

# Fishing Differently Congregational Assessment and Demographic Survey OVERVIEW



CROSSING  
CAPITAL GROUP



THE OIKOS INSTITUTE  
FOR SOCIAL IMPACT

AUGUST 2021

# PURPOSE

- Compile demographic data of the congregation
- Identify demographic data of the church's surrounding community
- Identify the congregation's
  - Religious practices and preferences
  - Faith, Intellectual, Social and Human Capital
- Assess the alignment of the membership and leadership of the congregation

# CONGREGATIONAL DEMOGRAPHIC INFORMATION

Progress Bar

DEMOGRAPHIC CHARACTERISTICS

SEX  Male  Female  Other

AGE

YEARS ATTENDING THIS CHURCH  Enter Years

YEARS AS A CHRISTIAN  Enter Years

FREQUENCY OF CHURCH ATTENDANCE

# FAMILY MEMBERS AT THIS CHURCH

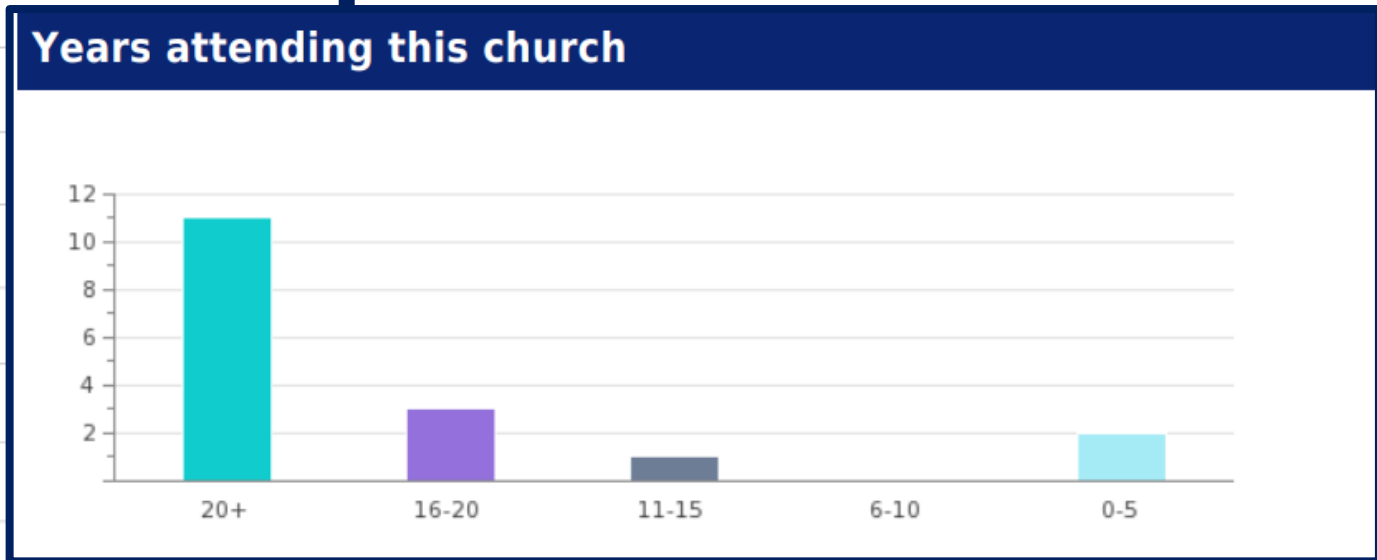
EDUCATION ATTAINMENT LEVEL

HOME OCCUPANCY STATUS

DISTANCE TRAVELED TO GET TO CHURCH  Miles

APPROXIMATE ANN. HOUSEHOLD INCOME

NEXT

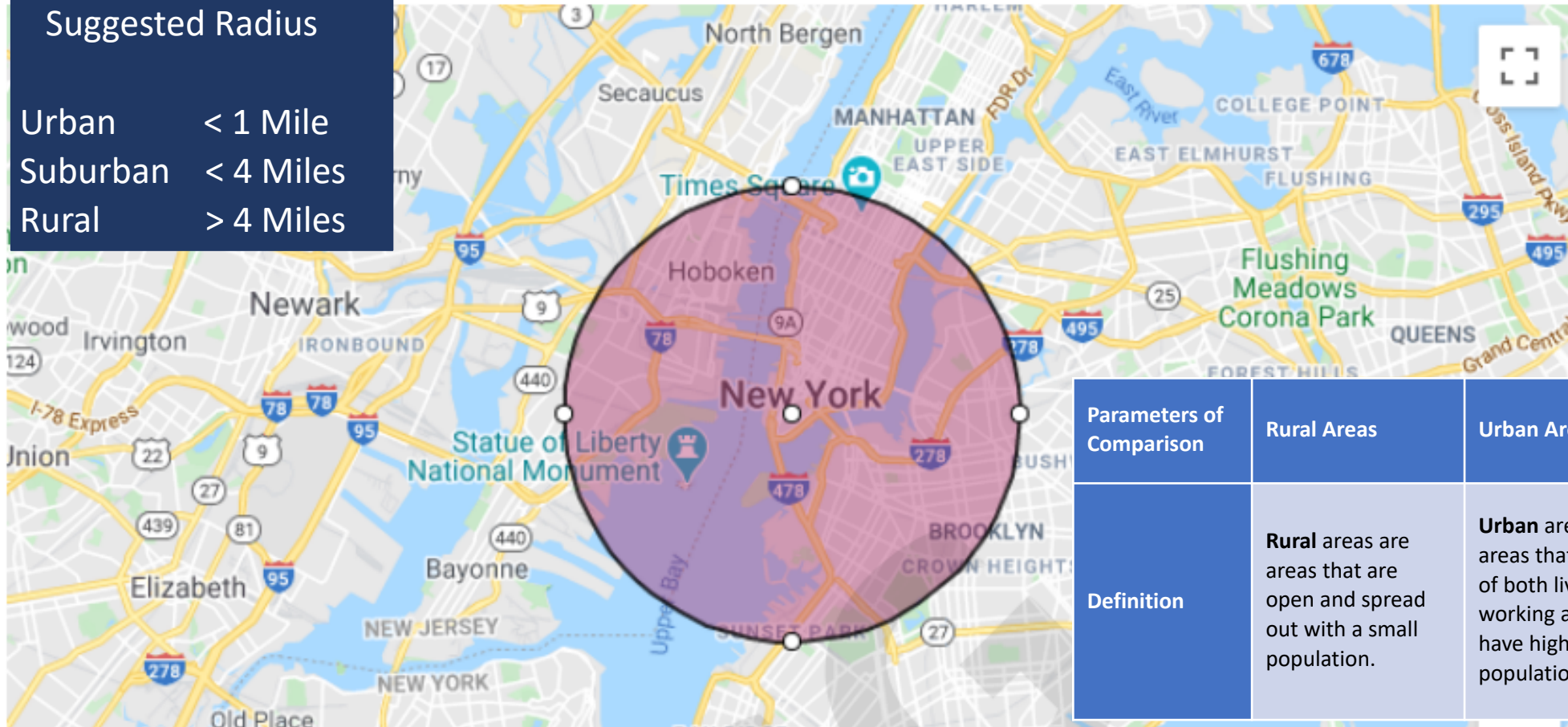


# COMMUNITY DEMOGRAPHIC INFORMATION

## Demographic with in 4.0 miles of radius

### Suggested Radius

- Urban < 1 Mile
- Suburban < 4 Miles
- Rural > 4 Miles



Parameters of Comparison	Rural Areas	Urban Areas	Suburban Areas
Definition	<b>Rural</b> areas are areas that are open and spread out with a small population.	<b>Urban</b> areas are areas that consists of both living and working areas and have high population.	<b>Suburban</b> areas are areas that are mainly residential area with a larger population than rural areas.

# COMMUNITY DEMOGRAPHIC INFORMATION

**Education**

**EMPLOYMENT**

**MARITAL STATUS**

**POVERTY AND RETIREMENT INCOME**

**RACE/ETHNICITY**

**OCCUPATION**

### Housing Units

Owner Occupied	75.8%
Renter Occupied	24.2%

### Age Of House

	Number	Percent
2010 And Later	98	18.2%

### Household's Income

	Number
Above \$150K	9
\$150K To \$200K	28
\$100K To \$150K	32
\$75K To \$100K	63
\$50K To \$75K	31
\$25K To \$50K	80
\$10K To \$25K	34
\$5K To \$10K	22
Below \$5K	31

### Household's Size

Household's Size	538	
Family Household	331	61.5%
2 Person	168	31.2%
3 Person	57	10.6%
4 Person	70	13%
5 Person	14	2.6%
6 Person	22	4.1%
7 Or More Person	0	0%
Non Family Household	207	38.5%
1 Person	187	34.8%
2 Person	20	3.7%
3 Person	0	0%
4 Person	0	0%
5 Person	0	0%
6 Person	0	0%

# CONGREGATION'S RELIGIOUS PRACTICES & PREFERENCES

**10 questions per category, in random order:**

- Discipleship
- Evangelism
- Fellowship
- Ministry
- Prayer
- Worship

# F.I.S.H. CAPITAL

**Faith Capital** is comprised of the money and assets that communities of faith contribute to the work of ministry and the upkeep of the church's property. Generally speaking, this includes tithes and offerings that reflects a faith community's religious convictions.

“Are the gifts & talents of your members being fully recognized and maximized?”

**Social Capital** is a network of relationships among institutions and people who live and work in a particular community or marketplace, enabling that marketplace to function effectively. Building Social Capital is an invitation to pause and ask, “Who, outside of our faith community, should we partner with in executing the church's ministries and goals?”

“Is your congregation outwardly focused on encouraging and building up others?”

**Intellectual Capital** is the individual and collective knowledge, skills, experience, and expertise organized to achieve a specific goal. Each member of a congregation has gifts and talents which are valuable if they are recognized, utilized, and developed.

“Is what you collect on Sunday sufficient to finance your God-sized vision?”

“Who shares our vision but has not been invited to walk with us?”

**Human Capital** is about the implementation of projects and programs which are relevant and have demonstrable impact on human lives. As Christians, are we not responsible for assisting our neighbors in reaching their God-given potential?

# PROCESS

- Each congregation identifies a Project Manager and shares contact info (Church name & address, Project Manager name, email & phone)
- Registration info emailed to Project Managers; Project Managers **complete registration and launch assessment (within 2 weeks after contact info provided)**
- Project Managers distribute online assessment link to the congregation: Senior Pastors, Clergy, lay leaders and members all encouraged to complete the assessment
- Only option for completion is online; consider making a computer or tablet at church available for members to complete the assessment
- Survey link closes **30 days after activation**
- Report generated and emailed/made available online to Project Manager at close of 30-day active period



# REPORT

- Summarizes demographic data of congregation and surrounding community
- Shares aggregated response scores by category, question, and role
- Highlights degree of alignment among leaders and members
- Highlights F.I.S.H. capital strengths and opportunities

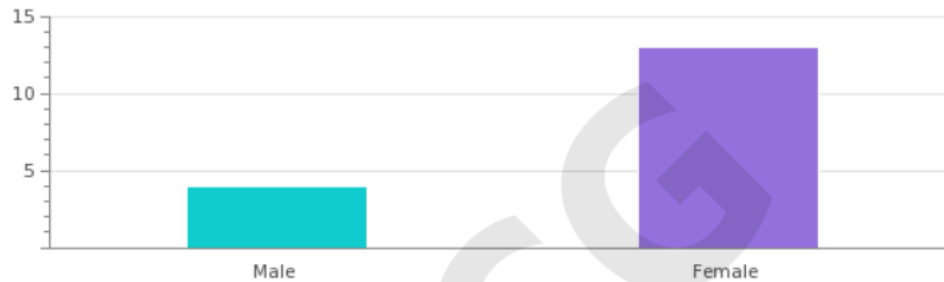
# REPORT



## Prepared For

Bethel AME Church  
Demographic radius 3 miles  
Prepared on 2021-05-06

## User report - survey analysis



## RACE/ETHNICITY

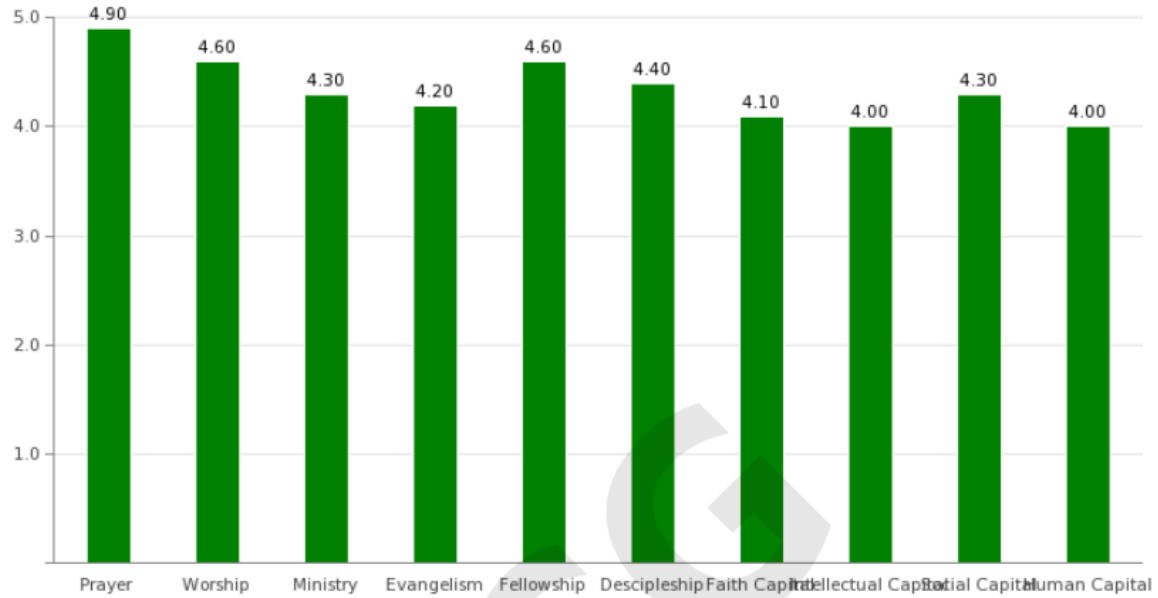
	Number	Percent
Population By Race/ethnicity	1562	
White (Non-Hispanic)	778	49.8%
African-American (Non-Hisp)	762	48.8%
Hispanic/latino	27	1.7%
Native American (Non-Hisp)	0	0%
Asian (Non-Hisp)	0	0%
Hawaiian & Pacific Islander (Non-Hisp)	0	0%
Other Races & Multiple Races (Non-Hisp)	22	1.4%

## EMPLOYMENT

	Number	Percent
Employed	669	42.8%
Unemployed	893	57.2%

# REPORT

## Overall Survey Analysis



## Compare Analysis

Categories	Clergy	Lay Leader/church Officer	Members	Senior/lead Pastor
Prayer	5.0	4.8	5.0	0
Worship	4.7	4.4	4.9	0
Ministry	4.7	4.1	4.7	0
Evangelism	4.2	4.0	4.6	0
Fellowship	4.5	4.5	4.8	0
Discipleship	4.4	4.3	4.7	0
Faith Capital	3.8	3.8	4.5	0
Intellectual Capital	3.6	3.7	4.4	0
Social Capital	4.2	4.1	4.6	0
Human Capital	4.1	3.7	4.5	0

# REPORT

## Prayer

<b>Prayer is a high priority of this church</b>				<b>5</b>
5.0	4.9	5.0	0	
Clergy	Lay Leader/church Officer	Member	Senior/lead Pastor	
<b>All meetings or gatherings begin with prayer at this church</b>				<b>5</b>
5.0	5.0	5.0	0	
Clergy	Lay Leader/church Officer	Member	Senior/lead Pastor	
<b>At this church, worship services greatly emphasize prayer</b>				<b>5</b>
5.0	4.9	5.0	0	
Clergy	Lay Leader/church Officer	Member	Senior/lead Pastor	
<b>We regularly asks for people to submit prayer requests, for themselves and/or others</b>				<b>5</b>
5.0	5.0	5.0	0	
Clergy	Lay Leader/church Officer	Member	Senior/lead Pastor	
<b>I regularly pray for our church members and leaders</b>				<b>4.8</b>
5.0	4.4	5.0	0	
Clergy	Lay Leader/church Officer	Member	Senior/lead Pastor	
<b>I believe that prayer is an important part of my faith</b>				<b>5</b>
5.0	5.0	5.0	0	
Clergy	Lay Leader/church Officer	Member	Senior/lead Pastor	

## Intellectual Capital



# OUTCOMES AND OPPORTUNITIES

- Identify opportunities to increase alignment
- Identify opportunities to increase resources
- Identify opportunities to serve the surrounding community
- Use these insights to increase congregational vitality and community impact

# CONTACT



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