not attending church currently**
 - d. **New to faith**

See notes above on visitors retained after six months. This could be on the card or (more likely) part of a conversation. This is very useful in considering whether you are connecting with people outside the Church.