



CORNERSTONE
— KNOWLEDGE NETWORK —

Effects of Ministry Expansion

Conducted by



Methodology

- A telephone survey was conducted of 1,000 pastors of randomly selected Protestant churches.
- The interviews were conducted February 16-23, 2009.
- One thousand completed surveys provide 95 percent confidence that the margin of error does not exceed +3.1%.

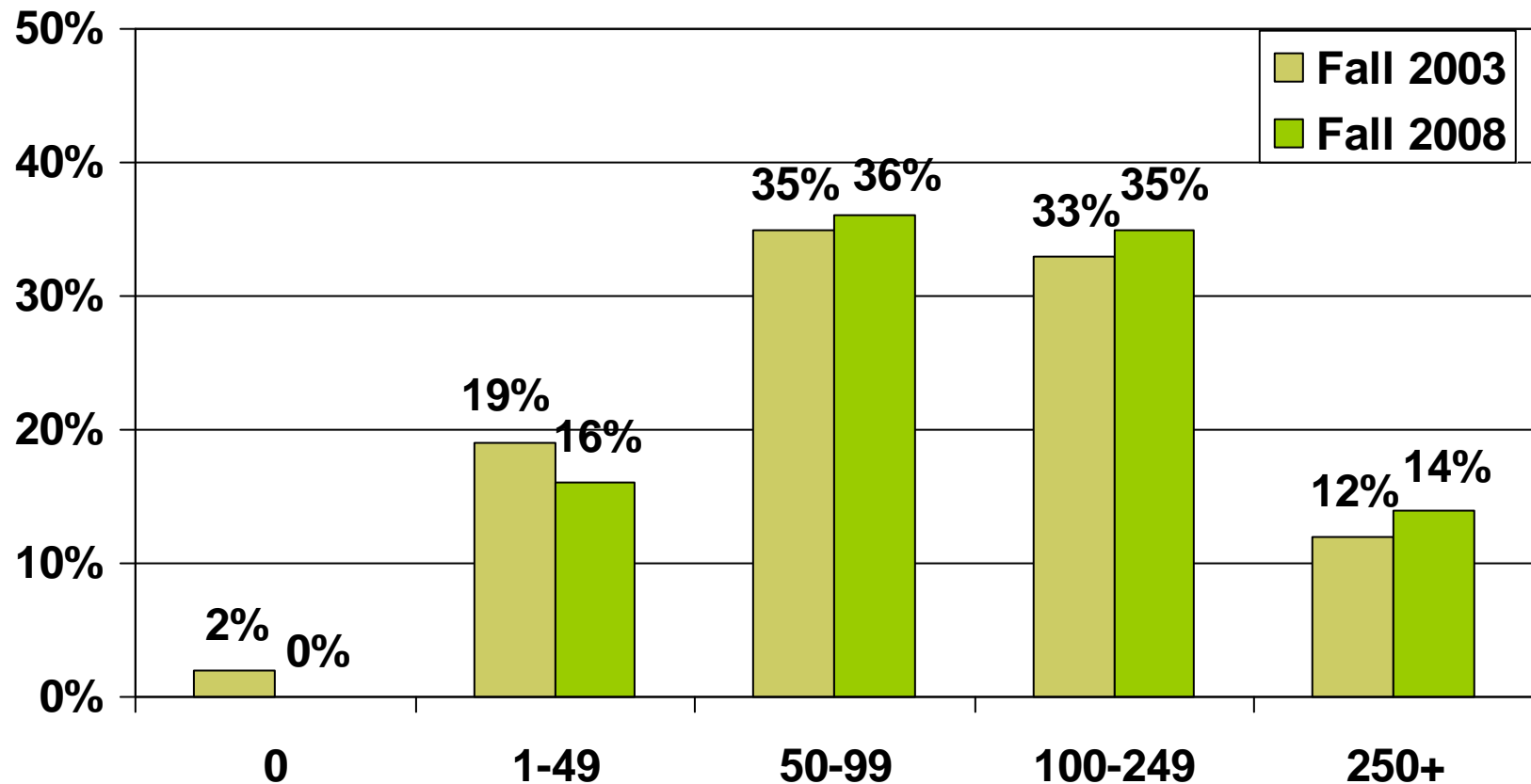
Summary

- ❑ Of the 7 types of expansion tested in this study, adding an additional worship service or venue on site is most closely related to higher growth in attendance followed by building new or additional ministry space at the same site where the church is located
- ❑ Pastors indicated forty-nine percent of newcomers who have begun attending over the last 5 years have transferred from another church. Despite how the church has changed – whether by moving, merging, or adding services – the greatest percentage of their new attendees have been these transfers.
- ❑ Among those tested, the most common types of expansion in the last 5 years are adding an additional worship service or venue on site (28%) and directly participating in helping start a new church or churches (28%).
- ❑ The majority of churches have added neither full-time or part-time staff in the last 5 years related to a ministry expansion.

Summary

- ❑ The cost of each type of expansion varies widely, with the most being spent by churches building new ministry space or a new facility.
- ❑ Churches who have experienced a ministry expansion in the last 5 years are significantly more likely to strongly agree that this type of expansion leads to additional growth.
- ❑ The majority of churches who have *not* experienced a specific ministry expansion in the last 5 years *still agree* (strongly or somewhat) that when a church makes a physical change such as building space, adding a service or moving the change leads to additional growth in the church. However, a minority agree that adding streaming video on their website or merging with another church leads to additional growth.

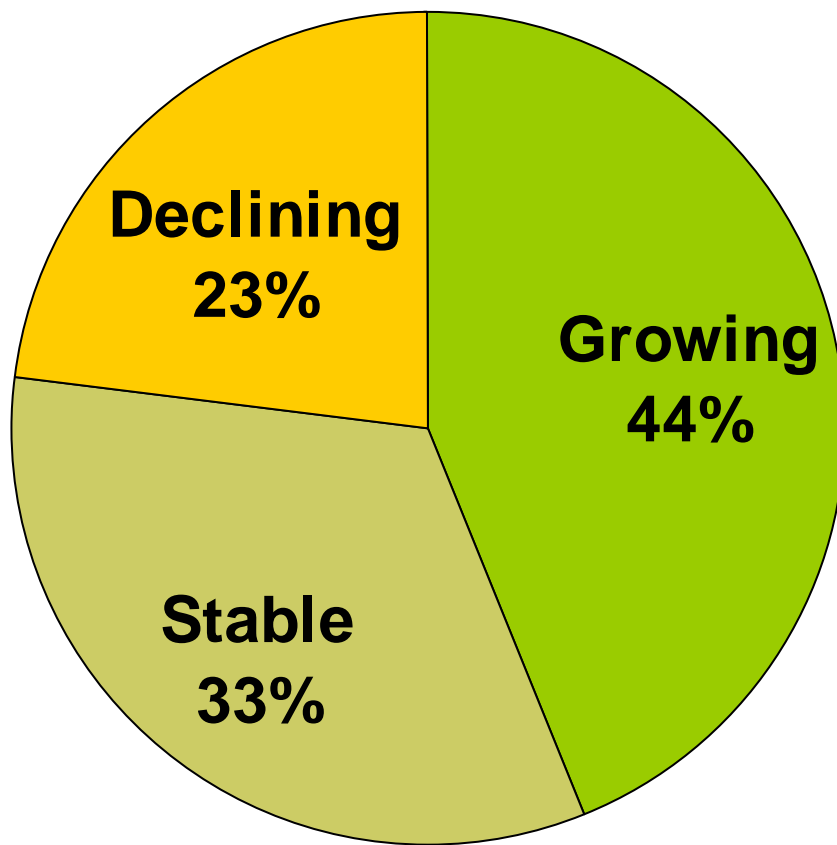
Average Worship Attendance: Fall 2008 versus Fall 2003



What is your church's average worship attendance on a typical weekend (including all ages from babies to adults but not counting anyone twice)?; n=995

Five years ago (Fall 2003), what was your church's average worship attendance on a typical weekend (including all ages from babies to adults but not counting anyone twice)?; n=918

Less than half of Protestant churches have 5 year Average Worship Attendance growth of 10+%



Growing: 5 Yr
Percent Change
=10% or more

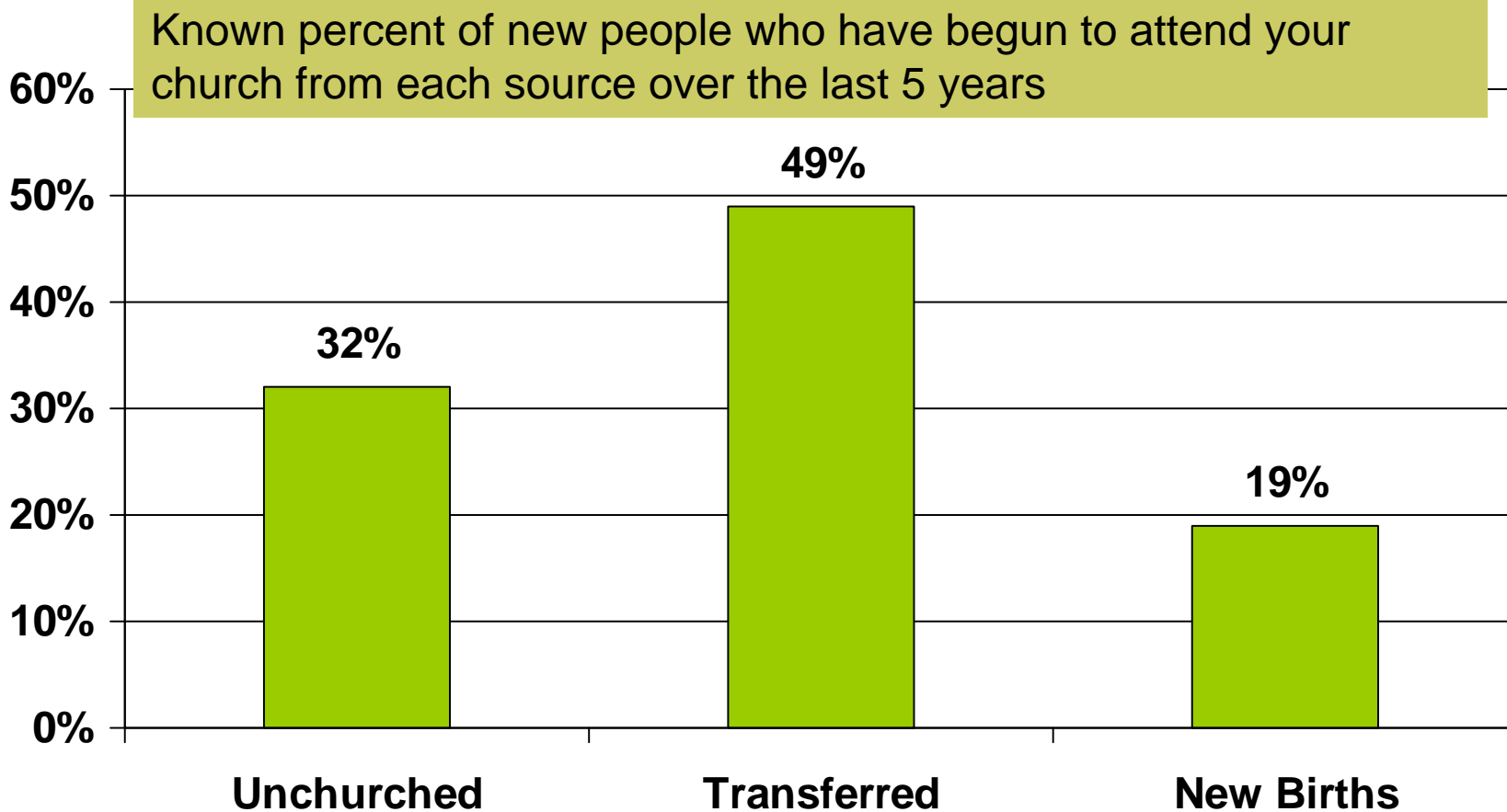
Declining: 5 Yr
Percent Change
=-10% or less

Stable/Plateaued: 5
Yr Percent Change
between -10% and
+10%

What is your church's average worship attendance on a typical weekend (including all ages from babies to adults but not counting anyone twice)?; n=995

Five years ago (Fall 2003), what was your church's average worship attendance on a typical weekend (including all ages from babies to adults but not counting anyone twice)?; n=918

Pastors estimate that 49% of new attendees in the last 5 years have transferred from another church



21% of pastors were not able to provide useable estimates of the source of new attendees

Among the new people who have begun to attend your church over the last 5 years, please estimate:

the percentage of newcomers who began attending from being un-churched.

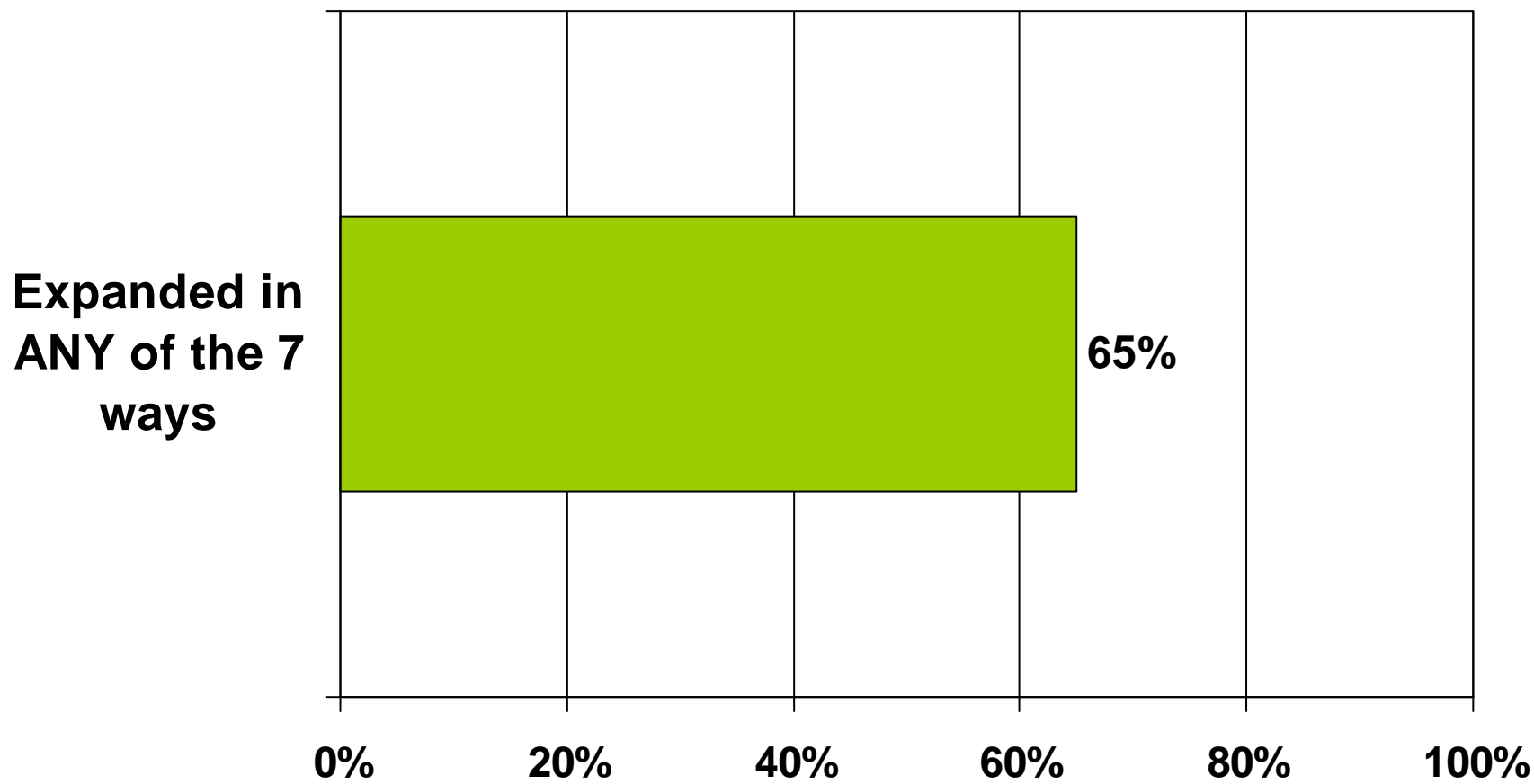
the percentage of newcomers who transferred from another church.

the percentage of newcomers who are children born to adults who attend your church.

Use of 7 types of ministry expansion over the last 5 years were measured:

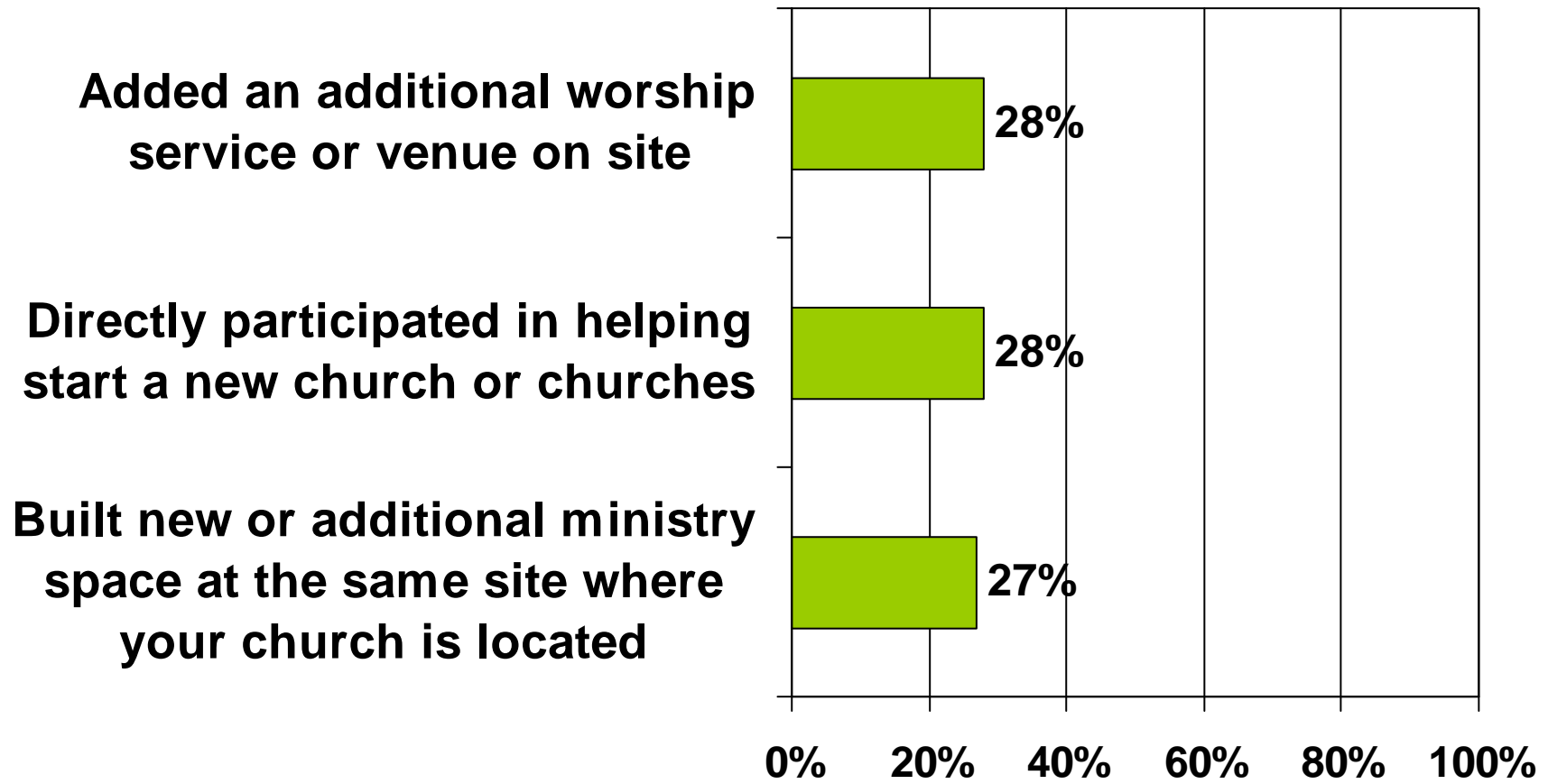
1. Built new or additional ministry space at the same site where your church is located
2. Built a new facility at a new site
3. Added an additional worship service or venue on site
4. Added an additional worship service or venue off site
5. Began offering streaming video of worship services or teaching on the Internet
6. Directly participated in helping start a new church or churches
7. Merged with another church

Two-thirds of all Protestant churches have participated in at least one of the seven types of expansion in the last 5 years



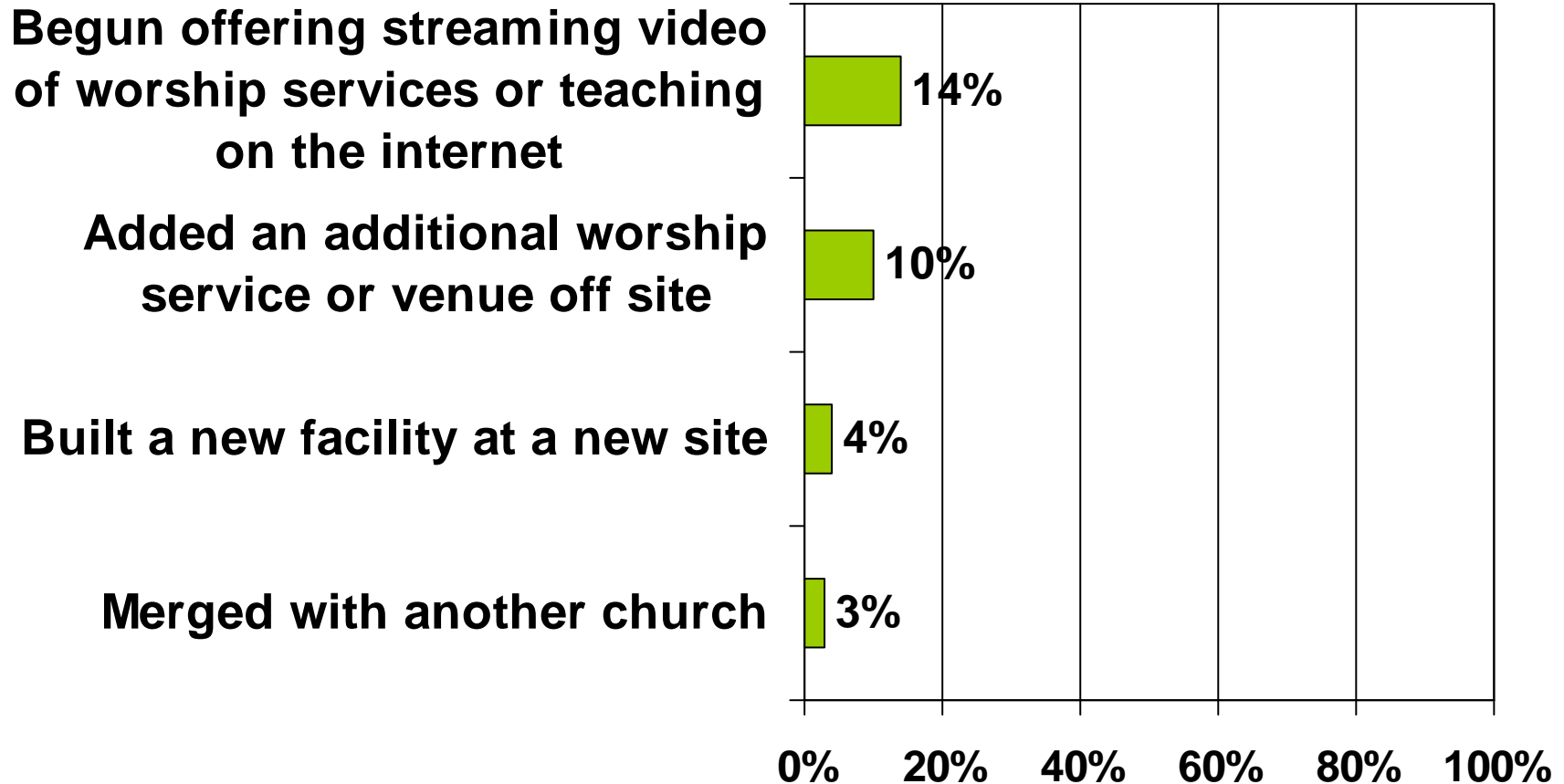
Which, if any, of the following has your church done in the last 5 years? Have you...

More than a quarter of Protestant churches have added a service, built new space or participated in a church plant in the last 5 years



Which, if any, of the following has your church done in the last 5 years? Have you...

Beginning streaming video, adding an off site service, building at a new site and church mergers are less common



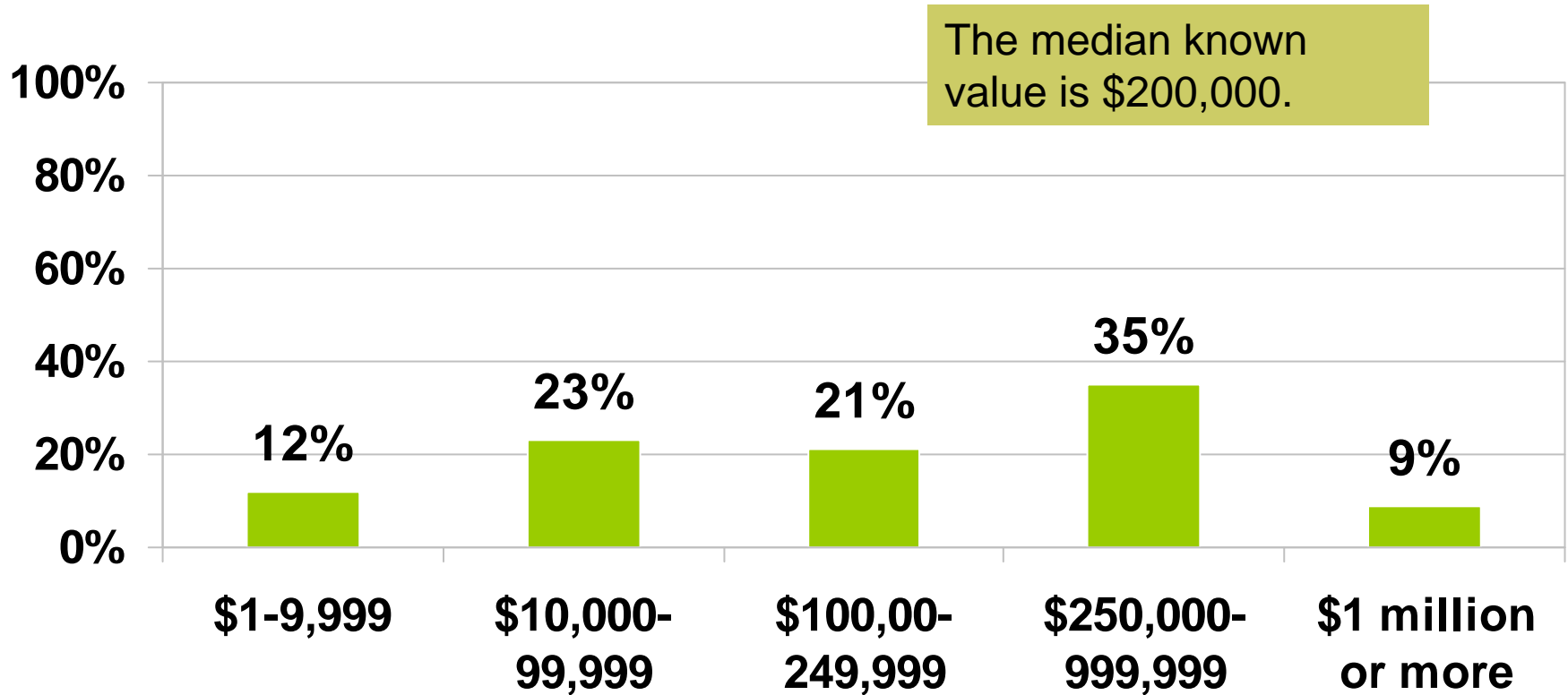
Which, if any, of the following has your church done in the last 5 years? Have you...

Churches Who Built Additional Ministry Space at the Same Site Where The Church is Located

Building new or additional ministry space at the same site is significantly related to attendance growth

- ❑ Churches that built new or additional ministry space at the same site where their church is located within the last 5 years exhibit significantly higher levels of growth in average worship attendance over that same time period
 - This relationship was determined using multivariate regression with the other 6 types of expansion and controls for pastor education and age, age, size and location of the church, and if pastor is evangelical. (Significance .086; Beta .059)
 - Bivariate regression using the same controls indicates a significant relationship with growth. (Significance .038; Beta .071)

The average cost of the additional ministry space built in the last 5 years at a church's existing location is \$351,646



What was the approximate total cost of building additional ministry space at a site where your church was located?
n=188

Although over half have done no additional hiring, average staffing has increased among churches that built new ministry space at their existing site

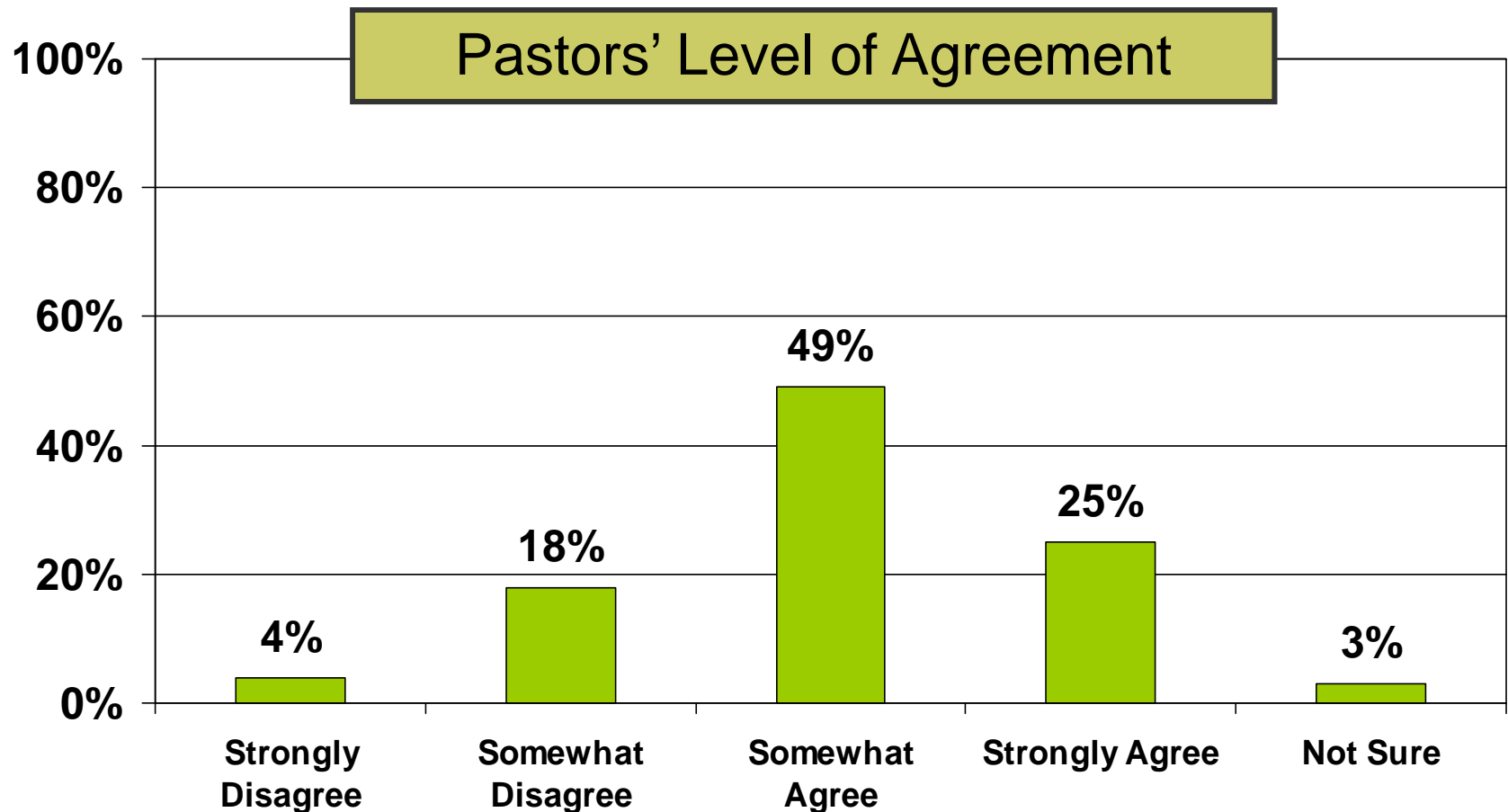
Staff Hired

- The average church that has built new ministry space at their existing site has hired 0.8 full-time employees and 1.6 part-time employees related to all of the expansion they implemented
- This compares to average hiring of 0.6 full-time and 1.1 part-time employees among churches who have used any of the seven expansion types in the last 5 years

Thinking of these specific types of ministry expansion that you indicated you have done in the last 5 years, how many full-time staff have you added in the last 5 years directly related to this expansion?

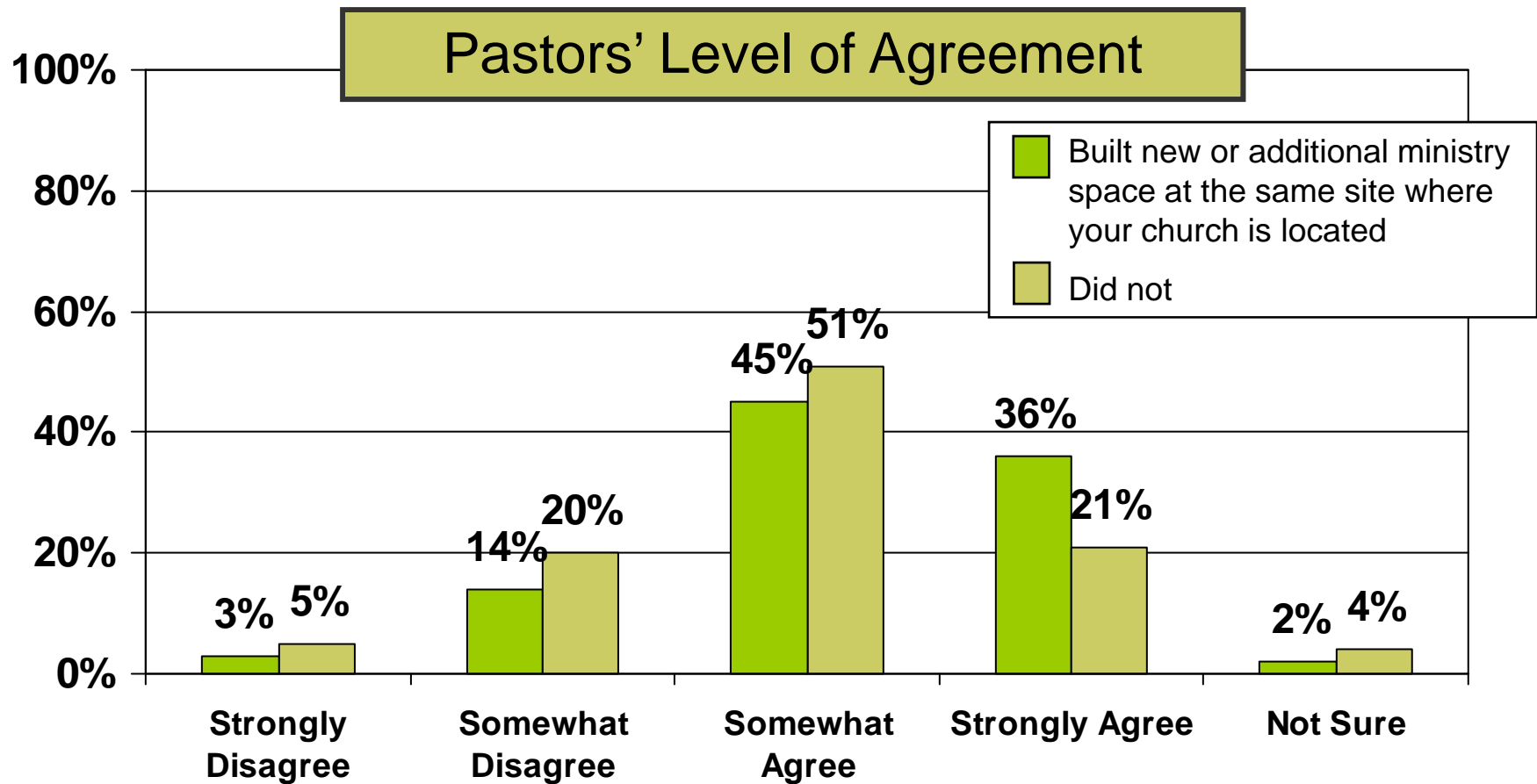
Thinking of these specific types of ministry expansion that you indicated you have done in the last 5 years, how many part-time staff have you added in the last 5 years directly related to this expansion?

Almost half of churches somewhat agree that when a church builds additional space, it leads to additional growth



When a church builds additional space, it leads to additional growth; n=1,000

Churches that built new/additional ministry space at the same site where their church is located are significantly more likely to strongly agree that building additional space leads to growth



When a church builds additional space, it leads to additional growth; n=1,000

Churches Who Built a New Facility at a New Site

The low incidence of building a new facility at a new site limits the ability to drill-down with precision

Reporting churches may signal some directional differences:

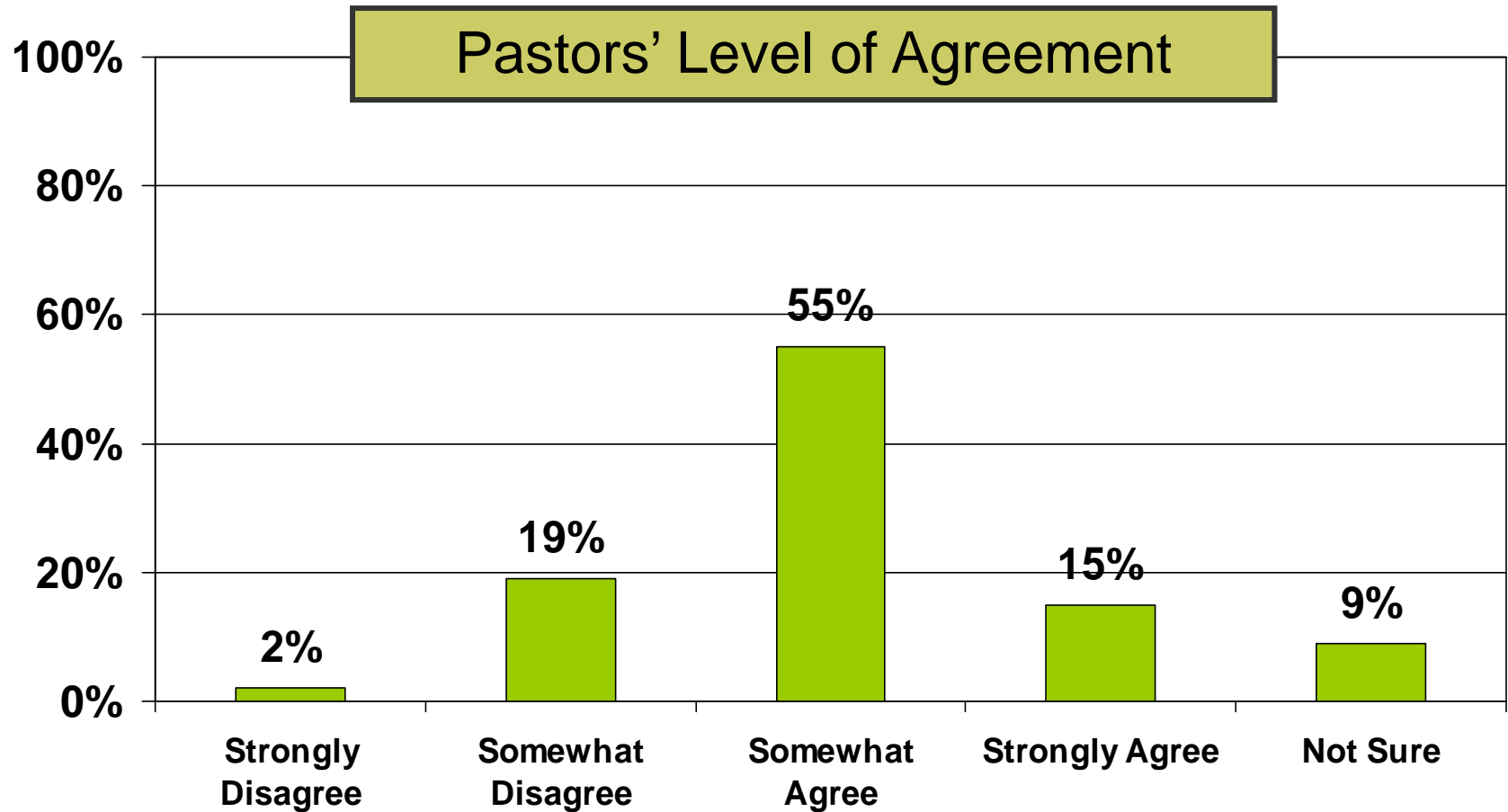
- ❑ Spending for a facility at a new site appears to be much higher than that of on site building
- ❑ Average hiring for both full-time and part-time employees is much higher than among churches who have used any of the seven expansion types in the last 5 years

What was the approximate total cost of building a new facility at a new site?

Thinking of these specific types of ministry expansion that you indicated you have done in the last 5 years, how many full-time staff have you added in the last 5 years directly related to this expansion?

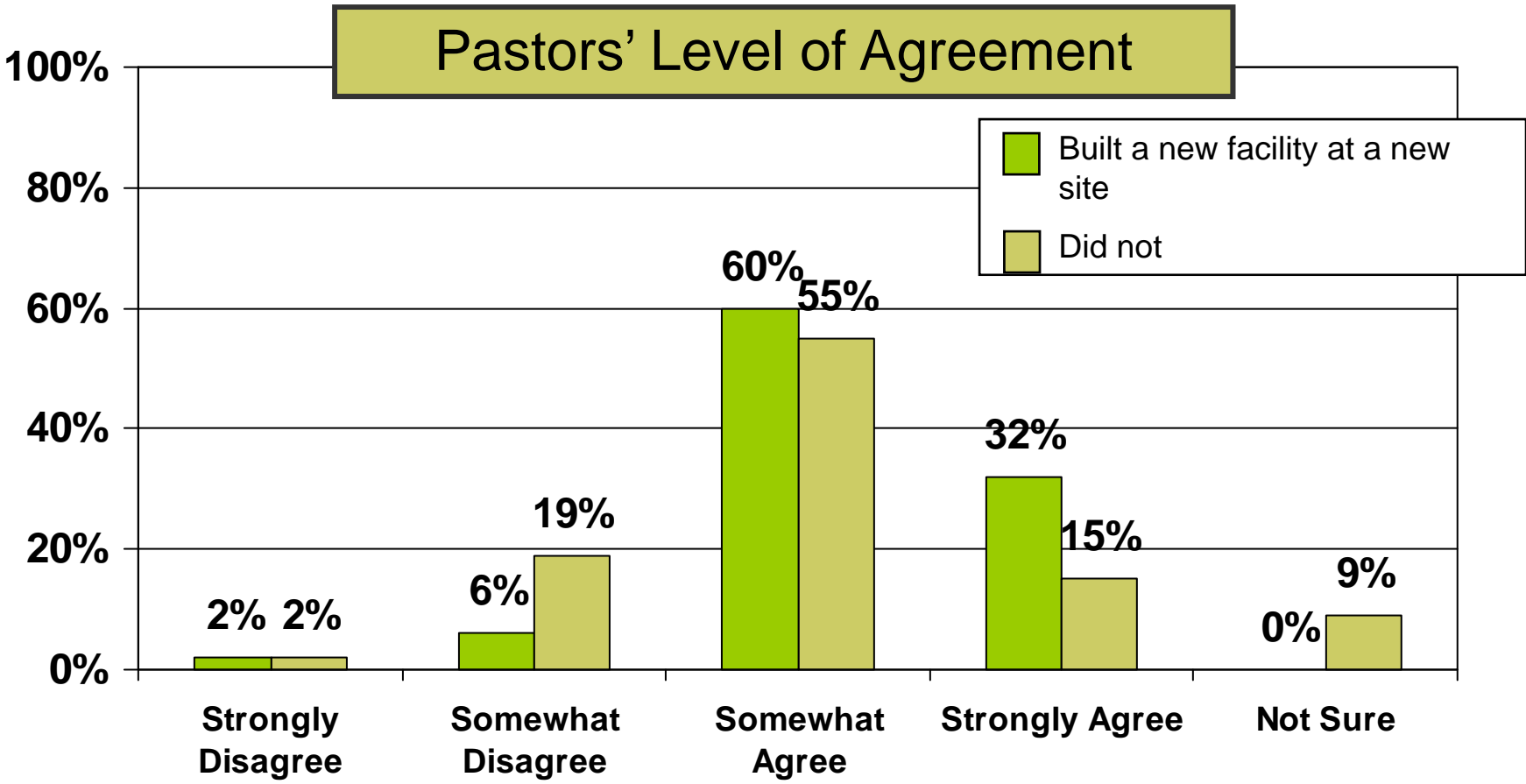
Thinking of these specific types of ministry expansion that you indicated you have done in the last 5 years, how many part-time staff have you added in the last 5 years directly related to this expansion?

More than half of churches somewhat agree that when a church relocates to a new or different facility, it leads to additional growth.



When a church relocates to a new or different facility, it leads to additional growth; n=1,000

Churches that built a new facility at a new site are significantly more likely to strongly agree that relocating to a new or different facility leads to additional growth



When a church relocates to a new or different facility, it leads to additional growth; n=1,000

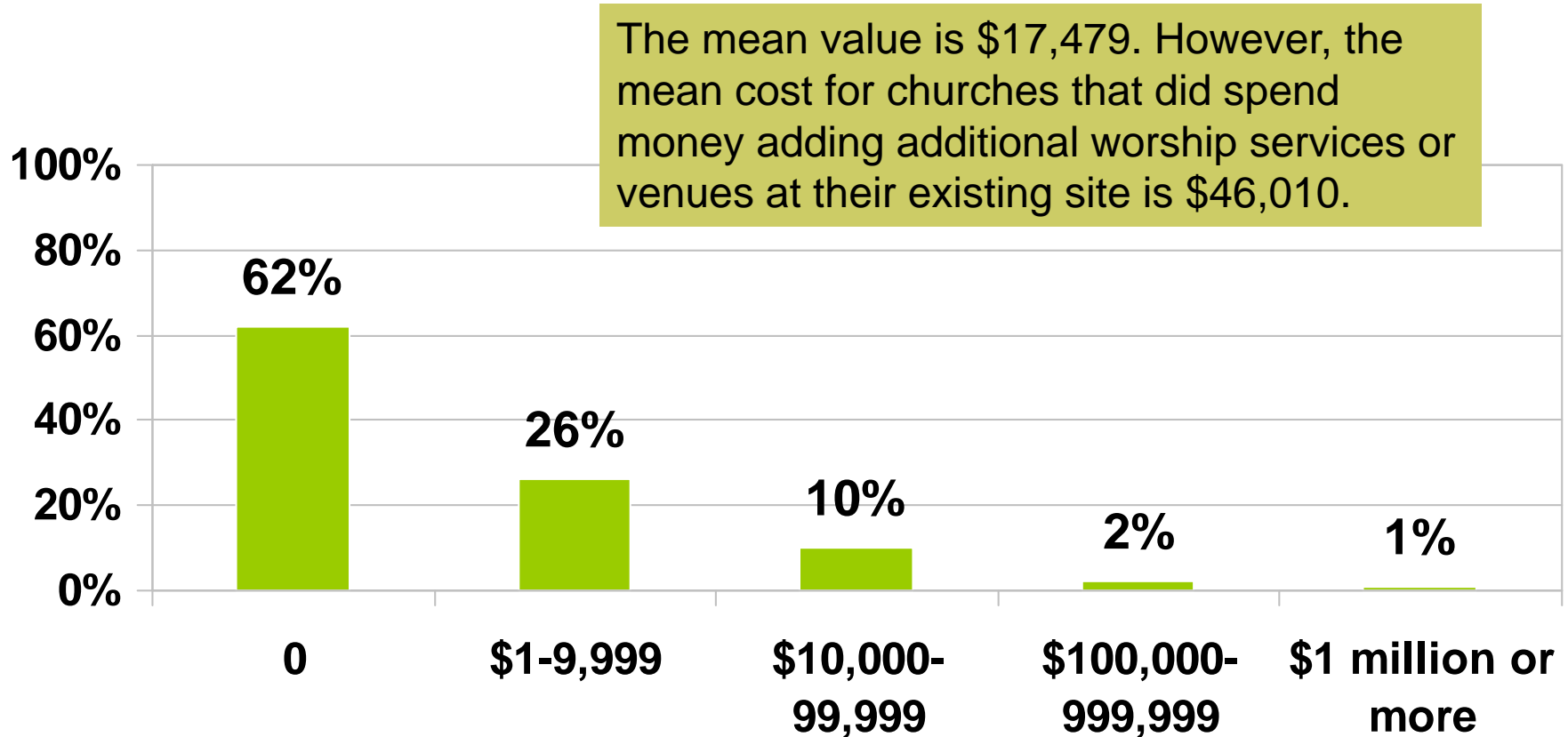


Churches Who Added an Additional Worship Service or Venue On Site

Adding an additional worship service or venue on site is significantly related to attendance growth

- ❑ Churches that added an additional worship service or venue on site within the last 5 years exhibit significantly higher levels of growth in average worship attendance over that same time period
 - This relationship was determined using multivariate regression with the other 6 types of expansion and controls for pastor education and age, age, size and location of the church, and if pastor is evangelical. (Significance .001; Beta .112)
 - Bivariate regression using the same controls indicates a significant relationship with growth. (Significance .000; Beta .122)

Among churches who added additional worship services or venues at their existing site, almost two-thirds spent no money to do so



What was the approximate total cost of adding additional worship services or venues at your existing site?; n=284

Although over half have done no additional hiring, average staffing has increased among churches that added an additional service/venue on site

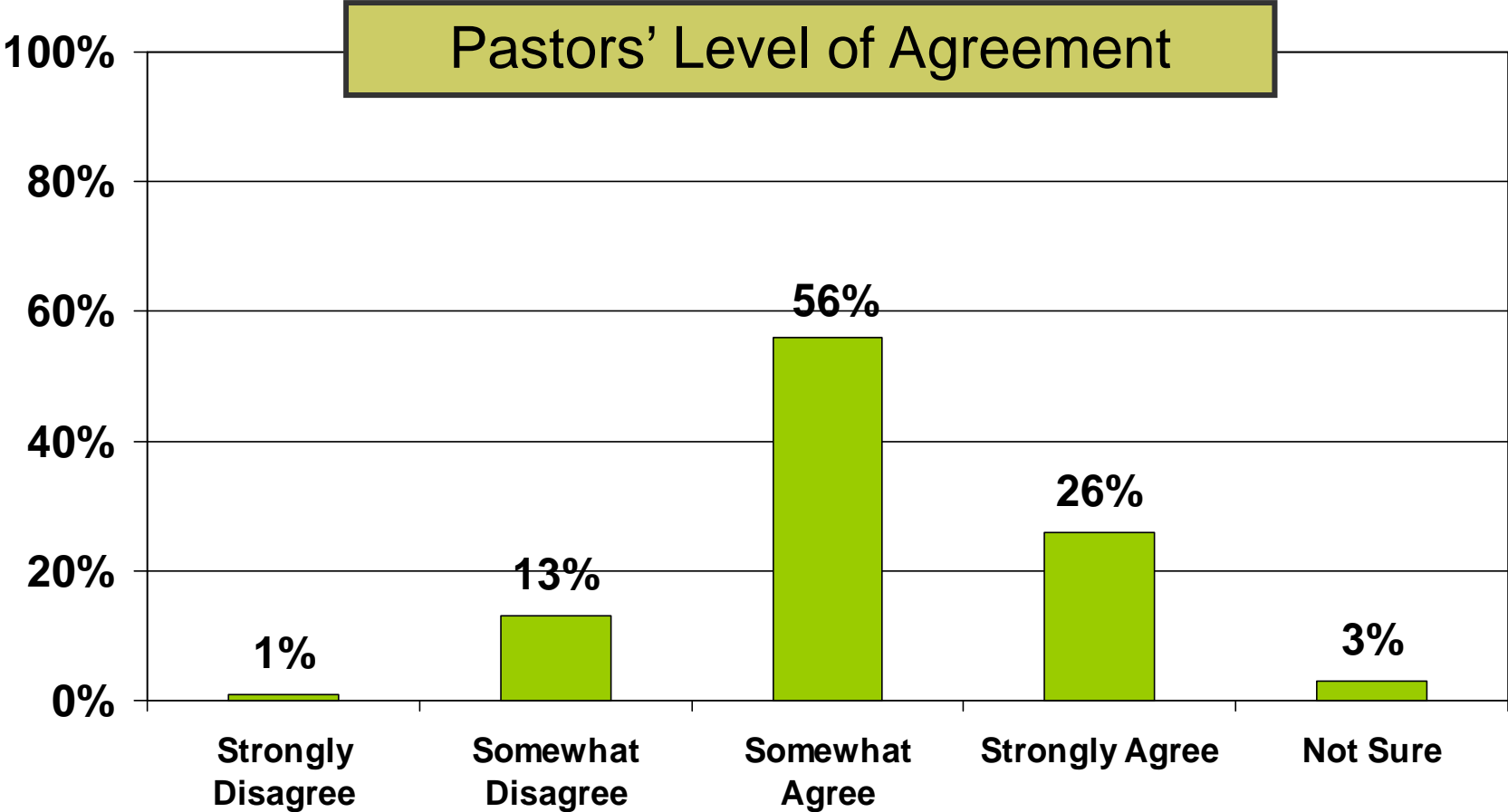
Staff Hired

- ❑ The average church that added an additional service/venue on site has hired 0.7 full-time employees and 1.3 part-time employees related to all of the expansion they implemented
- ❑ This compares to average hiring of 0.6 full-time and 1.1 part-time employees among churches who have used any of the seven expansion types in the last 5 years

Thinking of these specific types of ministry expansion that you indicated you have done in the last 5 years, how many full-time staff have you added in the last 5 years directly related to this expansion?

Thinking of these specific types of ministry expansion that you indicated you have done in the last 5 years, how many part-time staff have you added in the last 5 years directly related to this expansion?

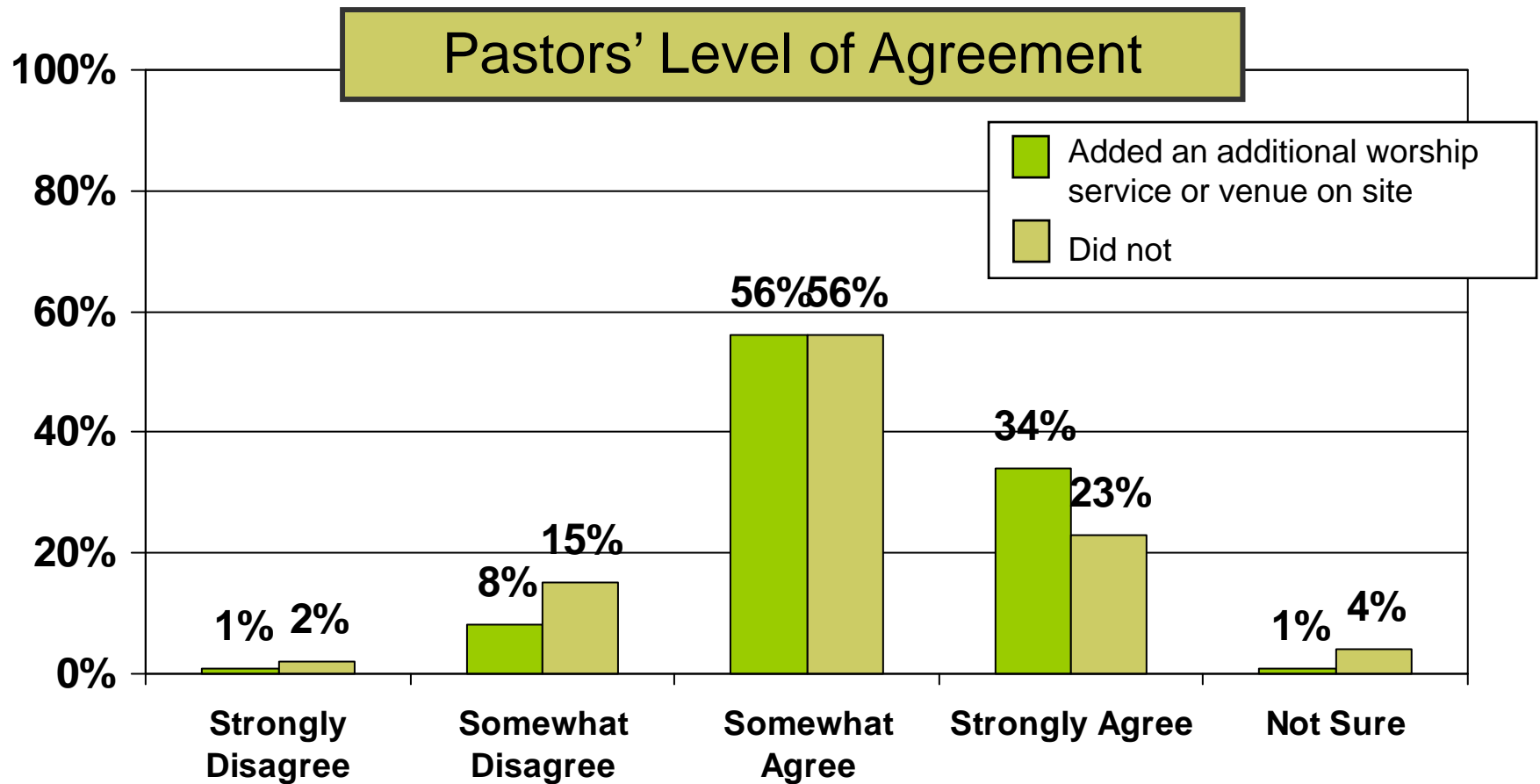
More than half of churches somewhat agree that adding an additional service or venue at a site where a church currently meets leads to additional growth



When a church adds an additional service or venue at a site where they currently meet, it leads to additional growth.; n=1,000



Churches that added an additional worship service or venue on site are significantly more likely to strongly agree that doing so leads to additional growth

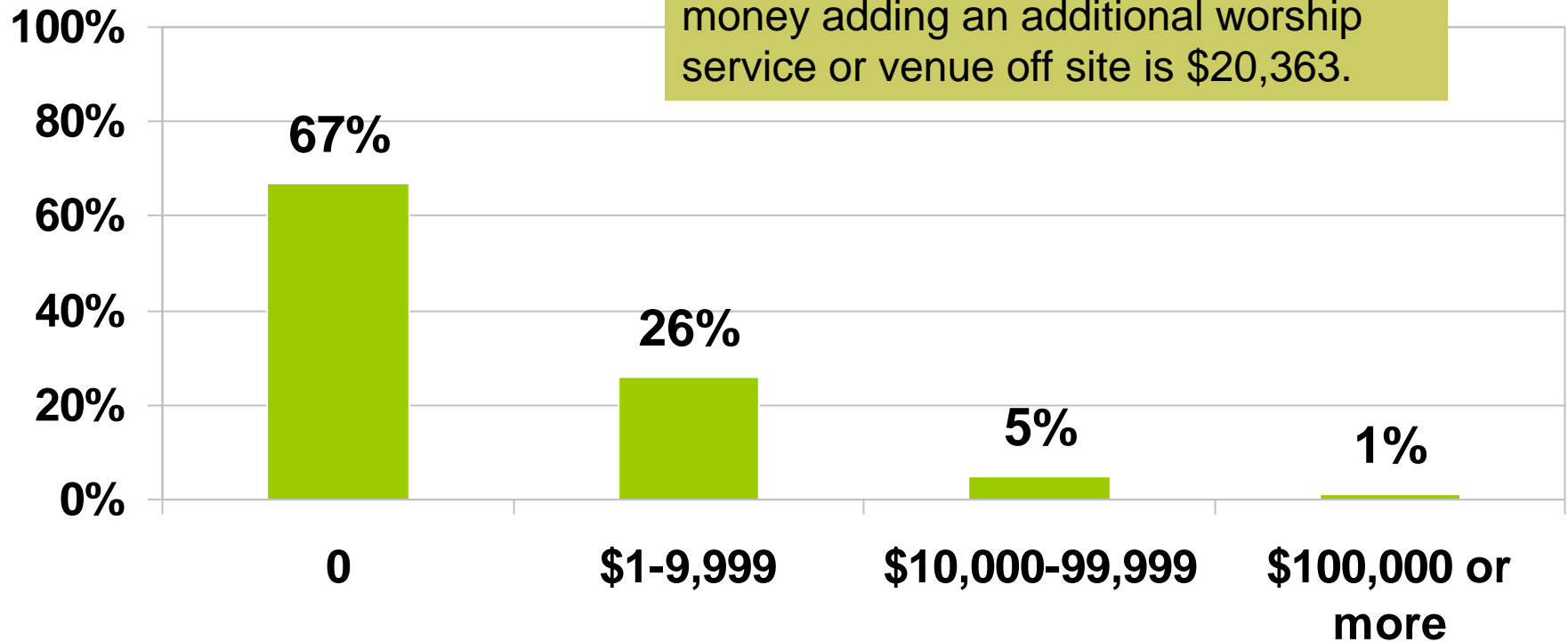


When a church adds an additional service or venue at a site where they currently meet, it leads to additional growth.;
n=1,000

Churches Who Added an Additional Worship Service or Venue Off Site

Among churches who added an additional worship service or venue off site, more than two-thirds spent no money to do so

The mean value is \$6,782. However, the mean cost for churches that spent money adding an additional worship service or venue off site is \$20,363.



What was the approximate total cost of adding an additional worship service or venue off site?; n=99

Although over half have done no additional hiring, average staffing has increased among churches that added an additional service/venue off site

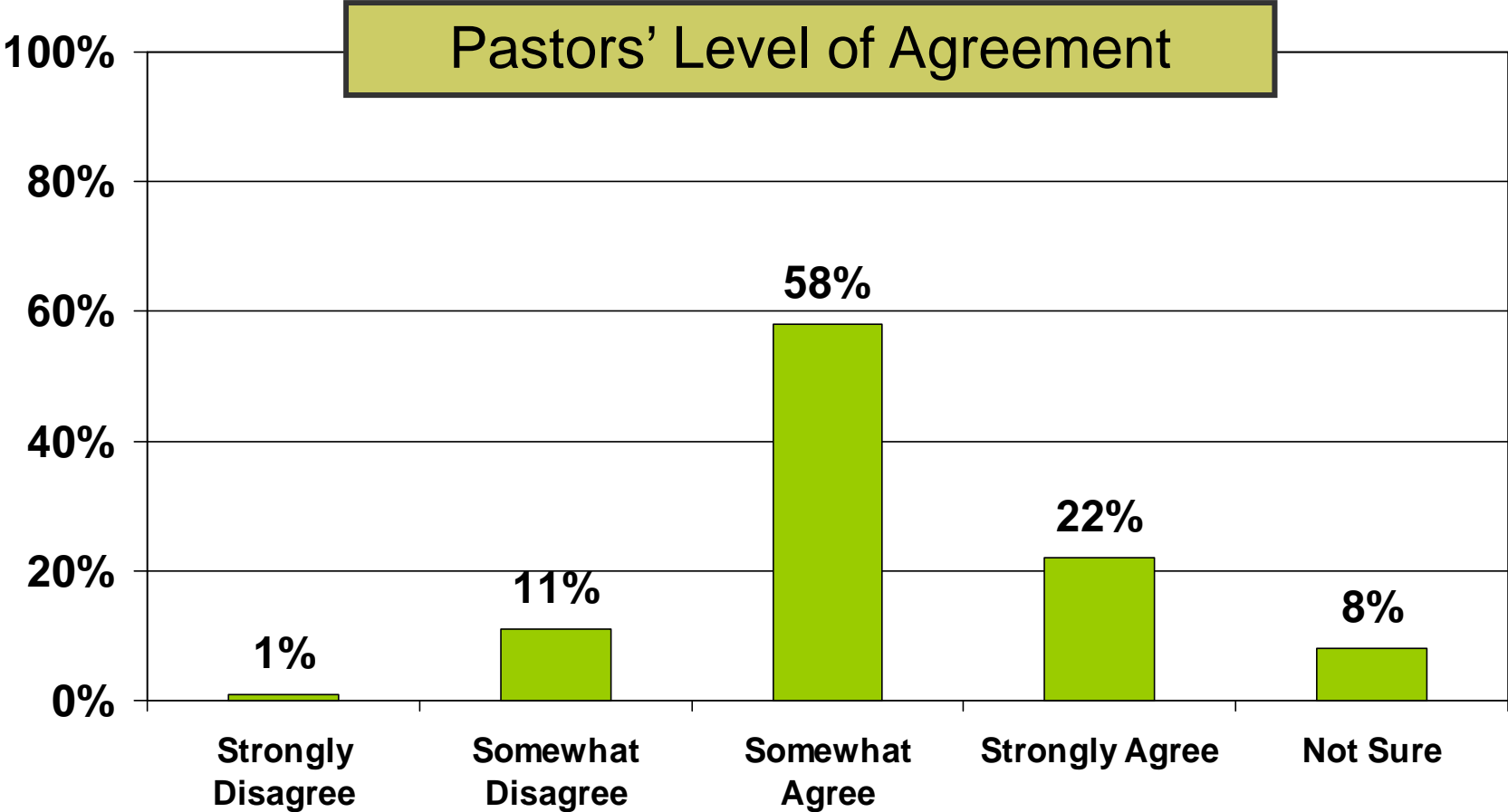
Staff Hired

- ❑ The average church that added an additional service/venue off site has hired 1.0 full-time employees and 2.2 part-time employees related to all of the expansion they implemented
- ❑ This compares to average hiring of 0.6 full-time and 1.1 part-time employees among churches who have used any of the seven expansion types in the last 5 years

Thinking of these specific types of ministry expansion that you indicated you have done in the last 5 years, how many full-time staff have you added in the last 5 years directly related to this expansion?

Thinking of these specific types of ministry expansion that you indicated you have done in the last 5 years, how many part-time staff have you added in the last 5 years directly related to this expansion?

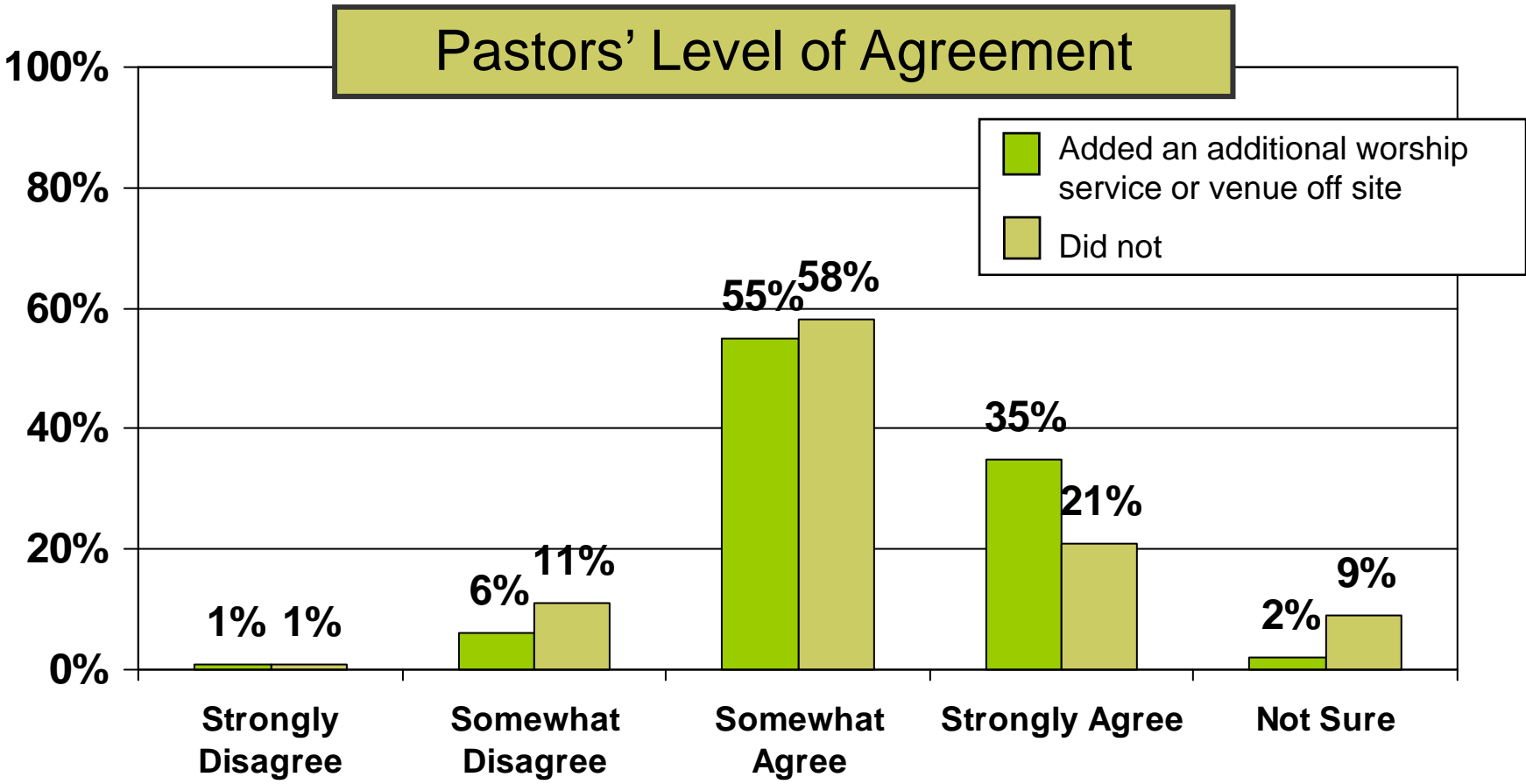
Fifty-eight percent of churches somewhat agree that when a church adds an additional service or venue that meets in a new room or at a new campus, it leads to additional growth



When a church adds an additional service or venue that meets in a new room or at a new campus, it leads to additional growth; n=1,000



Churches that added an additional worship service or venue off site are significantly more likely to strongly agree that it leads to additional growth



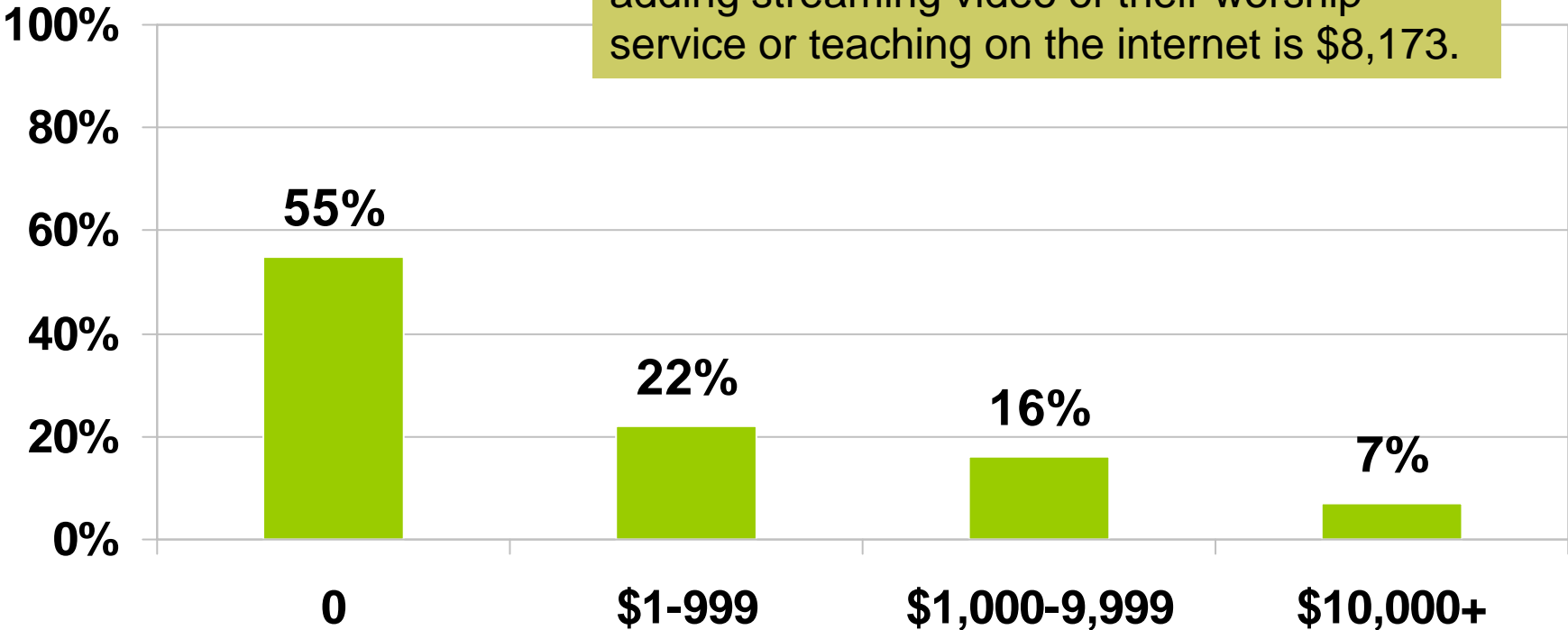
When a church adds an additional service or venue that meets in a new room or at a new campus, it leads to additional growth; n=1,000



Churches Who Began Offering Streaming Video of Worship Services or Teaching on the Internet

Among those churches who added streaming video of their worship service or teaching on the internet, more than half spent no money to do so

The mean value is \$3,661. However, the mean cost for churches that spent money adding streaming video of their worship service or teaching on the internet is \$8,173.



What was the approximate total cost of adding streaming video of your worship service or teaching on the internet?; n=138

Although over half have done no additional hiring, average staffing has increased among churches that began streaming video of worship/teaching

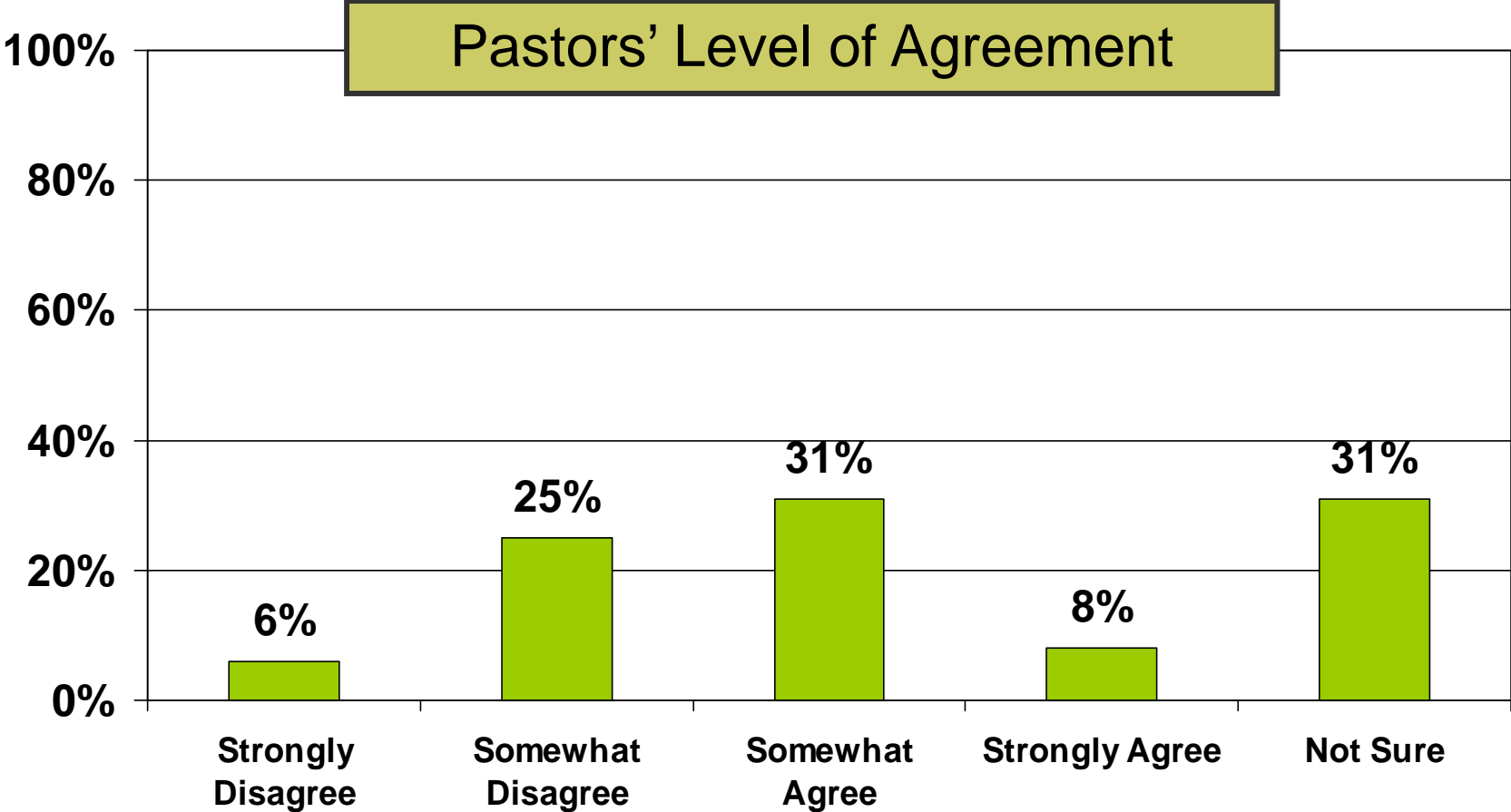
Staff Hired

- ❑ The average church that began streaming video of worship/teaching has hired 0.9 full-time employees and 1.7 part-time employees related to all of the expansion they implemented
- ❑ This compares to average hiring of 0.6 full-time and 1.1 part-time employees among churches who have used any of the seven expansion types in the last 5 years

Thinking of these specific types of ministry expansion that you indicated you have done in the last 5 years, how many full-time staff have you added in the last 5 years directly related to this expansion?

Thinking of these specific types of ministry expansion that you indicated you have done in the last 5 years, how many part-time staff have you added in the last 5 years directly related to this expansion?

Almost one-third of churches somewhat agree that when a church begins offering streaming video of worship services or teaching on their website, it leads to additional attendance growth in person

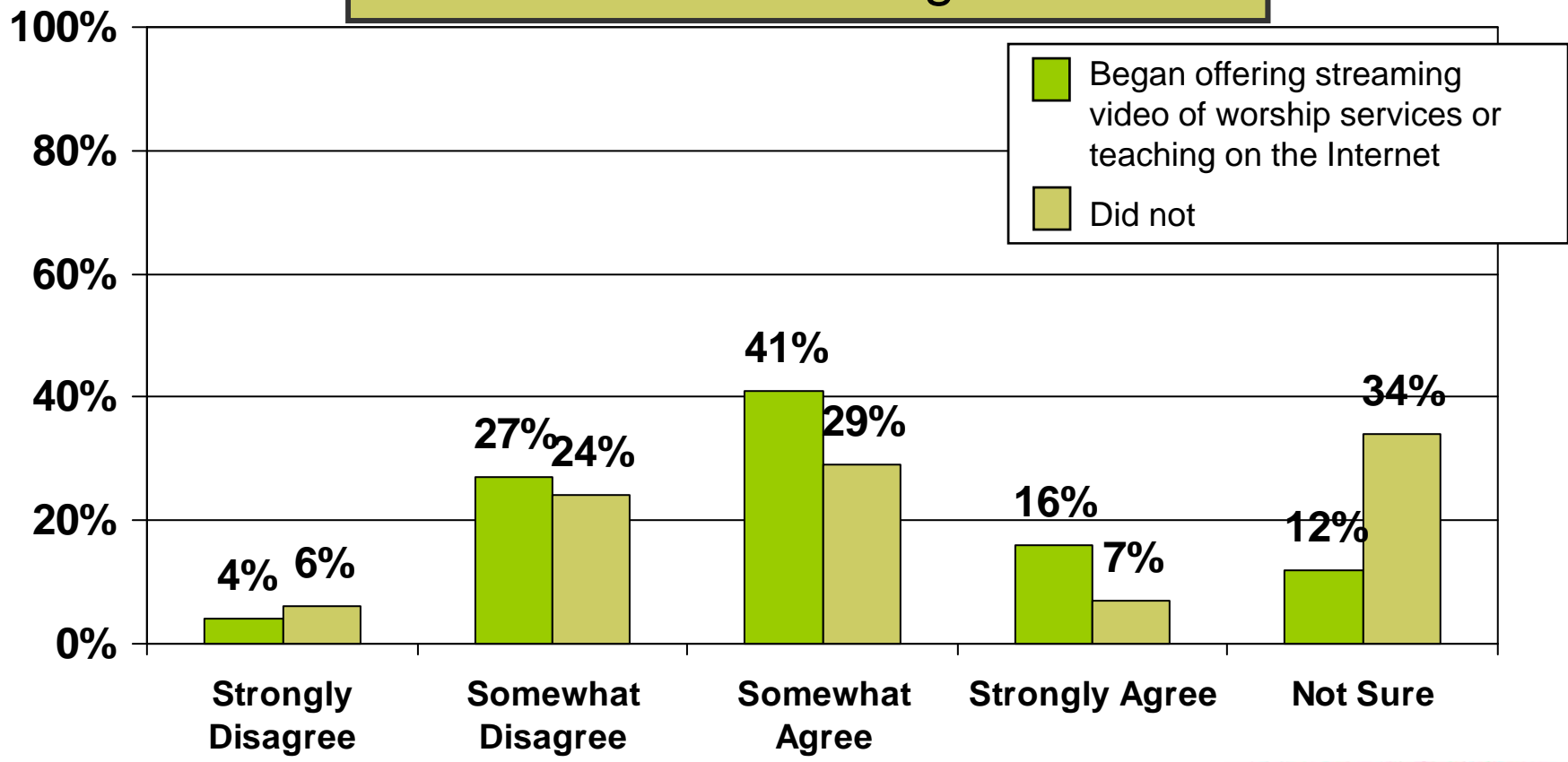


When a church begins offering streaming video of worship services or teaching on their website, it leads to additional attendance growth in person; n=1,000



Churches that began offering streaming video of services or teaching on the Internet are significantly more likely to strongly agree that it leads to additional attendance growth in person; a third of those that have not are not sure

Pastors' Level of Agreement

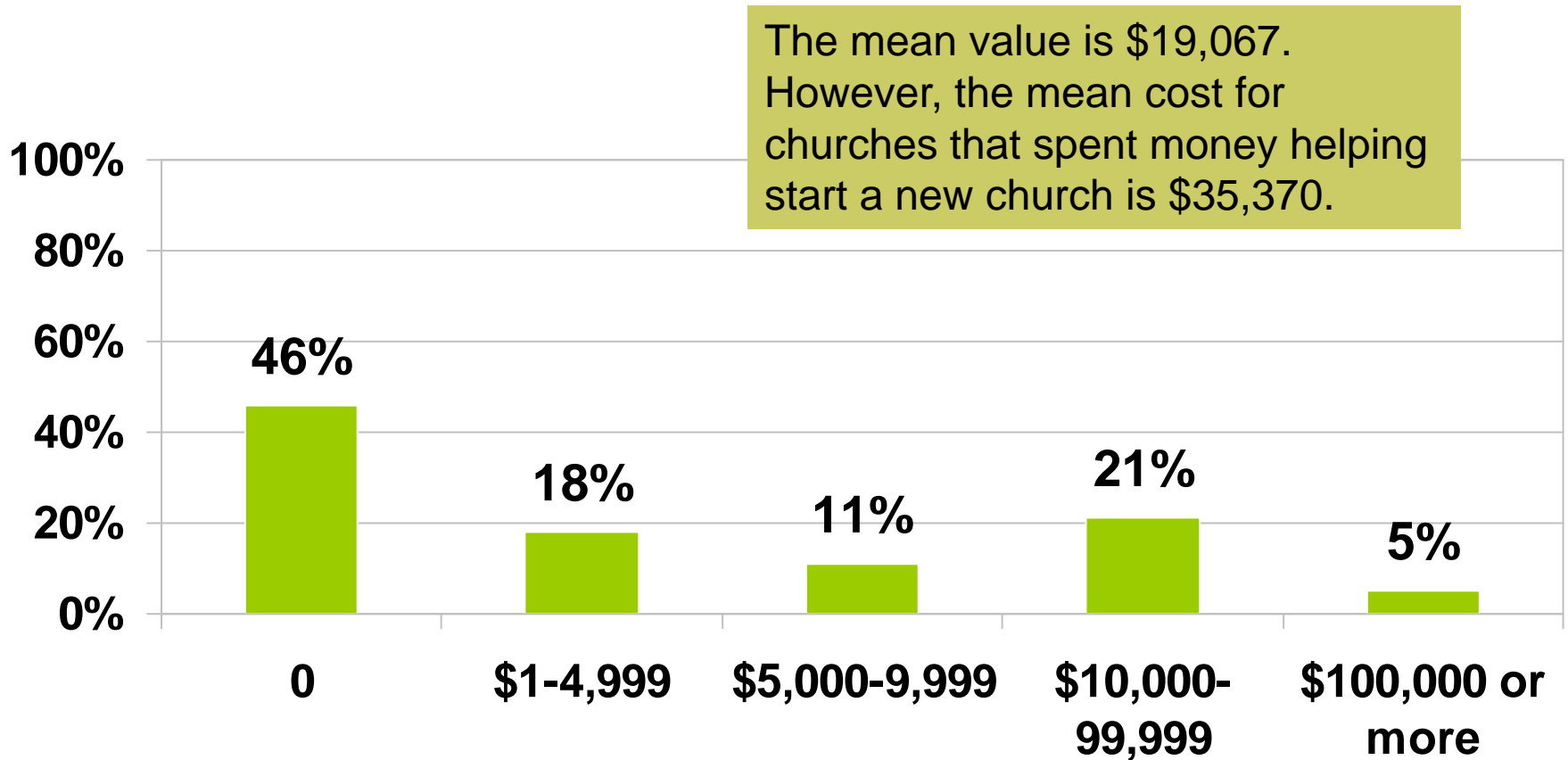


When a church begins offering streaming video of worship services or teaching on their website, it leads to additional attendance growth in person; n=1,000



Churches Who Directly Participated in Helping Start a New Church(es)

Among churches who directly helped start a new church or churches, more than half contributed financially



What was the approximate total cost of directly helping start a new church or churches?; n=276

Although over half have done no additional hiring, average staffing has increased among churches that participated in helping start new churches

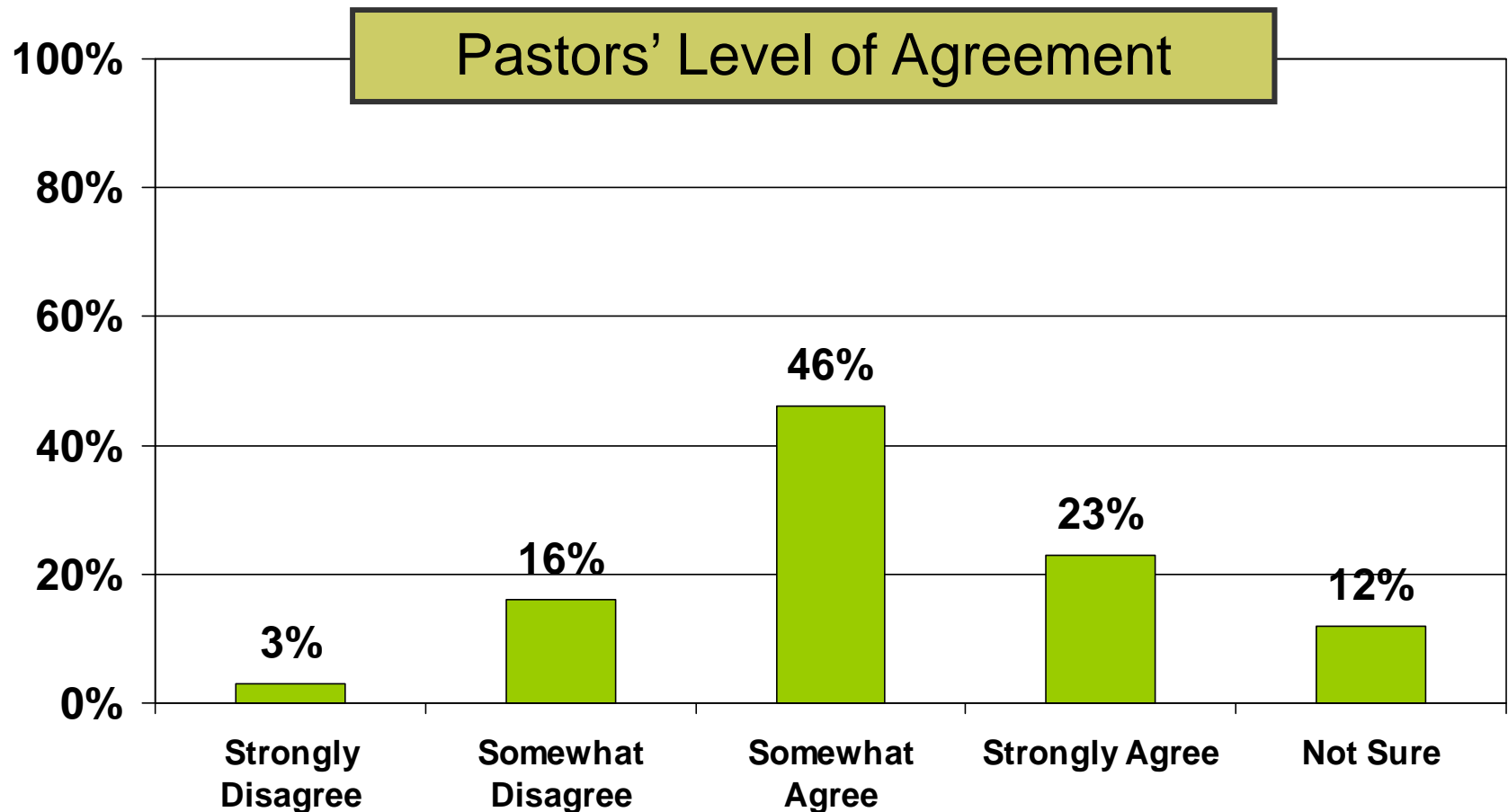
Staff Hired

- ❑ The average church that has participated in helping start new churches has hired 0.8 full-time employees and 1.5 part-time employees related to all of the expansion they implemented
- ❑ This compares to average hiring of 0.6 full-time and 1.1 part-time employees among churches who have used any of the seven expansion types in the last 5 years

Thinking of these specific types of ministry expansion that you indicated you have done in the last 5 years, how many full-time staff have you added in the last 5 years directly related to this expansion?

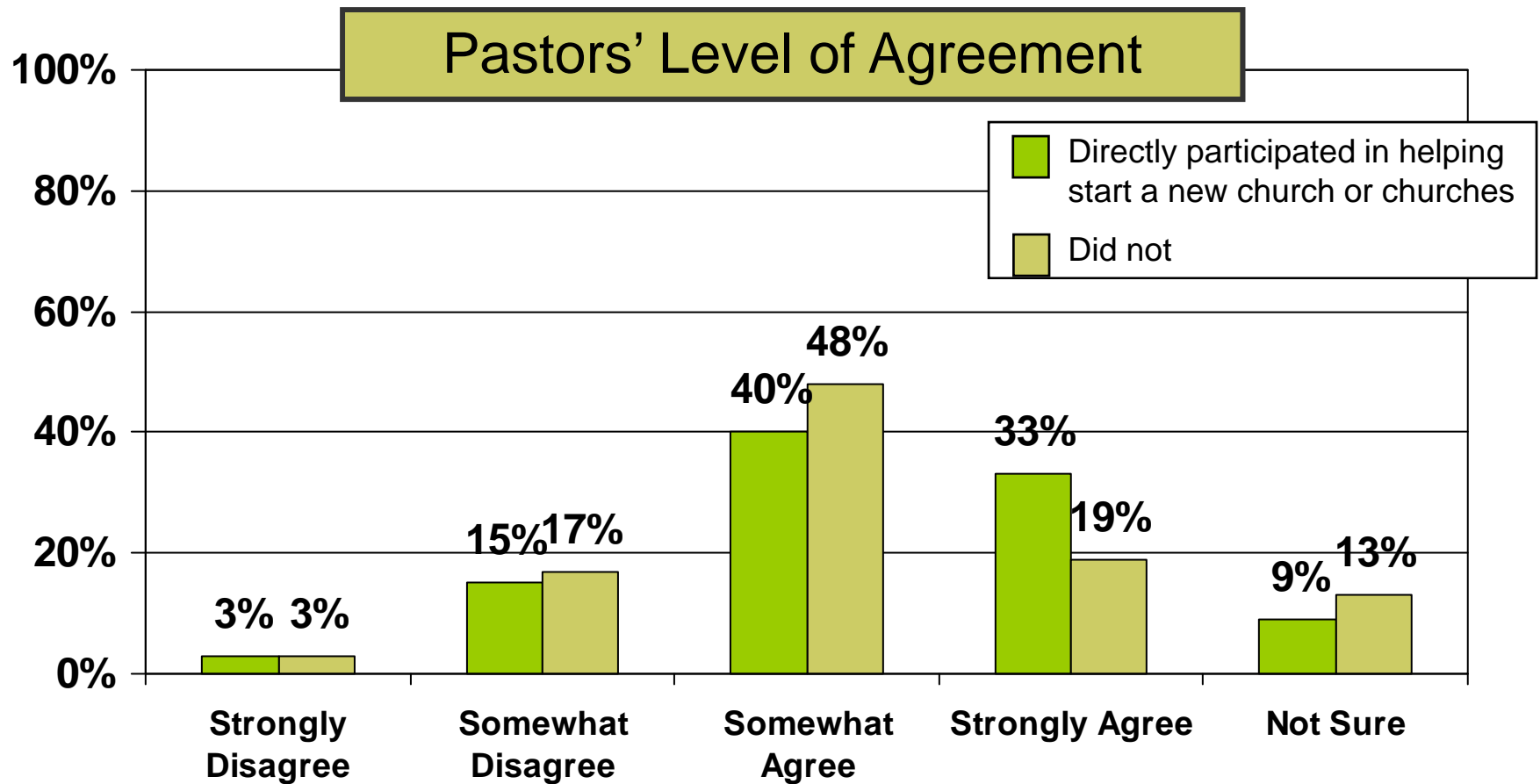
Thinking of these specific types of ministry expansion that you indicated you have done in the last 5 years, how many part-time staff have you added in the last 5 years directly related to this expansion?

Almost half of churches somewhat agree that when a church is directly involved in starting a new church, it leads to additional growth in the original church



When a church is directly involved in starting a new church, it leads to additional growth in the original church; n=1,000

Churches that directly participated in helping start a new church or churches are significantly more likely to strongly agree that doing so leads to additional growth in the original church



When a church is directly involved in starting a new church, it leads to additional growth in the original church; n=1,000

Churches Who Merged With Another Church

The low incidence of merging with another church limits the ability to drill-down with precision

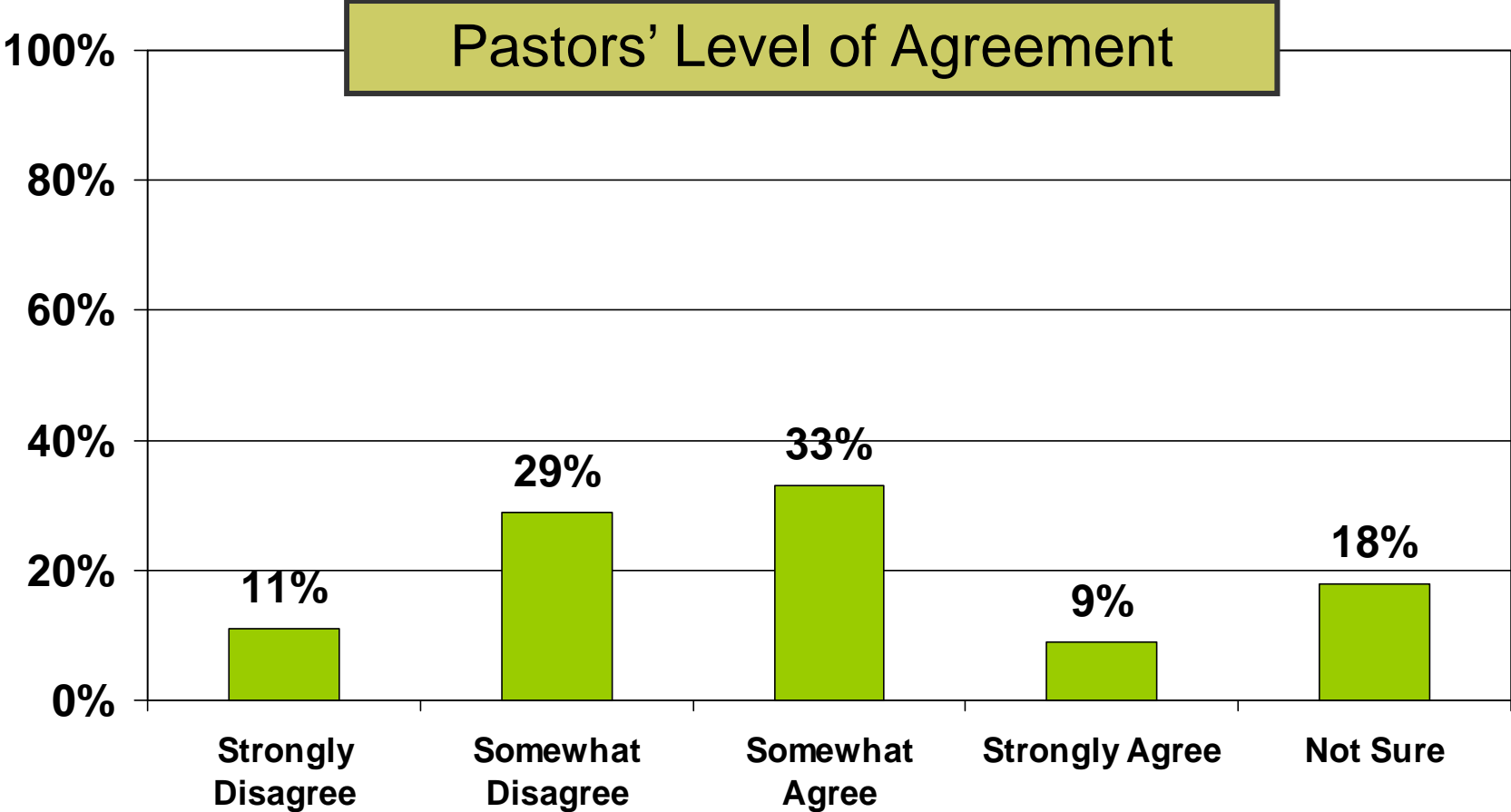
Reporting churches may signal some directional differences:

- ❑ The cost of mergers appears to be minimal
- ❑ Average hiring for both full-time and part-time employees is much higher than among churches who have used any of the seven expansion types in the last 5 years

Thinking of these specific types of ministry expansion that you indicated you have done in the last 5 years, how many full-time staff have you added in the last 5 years directly related to this expansion?

Thinking of these specific types of ministry expansion that you indicated you have done in the last 5 years, how many part-time staff have you added in the last 5 years directly related to this expansion?

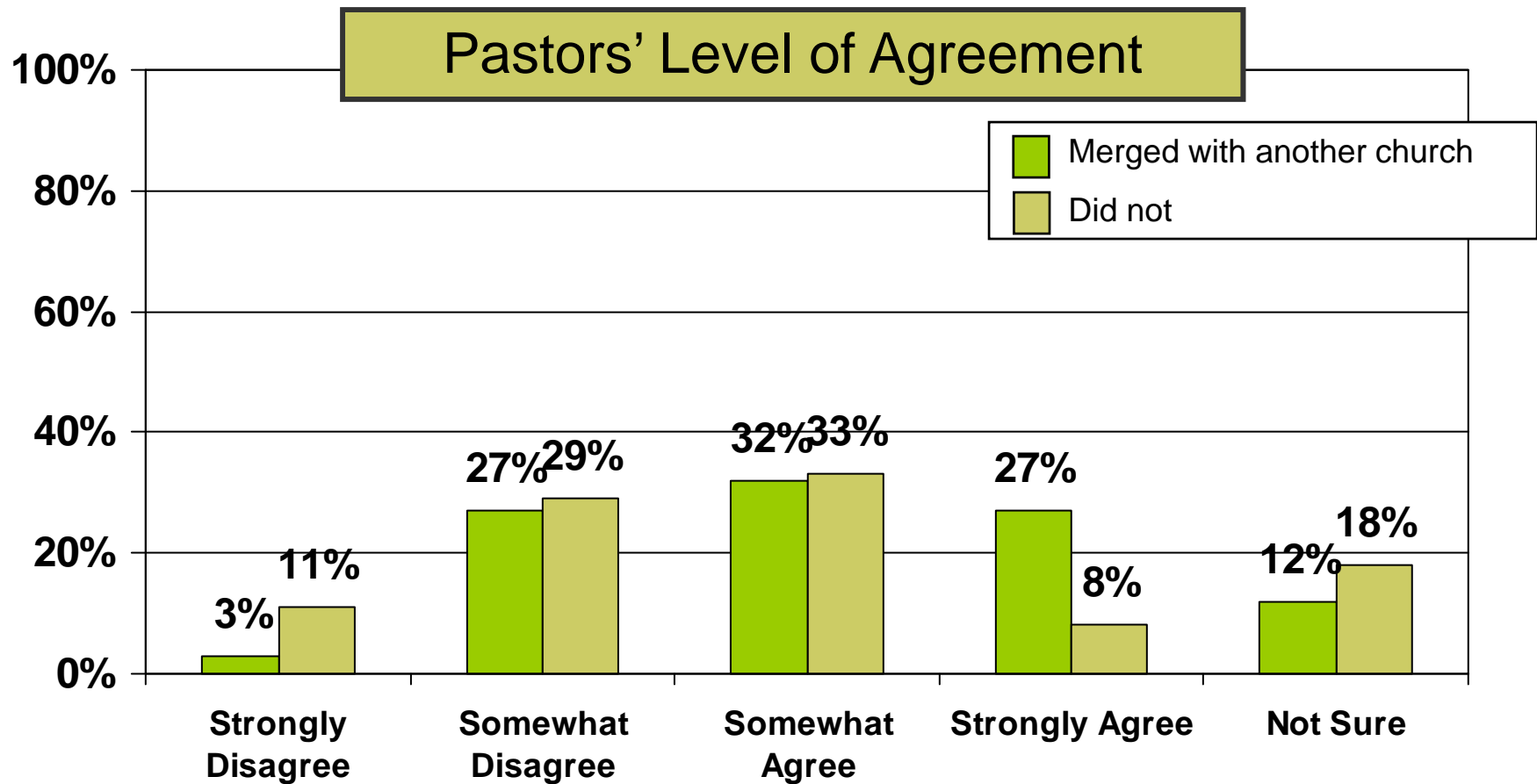
One-third of churches somewhat agree that when a church merges with another church, it leads to additional growth beyond the combined attendance of the two



When a church merges with another church, it leads to additional growth beyond the combined attendance of the two;
n=1,000



Churches that merged with another church are significantly more likely to strongly agree that mergers lead to additional growth beyond the combined attendance of the two



When a church merges with another church, it leads to additional growth beyond the combined attendance of the two;
n=1,000